



CASE STUDY

How Sangfor Technologies Increased Organic Traffic by 150% and Generated 45% More Leads

+150%	+45%	Page 1
Organic Traffic	Lead Growth	Keyword Rankings

Executive Summary

Sangfor Technologies, a global cybersecurity and cloud infrastructure provider, partnered with Viacon to improve visibility for high-intent enterprise searches such as VMware alternatives. The objective was to build topical authority, increase qualified organic traffic, and generate more marketing-qualified leads.

Client Snapshot

Industry	Enterprise Cybersecurity & Cloud Computing
Markets	APAC, EMEA, India
Products Promoted	Sangfor HCI, Managed Cloud Services
Target Audience	50,000+ Enterprise IT Directors & System Admins

Business Challenges

- Capturing high-intent traffic for competitive VMware alternative keywords.
- Transforming an unstructured blog into a scalable SEO ecosystem.
- Building authority in cloud infrastructure and virtualization topics.
- Generating MQLs within a long B2B buying cycle.

SEO Strategy & Execution

Viacon implemented a Pillar-and-Cluster SEO framework centered on VMware Alternatives and Enterprise Cloud Infrastructure Modernization.

Content Audit
Keyword Mapping
Pillar Content
40+ Cluster Articles
Internal Linking
Lead Conversion Optimization

Topic Clusters

- Hyper-Converged Infrastructure (HCI)
- Private Cloud Solutions
- Virtualization Technologies
- Cloud Migration Strategies
- Infrastructure Cost Optimization
- Disaster Recovery
- Data Center Modernization

Results & Impact

Metric	Result
Organic Blog Traffic	+150%
Organic Lead Conversions	+45%
Content Assets	40+ Articles
Audience Reach	50,000+
Keyword Performance	Page 1 Rankings

Client Testimonial

"The strategic shift to a targeted Pillar-and-Cluster SEO model completely transformed our organic presence. By optimizing for the exact infrastructure solutions IT leaders are searching for, we are capturing higher-quality leads than ever before."

— Global Marketing Director, Sangfor Technologies

Conclusion

The campaign established Sangfor as a trusted authority in cloud infrastructure modernization while delivering measurable growth in traffic, rankings, and lead generation. The new SEO architecture continues to drive enterprise visibility across global markets.