

RIVAL

REBRANDING AND SEO
OVERHAUL DRIVE **308%**
INCREASE IN KEYWORD
RANKINGS FOR RIVALHR





CLIENT OVERVIEW



RivalHR (Formerly SilkRoad Technology)



HR Technology

CHALLENGE

Post-rebrand SEO losses, technical issues, and poor user experience led to significant drops in website traffic and keyword rankings.



SOLUTION

Comprehensive SEO overhaul, technical fixes, and user experience improvements to restore and surpass previous performance levels.



RESULTS

308% increase in keyword rankings, 177% boost in organic traffic, and a modernized, user-friendly website experience.

RESULTS AT A GLANCE

308% INCREASE

in keyword rankings (from 209 to 853)



177% BOOST

in organic traffic (from 922 to 2,557)



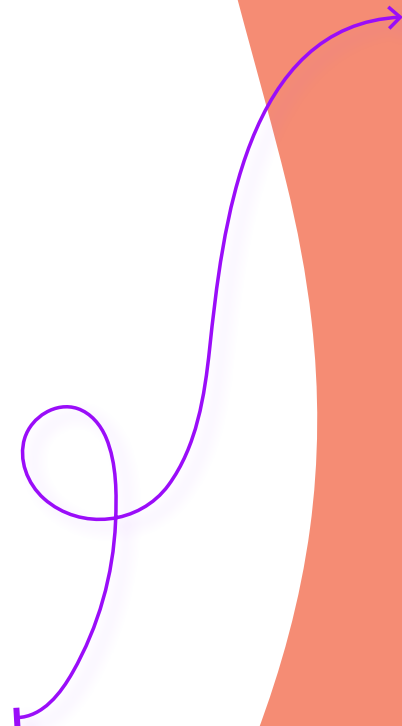
190% INCREASE

in top 3 keyword rankings



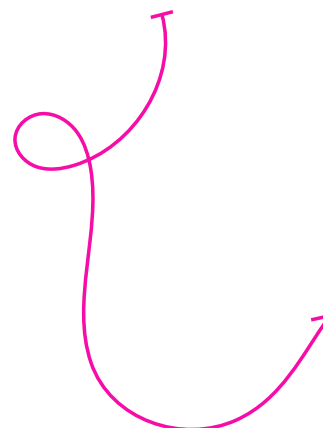
27 TO 32

authority score increase



THE CHALLENGE

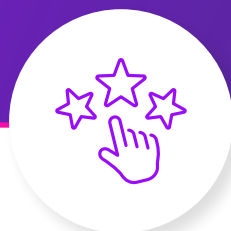
Following a **major rebrand from SilkRoad Technology to RivalHR**, the company saw a dramatic drop in website traffic and keyword rankings. They lost over half of their previously acquired keywords and faced numerous technical SEO issues. Additionally, their new site failed to provide an optimal user experience, which was crucial as they prepared to launch new SaaS offerings.



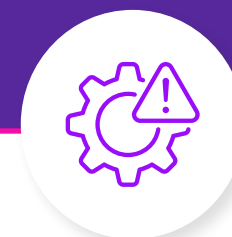
RIVALHR'S CHALLENGES INCLUDED



SEO losses post-rebrand, with a significant decline in keyword rankings.



