

Gravity

Name for Campaign: Data Driven SEO Pages

Company: Gravity

Category: Saas, Venture Capital, Data

Requested Service: SEO

Bounty: \$10,000 USD



One liner about your business/product:

Gravity is a data driven sourcing engine for new deal discovery.

In short, where we could use your help:

We want to create programmatic SEO pages that have been generated automatically on a very large scale. We need help with the SEO strategies for these pages to target multiple keyword variations by creating landing pages automatically at scale using our large database of 20M companies, 10M people, and 1M founders.

Any additional information about the problem:

Venture capital is more competitive than ever with the amount of private capital out there. Therefore, many people are trying to identify the hottest companies via Google search. We have exclusive data that needs to be viewed via Google Search results. We are bootstrapped and willing to implement a strong SEO strategy for long term growth.

Inspiration

<https://growjo.com/>

<https://corp.owler.com/>

Craft.co

Getlakta.com

<https://www.dnb.com/business-directory.html>

Are there any restrictions for the campaign:

Currently using ActiveCampaign → I would like to keep using this
I would like this to be scalable as it's currently a 1 person show

Goals and metrics for this campaign:

- A scalable strategy around certain keywords that we can be competitive for.
- A full SEO audit to understand our starting point.
- Establish tracking and performance monitoring best practices.

Links and Resources

Website - www.launchgravity.com

Current strategy we want to go deeper on: <https://app.launchgravity.com/data-drops>