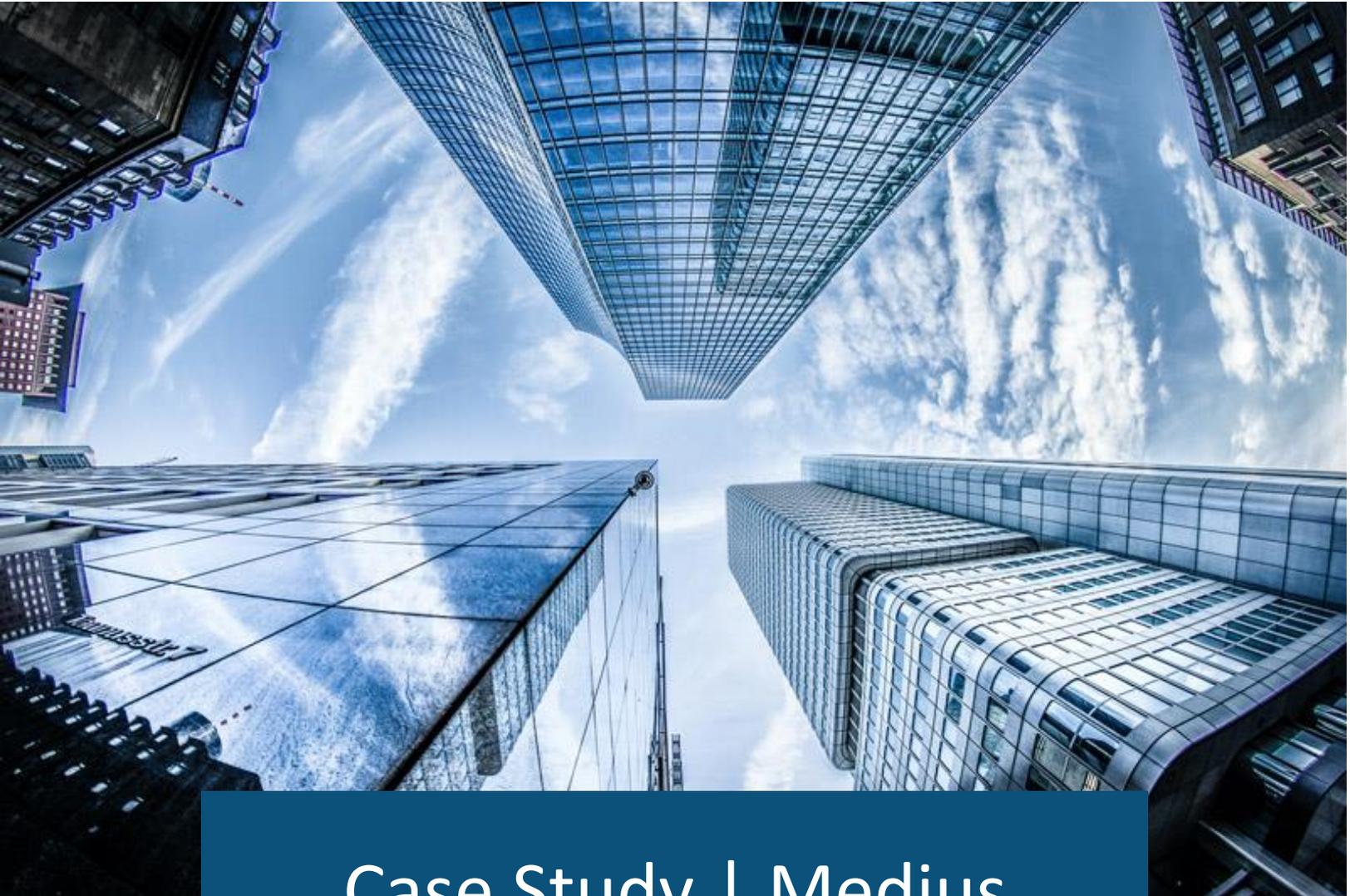




GALILEO
TECH MEDIA



Case Study | Medius



About Medius



Medius Software, headquartered in Sweden, is a leading global provider of cloud-based spend management solutions for strategic sourcing, purchasing, accounts payable automation and supplier management that delivers control, compliance and cost savings. More than 3,500 customers and 450,000 users worldwide currently leverage Medius' source-to-pay solutions, managing transactions worth more than \$150 billion annually.

As prominent as the company is globally, it encountered challenges upon entering the U.S. market in 2015. Early on, the company observed subpar traction among sales prospects of its online assets—particularly in lead generation and general awareness of its cloud-based MediusFlow AP automation solution.

“The U.S. market represented a major market in our business plan, and we were immediately aware measures would need to be taken to make our efforts here more effective,” said Jenny Gruvfält, Director Marketing Communications, Medius. “We looked to Galileo Tech Media to guide us in creating best practices for building online engagement with prospective customers.”

Our Work

Galileo Tech Media is a specialty search engine optimization (SEO) company. Founded in 2014, it provides a comprehensive suite of managed SEO services to global clients from start-ups to Fortune 500 companies. The company was tasked with applying its expertise and range of managed SEO services—from keyword research, content writing and content hub development to link building, technical SEO and website design and development—to get Medius on the right track in the U.S.

“As is often the case, the best approach to strengthening an organization’s SEO is a multi-faceted strategy,” said Joseph McElroy, president, Galileo Tech Media. “Taking stock of where the situation stands and what is needed to achieve goals at the outset with a thorough audit is crucial to determining which tools to employ.”

Galileo conducted SEO and content audits and determined Medius needed to boost its domain authority to increase its relevance in Medius’ target markets. Based on this finding, the two companies developed a plan that included supplementing Medius’ website editorial team and launching the new “Untapped” blog to cultivate more articles, including thought pieces and educational features, positioning Medius as expert in the accounts payable arena.

In addition, Galileo guided Medius to collect and employ SEO keywords so that they could more easily be found by prospects, as well as strategic inbound and outbound links to other sites that supported and built on its site’s information. These links represent “votes” of trust, credibility, and authority from other sources on the Web and implementing these tactics suggested Medius’ website featured quality content and, most importantly, improved its Google ranking.

Galileo tracked progress with timely reports to determine the program was delivering. In fact, the results of the effort exceeded Medius’ expectations, with organic traffic increasing 198 percent in 2019 over the previous year while the time visitors spent on Medius’ website increased by 7.6 percent.

“The results Galileo Tech Media was able to achieve on our behalf were truly impressive,” said Gruvfält. “We have experienced a significant increase in the number of inbound sales leads we receive and are recognized much more readily as a player in the industry.”