



CASE STUDY

How Cyera Drove \$7.9M in Qualified Pipeline Over 12 Months with Powered by Search's Risk-Resilient SEO Strategy



*Rebuilding a fragile SEO foundation by diversifying content, strengthening topical authority, and optimizing for humans and AI to deliver **predictable growth**.*

The Challenge: All Roads Led to the Homepage

When Cyera came to us, their organic search presence had a hidden vulnerability: nearly all their traffic was funneled through their homepage. For a growth-stage cybersecurity company with ambitious pipeline goals, that wasn't just inefficient, it was risky. One algorithmic shift could cut off their pipeline overnight.

We saw an opportunity to do more than just "fix SEO." We set out to build a durable growth engine. One rooted in resilience, topical authority, and business alignment.

Our Strategy: Diversify, Deepen, and Modernize

At Powered by Search, we don't treat SEO as a channel. We treat it as infrastructure for revenue. With Cyera, we focused on creating visibility that would scale, convert, and compound over time.

Here's what we did:

- **Re-architected their organic footprint:** We broke the homepage dependency and distributed relevance across new and existing topics tied to real buyer intent.
- **Built deep topical authority:** Our team developed clusters around key areas like DSPM and data security, positioning Cyera to win for high-commercial-intent terms.
- **Optimized for how users and machines read:** Through AEO and LLM-focused enhancements, we made sure their content wasn't just discoverable, but understandable by AI models and semantic search systems.
- **Created high-conversion glossary content:** We found glossary pages weren't just traffic drivers, they became key entry points into deeper solution content and ultimately, qualified pipeline. We identified a whitespace for definitional searches and launched a series of glossary pages, many of which quickly ranked #1. These keywords were educational, intent-aligned, and often the first touch in the qualified pipeline journey.

This wasn't about pushing out more content; it was about architecting the right content, the right way, for the right audience.

The Outcome: From Visibility to Revenue

Within months, Cyera's organic growth began to accelerate. Our efforts helped **increase new organic users from 35,509 to 56,365** in just one year. That's a **60% increase** driven purely by SEO.

Even more telling, SEO-driven traffic contributed to over **\$7.9M in qualified pipeline** over a 12 month period. This wasn't fluff traffic. This was deal-shaping visibility, exactly the kind of outcome we aim for.

The work didn't just earn visibility, it deepened engagement and unlocked new budget. It proved that SEO was delivering real pipeline value, enough to justify further investment and shift internal perception from a long-game channel to a measurable growth lever.

The Teamwork That Drove It

This engagement showcased the best of how we operate:

- Our **collaboration with our Digital PR team** was crucial in accelerating DSPM topic growth. Together, we identified underutilized themes, mapped them to commercial intent, and executed targeted optimizations that led to improved rankings and visibility for Cyera's core positioning in the data security space.
- Our agility lets us respond to gaps in the funnel and spin up new plays like glossary assets within weeks. We solved for fragility, not just traffic.

This wasn't luck. It was team-level execution, repeatable frameworks, and client trust working together. We solved for fragility, not just traffic.

What We Learned (And What We Now Apply)

Every engagement teaches us something. From Cyera, we walked away with sharpened insight into how to:

- Rapidly de-risk fragile SEO architectures
- Use glossary and educational content as powerful mid-funnel plays, not just top-of-funnel
- Blend AI-readiness with human relevance for long-term discoverability
- Attribute SEO work directly to the pipeline, not just to vanity metrics

Most of all, this case reinforced what we already believed: when strategy, speed, and trust align, outcomes scale.

Cyera's journey is a demonstration of what SEO can deliver when it's treated as a business-growth engine, not just a traffic lever. Their transformation highlights how strategic execution, technical precision, and close collaboration can unlock both stability and scale.

The frameworks we deployed continue to serve as benchmarks for how we help SaaS companies grow with intention and resilience.

At Powered by Search, this is the kind of work we aim for: high-trust, high-impact, and built to scale.

Ready to ramp up your pipeline and revenue with predictable growth?

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