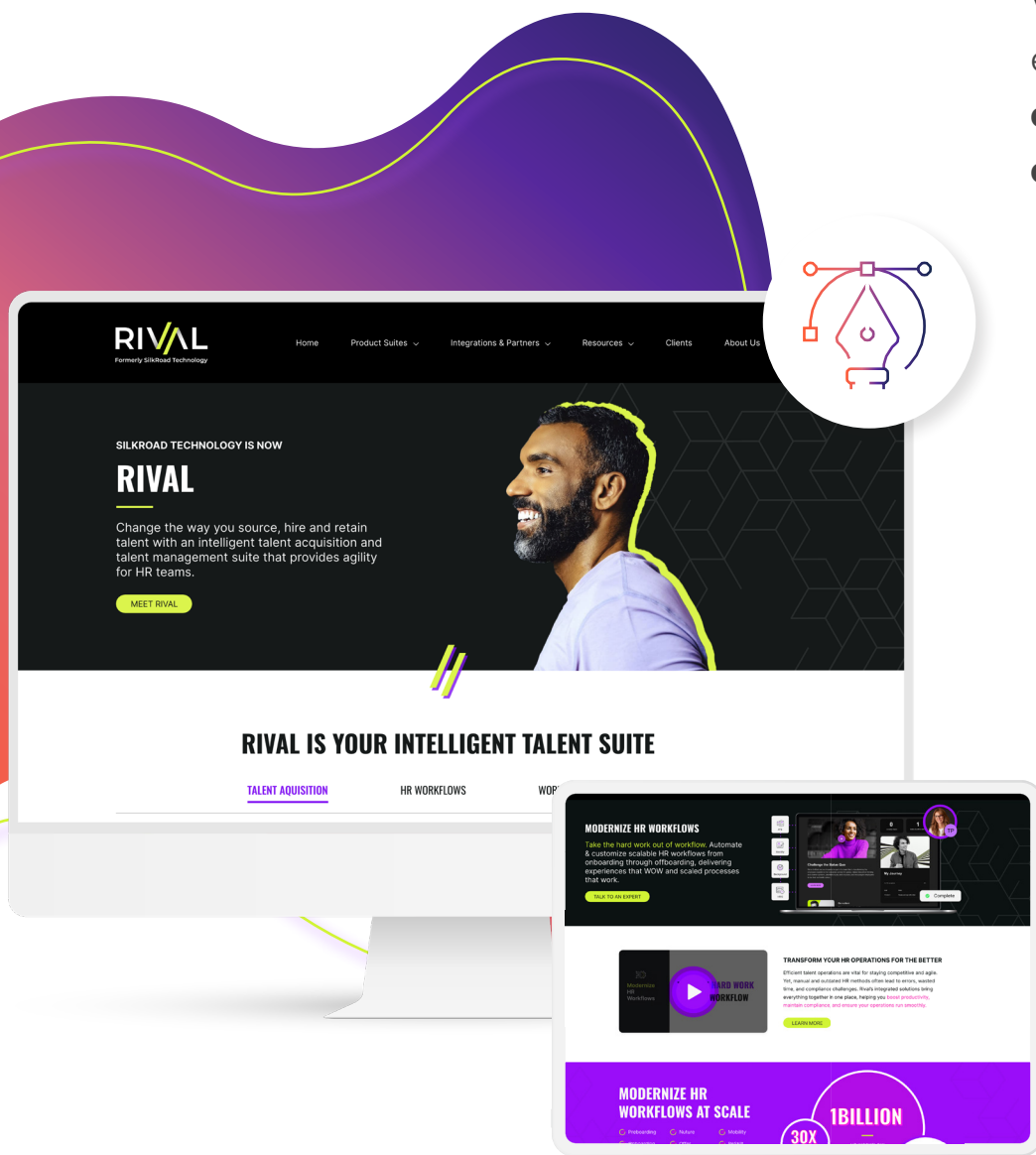
A subpar **user experience**, affecting engagement and lead capture.



Over **20,000 technical issues** on the website, impacting search engine visibility and performance.

OUR SOLUTION

Vonazon partnered with RivalHR to develop and execute a strategy aimed at **restoring and exceeding their previous SEO performance while enhancing the user experience.**



COMPREHENSIVE SEO AUDIT AND OPTIMIZATION

Our SEO team conducted a full-scale audit to diagnose and resolve over 20,000 technical issues, including missing and duplicate meta descriptions, broken links, and a misconfigured robots.txt file. We fine-tuned the site's technical setup and realigned content with high-value keywords, **optimizing over 1,000 pieces of content.**

PILLAR PAGE CREATION AND REDESIGN

To support the new SaaS offerings, we developed cornerstone pages that highlighted the scalability and innovation of RivalHR's technology. These pages were **designed with SEO and user engagement in mind**, ensuring a seamless user experience while driving significant traffic increases.

USER EXPERIENCE ENHANCEMENTS

The user journey was reimagined with a focus on streamlining navigation and improving mobile responsiveness. **We replaced the traditional drop-down menu with an intuitive mega menu that organized software suites for easy access.** We also modernized RivalHR's blog templates, providing a fresh, engaging interface for users while incorporating SEO best practices.

THE RESULTS

Through a combination of SEO, user experience improvements, and technical optimization, **RivalHR achieved significant gains:**



Keyword Rankings

Increased from 209 to 853

308% improvement



Top 3 Keyword Rankings

Grew from 10 to 29

190% increase



Organic Traffic

Jumped from 922 to 2,557

177% boost



Authority Score

Increased from 27 to 32

+5 gain

The user experience overhaul resulted in longer session durations and **lower bounce rates**, as visitors found it easier to navigate and engage with content.



POSITIONED FOR FUTURE SUCCESS

With a fully optimized website and a strong SEO foundation in place, RivalHR is well-positioned for future growth. By continuing to invest in **off-page SEO strategies, including targeted link-building and content promotion**, RivalHR is poised to expand its online presence and attract new clients.



Vonazon remains a trusted partner, providing ongoing support to help them scale.



CONTACT VONAZON

LET'S WORK TOGETHER

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