

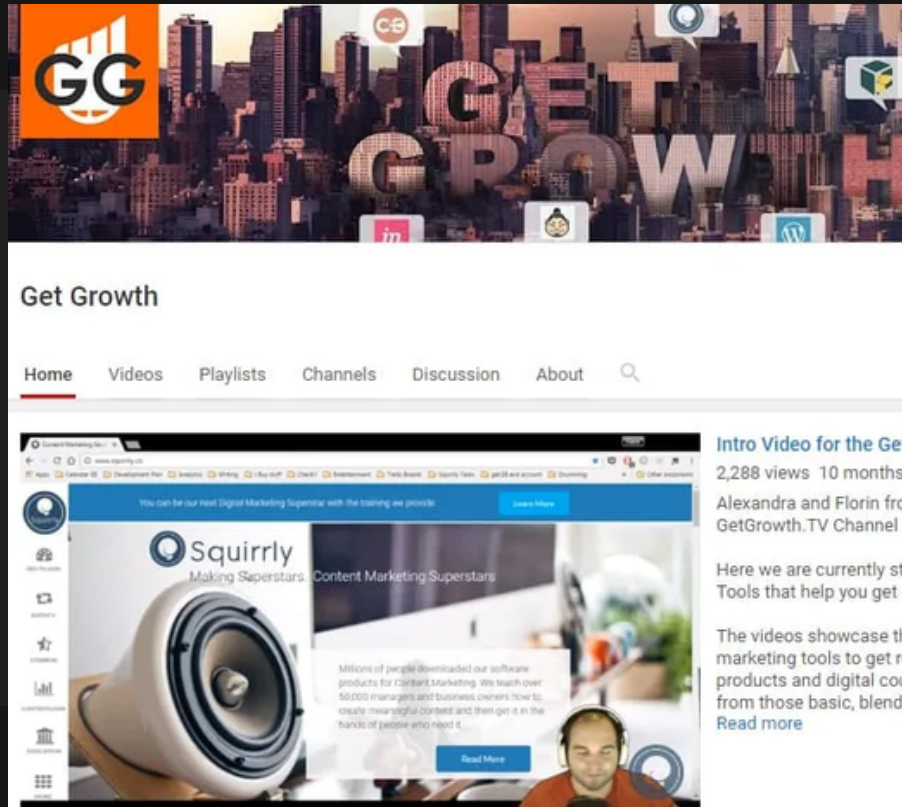
Squirrly Company

2017



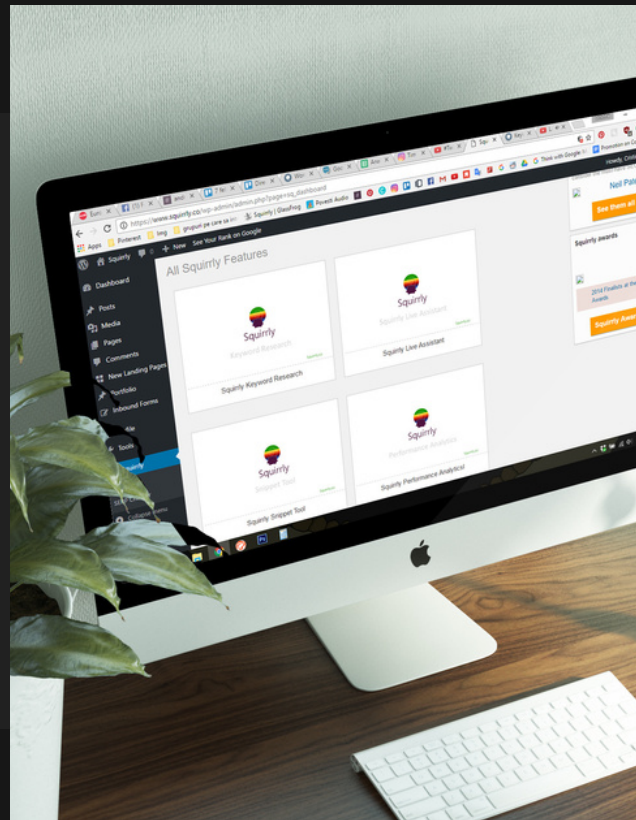
March

Introducing the Vision for
Our YouTube Channel -
How to Get Growth for
Your Business



These were super exciting times for us at Squirrly, as we were getting ready to release TWO versions of the software at the same time.

Squirrly SEO 2017 and Squirrly SEO 2018 were both released during the same YEAR.



The best Keyword Research Tool available for WordPress was re-designed to a whole new Level.

