

# MARKETING COMPARISON REPORT: APOLLO TECHNOLOGIES



This report compares Apollo Technologies online marketing to that of other B2B technology companies of similar size. A complete summary of the data for 104 small- to mid-sized technology companies as of March 2015 can be found at [www.StateofTechMarketing.com](http://www.StateofTechMarketing.com).

## WEBSITE SEARCH TRAFFIC

Attracting a high volume of potential customers to your website through organic search is crucial to growing your business. The best indicator of how much search traffic your website is going to receive is the number of keywords your company ranks for on Google. Here's how your website compares to those of other technology companies:

|                                   | COMPARISON B2B TECHNOLOGY COS.<br>(SEMRUSH; MEDIAN NOS.) |  | APOLLO TECHNOLOGIES                        |
|-----------------------------------|--|--|--|
|                                   | Small to Medium-Size<br>Companies<br>(11-500 Employees)  | Other Medium Size<br>Companies<br>(51-200 Employees) | Compared to Other<br>Medium Size Companies |
| Number of Companies               | 104  | 34   | 1  |
| Est. Website Daily Search Traffic | 217  | 358  | 46   |
| Keywords in the Top 20 on Google  | 20   | 21   | 16   |

### GRADING SCALE

A

90% - 100%

B

75% - 89%

C

50% - 74%

D

25% - 49%

E

0% - 24%

## OFFERING GREAT CONTENT

If your website doesn't contain interesting and informative web pages, blog posts and/or videos, few people will visit or stay long on your site. Our research shows that the most important predictor of search traffic is the number of blog posts on a site. Your website's Domain Authority and the number and quality of links to your web site are also important as they demonstrate to Google that others find your content valuable.

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|---|---|--|---|
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| Blogging:<br>Have a blog<br>Among those who blog, median number of blog pages on the site         | 53.8%<br>65                                       | 55.9%<br>38                                    | No blog                                 |
| Video:<br>Have at least one video<br>Among those with videos, median number of videos on the site | 39.4%<br>5  | 35.3%<br>8.5                                   | Yes<br>25                               |
| Moz Domain Authority (median)   | 32.5  | 33.5   | 36                                      |
| Median # of links to the home page  | 47  | 47   | 76                                      |
| Median # of links to the entire website   | 439   | 519  | 1503                                    |

## — ABILITY TO GENERATE & CULTIVATE LEADS

If you want to be able to build relationships with interested visitors, your site needs to give them the opportunity to download eBooks, white papers, case studies and other premium content in exchange for their email address. The use of marketing automation programs such as Hubspot, Eloqua, Marketo or Act-On is strongly recommended as they dramatically simplify the lead cultivation process.

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| Gated Premium Content:<br>Offers at least one gated download<br>Among those offering premium content, median number of gated downloads | 42.3%<br>9  | 38.2%<br>9                                     | Yes<br>1                                |
| Uses marketing automation program  | 35.6%   | 41.2%  | No automation                           |

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## — PROMOTING YOUR CONTENT

You may have the best content in the world but if no one sees it, creating it was a waste of time. In addition to emailing new blog posts to leads who have expressed interest in that particular topic, you should be promoting your blog posts through social media. Many companies also drive traffic to their website by purchasing pay per click ads.

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| Social media:  |   |  |   |
| Used any social media in last 14 days                            | 60%   | 59%  | Yes                                     |
| Among those using social media, median number of platforms used  | 3   | 2.5  | 2                                       |
| Twitter:   |   |  |   |
| Uses Twitter   | 67%   | 65%  | Yes                                     |
| Among those using Twitter, median number of Twitter followers    | 525   | 628  | 644                                     |
| Tweeted in the last 7 days                                       | 45%   | 50%  | Yes                                     |
| Among those tweeting in the last 7 days, median number of tweets | 4   | 5  | 1                                       |
| Paid advertising:  |   |  |   |
| Buying ads traffic   | 28%   | 27%  | Yes                                     |
| Among those who buy ads, median ads traffic per day              | 132   | 21   | 1010                                    |

## — WEBSITE PROBLEMS

A surprising number of technology companies have websites that are not mobile-friendly or whose pages are slow to load. Since Google promises to take both of these factors into account in their search rankings, companies should fix any such problems immediately.

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| Site is mobile-friendly          | 55%   | 56%  | No                                      |
| Median page load speed (seconds) | 3.14  | 3.825  | 2.89                                    |

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## WANT HELP IMPROVING YOUR MARKETING?



Impact Marketing Group specializes in creating data-driven, cost-effective content marketing and marketing automation programs for small to mid-sized technology companies. To explore how we can turn your website into a lead-generation machine, visit [www.ImpactMktgGroup.com](http://www.ImpactMktgGroup.com), call Joanna Conti at (410) 757-2811 or email [joanna@ImpactMktgGroup.com](mailto:joanna@ImpactMktgGroup.com). We look forward to talking with you!