



seotesting

How StudioHawk simplified their SEO testing processes to save time and deliver meaningful results.



CASE STUDY



Lawrence Hitches,
General Manager
of StudioHawk

“SEOTesting enables us to run SEO tests for clients and easily see in one place whether these tests have succeeded. It gives us a straightforward snapshot of before and after.”



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CHALLENGES

Manual, time-consuming data gathering on multiple platforms

Australia's Largest SEO Agency StudioHawk is a specialised agency dedicated to search engine optimisation. For General Manager Lawrence Hitches, the focus is on demonstrating results.

“One of our biggest challenges during any period of SEO testing was that we had to use different platforms to download data and then consolidate all of this data into spreadsheets to draw meaningful conclusions.”

This manual approach relied on individual SEO specialists spending hours on downloading data from various platforms into spreadsheets.

“Whilst this itself is a good step, it’s incredibly time-consuming.”

“Focus on demonstrating results”

Tools could not manage the level of tracking required, or were too expensive if they could

“Save time and simplify the process”

StudioHawk recently went through an extensive migration for a real estate company in Australia. The scale of this migration was impressive, affecting more than 15 million URLs.

“Most normal SEO tools simply cannot handle the level of tracking we needed to ensure this migration was a success, and any tools that could manage this tracking are too expensive.”

Studiohawk needed a better tool for their SEO testing to save time, simplify the process, track large amounts of URLs and demonstrate black and white results to their clients.

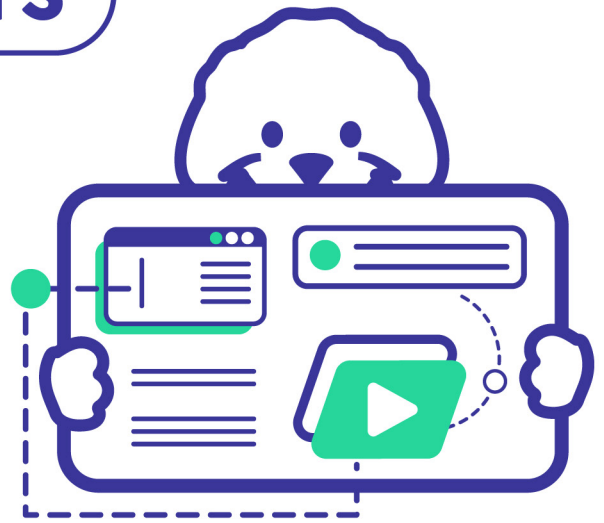
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SOLUTION & RESULTS

Quick access to results of SEO tests in one place

When StudioHawk first started using SEOTesting in their agency this year, Lawrence was impressed with the benefits it delivered.

“Having somewhere we can view the input of SEO changes, SEOTesting provided that.”



“Easily login to see if the tests have succeeded”

A collaborative tool

SEOTesting made life much easier for the SEO team. Now they could quickly see the results of their changes in a straightforward dashboard for multiple clients. It automatically pulled data in a fraction of the time it took before.

“Now, we can run SEO tests for clients and all easily login to see whether these tests have succeeded.”

Manages large-scale tracking with ease

Lawrence explains during their large-scale migration:

“Using SEOTesting, we have tracked the migration to ensure everything is going as planned. Also, during the migration, we have undergone three separate Google Algorithm Updates, which have created a “fog of war”, so we have also used SEOTesting to diagnose the sources of traffic changes.”

“Diagnose the sources of traffic changes”

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Want one simple place to track and demonstrate the results of your SEO tests?

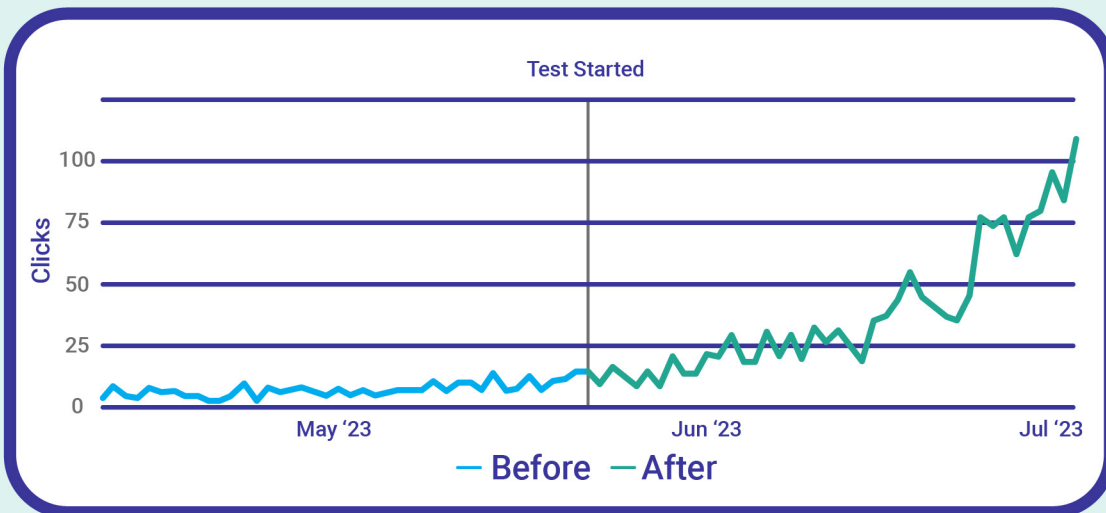
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Before and After example



Clicks per day

+ 593%

Site clicks per day

+ 2.2%

Impressions per day

+ 946%

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