# Improving Site Health and Keyword Rankings for a Leading IT MSP

**designDATA**
IT Made Simple. Modern. Secure.

Clash Copy worked with designDATA, a leading IT MSP dedicated to providing IT support and solutions to the DC Metro area, to improve their website SEO scores.

## The Problem:

In 2020, designDATA wanted to improve their reach and overall website health. Our Search Engine Optimization (SEO) specialist ran a thorough website health audit on their website, www.designdata.com, to assess the most lucrative areas for optimization and improvement.

## The Objective:

We had three specific optimization goals for designDATA:

**01.**
Reduce technical errors on the website to improve the overall health score

**02.**
Improve off-site metrics like backlinks and citations

**03.**
Boost keyword rankings for relevant terms

## Our Solution:

Our SEO specialist performed ongoing technical audits, repaired issues, and optimized all content and meta-data for www.designdata.com. We also created and executed ongoing backlinking and citation strategies. Finally, we implemented a regular blogging cadence with search engine optimized content.

Clash Copy specializes in providing customized and rewarding marketing solutions for new businesses and the IT industry. For designDATA, this meant providing speedy keyword ranking and SEO results. Whatever your next goal may be, our team of experts can help.
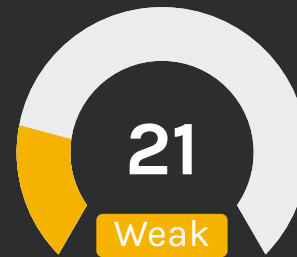
**Clash Copy**
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## The Results:

**Health Score** reflects the proportion of internal URLs on your site that don't have errors

### Health Score Dec 14, 2020

**21** Weak

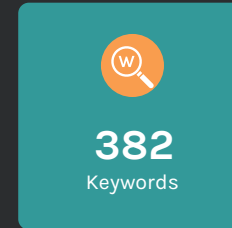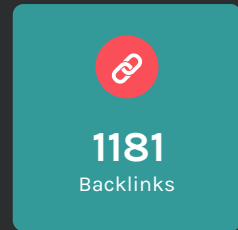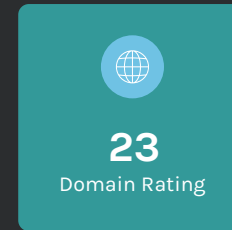### Health Score June 22, 2021

**84** Good

Website health score went from 21 to 84
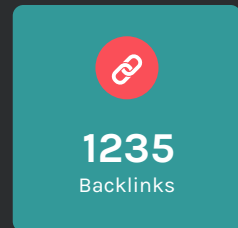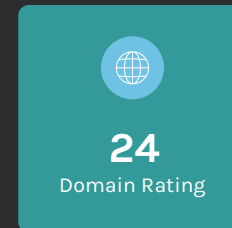
0 pages now blocked by robots

Optimized meta-descriptions
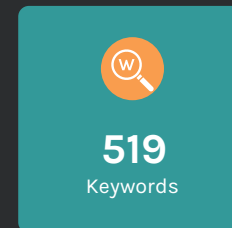
1618 on-page issues to 612

### Dec 10, 2020

**23** Domain Rating

**1181** Backlinks

**382** Keywords

**36** Citations

### June 29, 2021

**24** Domain Rating

**1235** Backlinks

From 23 domain rating to 24
**1pt Increase**

1181 backlinks to 1235
**+49 Links**

**519** Keywords

**80** Citations

382 keywords to 519
**+137 Words**

36 citations to 80
**+44 Sources**