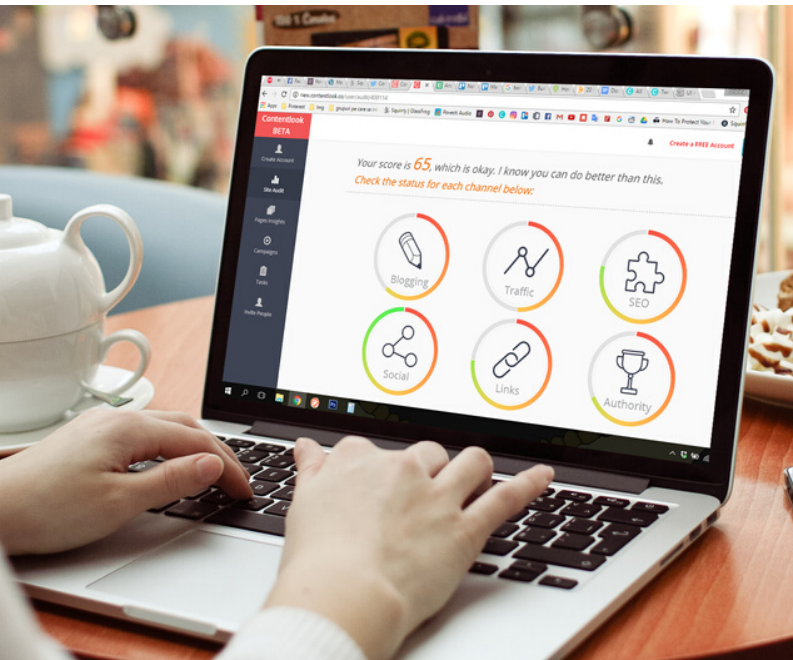
Plus, we've added 2x times more countries that users could choose from. And 3x times more Long Tail Keywords.

Squirrly Keyword Research

Keyword: **writing inspiration**

	Keywords	
1	how to start writing a book »	
2	a year of writing inspiration pdf e book »	
3	how to find inspiration for writing an essay »	
4	christian writing »	
5	writing inspiration quotes »	Recent discussions: very few Exact search: 590 Competition: not hard to rank Trend: going up
6	31 ways to find inspiration for	
7	how to start writing an inspira	
8	quotes about writing »	
9	find inspiration to write songs »	
10	more writing inspiration for kids »	
11	writing inspiration »	

SEO Audit becomes Squirrly Audit Suite.



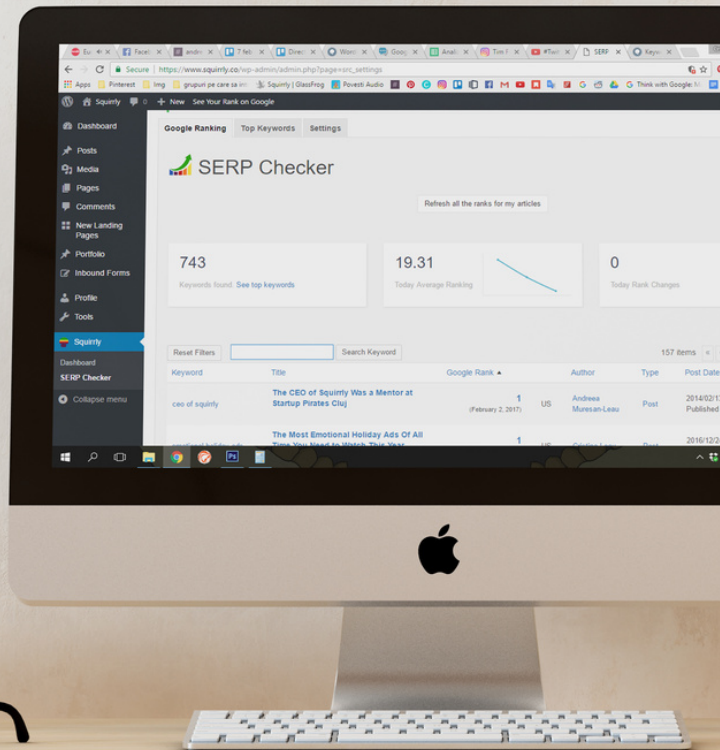
We used to call the weekly site performance audit our users receive from Squirrly, an SEO audit. That was until we realized we're offering so much more:

- the Blogging Audit
- the Traffic Audit
- the SEO Audit
- the Social Media Audit
- the Links Audit
- the Web Authority Audit

We added more countries for which we displayed the Google Ranking.

(the way you rank for Argentina is different than the way you rank for Spain).

More countries were made available, so users could target very specific markets.





Based on the keywords users chose for their articles, Squirrly SEO 2017 offered great looking images that users could place in their content. Many copyright-free images. In 2017, Squirrly offered users 4x more copyright-free images than ever before.

Added:

- Pexels
- Unsplash
- Pixabay

Premium SEO Pack Plugin

We also released the Premium SEO Pack Plugin which enables users to get full control of how their pages look like on search engine results and social media feeds.



WooCommerce SEO plugin

2017 also marked the birth of the WooCommerce SEO plugin, which enabled users to make their products stand out in search results and social media feeds to drive more traffic.



