CASE STUDY

Driving Higher Organic Growth & Search Visibility for Sangfor

How Viacon helped Sangfor strengthen its organic presence, expand keyword visibility, increase website traffic, strengthen backlink authority, and improve AI-search visibility through a focused and scalable SEO strategy.

THE RESULT

+44.2%
growth in Google impressions

12 → 9.2
improved average position

376K → 1M
active users in Aug → Sept 2026

The Challenge

Sangfor needed to strengthen organic visibility across competitive cybersecurity, cloud infrastructure, virtualization, and VMware-related search terms while building stronger domain authority through content and backlinks.

SEO Approach

- Technical and on-page SEO optimization
- Keyword strategy across cybersecurity and VMware topics
- Content development and optimization
- High-authority guest posting and link building
- Social and community engagement
- AI-search visibility optimization

Reporting basis: Sangfor SEO reports covering April–May 2025 and September 2026.

2025 SEO Foundation & Early Growth

The April–May 2025 reporting period established the SEO foundation through on-page recommendations, content planning, link building and social assets. The reports show growth in organic traffic, clicks, impressions and backlinks.

Organic Traffic	Organic Clicks	Impressions	Backlinks
51,805 → 62,529	38.8K → 41.3K	4.8M → 5.94M	103,319 → 107,759
+20.7%	+6.4%	+23.7%	+4,440

Keyword Momentum

The report recorded new visibility for several strategic cybersecurity terms. **How to Prevent Ransomware** moved from 0 to 65; **Zero Day Attack** moved from 0 to 99; **Secure Remote Access** improved from 58 to 96; **MDR Services** was newly indexed at 60; and **XDR Meaning** moved from 0 to 89.

The report also identified opportunities around DLP, IoT security, incident response and Fortinet firewall terms, which had zero visibility at the time.

Link Building Progress

Six high-DR guest posts were completed during the period, alongside other link-building activities. Referring domains increased from 4,384 to 4,489, while backlinks increased from 103,319 to 107,759.

2025 search signal: Broader keyword coverage and stronger visibility created a foundation for continued growth.

2026 Performance: Scale, Visibility & AI Search

By September 2026, the SEO program showed continued growth across Google search, website traffic, rankings, AI visibility and off-page authority.

Organic Clicks	Impressions	Average Position	Active Users
39.2K → 42.1K	10.4M → 15M	12 → 9.2	376K → 1M
+7.4%	+44.2%	Improved	+166%

AI Visibility Score
36.8% → 38.8%
+2.0%

Search Performance

September organic clicks increased from 39.2K in August to 42.1K, while impressions increased from 10.4M to 15M. Average position improved from 12 to 9.2, indicating stronger overall keyword rankings and visibility.

Average CTR decreased from 0.4% to 0.3% despite higher visibility, making title and meta-description optimization a clear next opportunity.

Sangfor AI Search Performance

Topic	Visibility	Position / Change
Brand Search	100%	#1 / 31.4% share of voice
VMware Replacement	56.9%	#5 / +15.7% visibility
VMware Competitors	54.4%	#6 / +15.5% visibility
VMware Alternatives	36.4%	#6 / +13.3% visibility
Server Virtualization Software	21.8%	#8 / +13.5% visibility
Hyperconverged Infrastructure	20.6%	#12 / +2.9% visibility
VMware Migration	16.8%	Positive growth
VMware Licensing	12.4%	Positive growth

Top Performing Content

September traffic was led by EasyConnect, firewall-related content, VPS content, cybersecurity articles, VMware alternatives, and VMware licensing content. The VMware Alternatives page generated 83 visits and the VMware Licensing page 76 visits in the reported top-page dataset.

Authority Growth & Business Outcome

The later reporting period shows that search growth was supported by continued authority building and off-page activity.

Metric	August 2026	September 2026	Change
Backlinks	135,345	147,286	+11,941
Referring domains	6,782	6,955	+173
Guest posts	3 from Aug	19 in Sept	22 total reported

September 2026 Off-Page Activity

The September report recorded 22 guest posts in total: 19 published in September and 3 from August, supported by 4 LinkedIn comments, 4 Reddit posts and 4 YouTube comments. These activities supported backlink growth, brand visibility and broader off-page SEO.

What Changed Across the Engagement

Phase	Primary focus	Reported impact
Apr–May 2025	SEO foundation, content, link building	Traffic +20.7%; impressions +23.7%
Aug–Sept 2026	Scale, VMware visibility, AI search	Impressions +44.2%; avg. position 12 → 9.2
September 2026	Authority + off-page expansion	147,286 backlinks; 6,955 referring domains

KEY OUTCOME

Viacon helped Sangfor build a stronger organic search foundation, expand keyword visibility, increase organic traffic and impressions, strengthen backlink authority, and improve visibility across emerging AI-search experiences.

Recommended Next Focus

- Improve CTR by refining titles and meta descriptions for high-impression pages.
- Strengthen underperforming VMware, Hypervisor, HCI, Migration and Licensing terms.
- Continue building authority around strategic commercial and informational topics.
- Improve conversion-event tracking so increased traffic can be tied to measurable outcomes.

Source note: Prepared from the supplied Sangfor SEO Report April–May 2025 and Sangfor SEO Monthly Report September 2026. No external performance data has been added.