



DELL SECUREWORKS CASE STUDY

Revolutionizing Dell Secureworks' Organic Presence: From Strategy to Execution, Increasing Visibility with Targeted Content Assets.

secureworks.com

STORY

My first major agency role as an SEO Strategist at Drum/BKV marked a significant milestone in my career, where I effectively combined my content marketing expertise with SEO. As a Content SEO Strategist, I developed long-form content assets for clients like Dell Secureworks, focusing on core services such as cloud security, mobile security, and cybersecurity.

This strategic, keyword-focused content creation significantly boosted Secureworks' rankings and visibility for service-aligned keywords, nurturing their target audience and delivering long-term value with minimal monetary investment. Instead of buying traffic through a PPC campaign for expensive keywords often exceeding \$100 per click, these content pillars became evergreen resources, driving organic traffic without ongoing marketing expenses.

In addition to content development, I managed monthly performance reports for our clients, providing actionable insights through detailed data analysis. This approach not only improved rankings and traffic but also lowered customer acquisition costs, maximizing the efficiency and effectiveness of our SEO strategies.

CONTENT PILLARS

[Cloud Security Guide: Platforms, Threats, and Solutions](#)

- **Metrics:** July 2019
- **Backlinks:** 154 backlinks
- **Traffic Cost:** \$15,000
- **Average Visitors:** 364

Organic Keyword Rankings (434)

- Cloud security types (1, Featured Snippet), Cloud security threats and solutions (1), Security threats in cloud computing (2), Cloud threats (2, Featured Snippet), Cloud security solutions (2), Cloud security threats (3, Featured Snippet), Cloud security planning (3), Cloud information security (3), Top cloud threats (3, Featured Snippet)

[Mobile Application Security Assessments](#)

- **Metrics:** May 2019
- **Backlinks:** 13 backlinks
- **Traffic Cost:** \$4,900 (May 2019)
- **Average Visitors:** 161

Organic Keyword Rankings (171)

- Mobile security assessment (1), Mobile app assessment (1), Mobile application security assessment (1), Mobile web application security (2), App security (2), Mobile app security (2), Mobile application security (3)

[Cybersecurity Comparision Guide](#)

- **Metrics:** January 2020
- **Backlinks:** 126 backlinks
- **Traffic Cost:** \$13,000
- **Average Visitors:** 1,100

Organic Keyword Rankings (372)

- Information security vs cyber security vs network security (1), Difference between data security and network security (1), Cyber security and network security difference (1), Network security cyber security (1), Is network security the same as cyber security (1)



AT A GLANCE CHALLENGES

Dell Secureworks struggled to enhance digital visibility and authority in competitive cybersecurity sectors, facing issues like limited organic keyword rankings, low traffic value, and insufficient backlinks.

Competing with established players, the brand needed a robust strategy to improve its online presence for cybersecurity.

BENEFITS

By implementing our targeted content and SEO strategy, Dell SecureWorks saw tremendous growth in keyword rankings, increased organic traffic, and enhanced site authority through more backlinks.

This boosted visibility and solidified their position as a trusted cybersecurity leader, driving greater engagement and conversions.



JACK SCULLIN

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For more than a decade, Jack has created comprehensive content and SEO plans to help brands rank higher and faster.