April

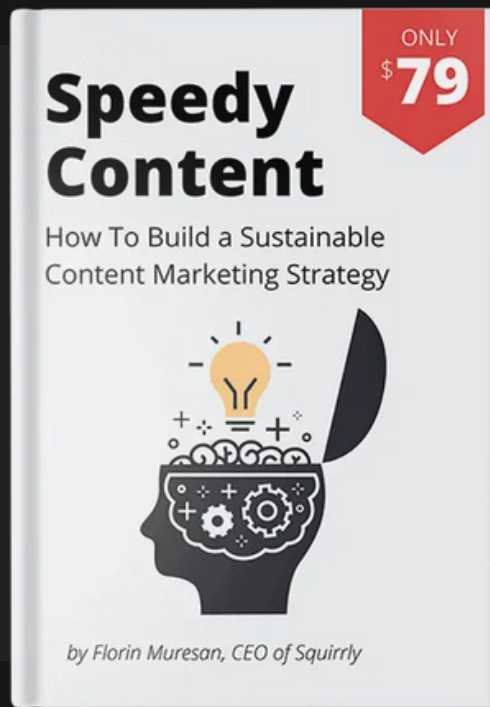
1,587 of our +125,000 users community have been drafted to Join the BackStage Access program.

With the BackStage Access, these super-engaged users of ours received the most brilliant updates about the Launch Event and the new Squirrly SEO 2018 before anyone else.



Speedy Content eBook

We also created the first version of the Speedy Content eBook, which features proven Content Marketing ideas and strategies that work in an ever-changing environment.



SQUIRRLY
SEO 2018

=

upgraded Squirrly SEO 2017

+

Quick SEO Plugin (FREE)

+

Facebook Pixel Integration

+

My.Squirrly.co &
howto.squirrly.co &
Education Cloud



August

Squirrly WordPress SEO Plugin 2018 – Bigger, Faster, Stronger

In 2017, our main accomplishment for the Squirrly SEO Plugin was perfecting the Keyword Research Feature. For that, its algorithms have been significantly fine-tuned to ensure better accuracy and analysis.

Thanks to all the improvements, Squirrly proved to be a solid alternative to popular tools like MOZ, keywordtool.io, or semrush.

September

Squirrly SEO 2018: Steve Brings Exciting Updates to The Keyword Research Tool.

Squirrly Keyword Research

Fast (~10 results) Google.com Clear

Keyword: **writing inspiration**

	Keywords	Info	Options
1	writing inspiration generator	Recent discussions: very few SEO Search Volume: 10-100 Competition: very easy to rank Trend: going down	Use Keyword
2	writing inspiration tumblr	Recent discussions: very few SEO Search Volume: 1,179 Competition: very easy to rank	Use Keyword
3	writing inspiration quotes	Recent discussions: very few SEO Search Volume: 500-1,000 Competition: not hard to rank Trend: going up	Use Keyword
4	writing inspiration	Recent discussions: few SEO Search Volume: 8,100 Trend: sky rocketing	Use Keyword

Squirrly SEO 2018: Steve came with a more user-friendly interface and displayed the results in a neat table.

User no longer had to hover over each keyword in order to get the data they were looking for.

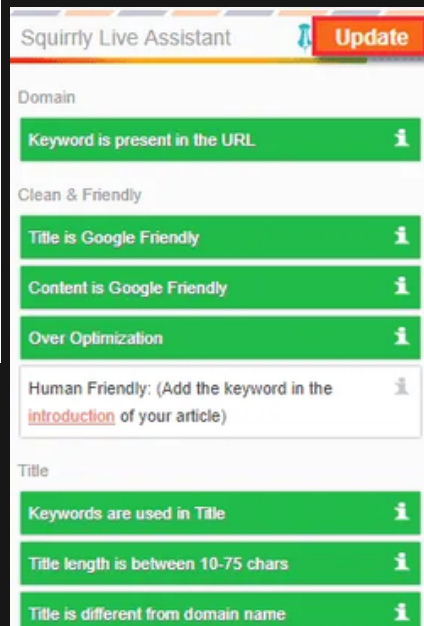
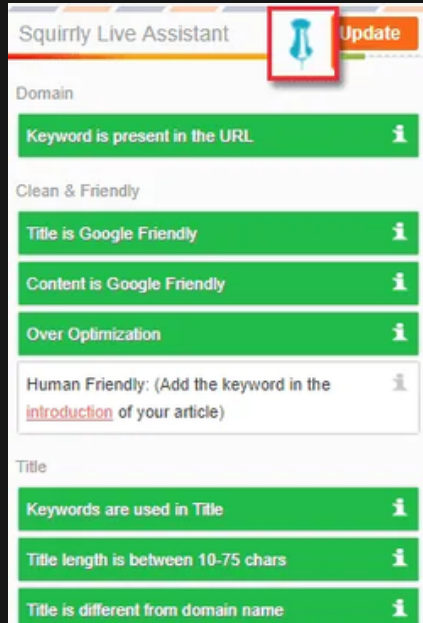
As proud as we were of the Squirrly SEO 2018 version, there was still something missing. Namely, the Keyword Research Tool displayed 26 countries users could perform the research for.

But since our user base is global, we kept getting asked about this or that country, so it didn't take long until we added 114 countries more. This made for a total of 140 countries users could check right inside their WP editor. No additional tool needed.

The Squirrly SEO Assistant Gets an Upgrade!

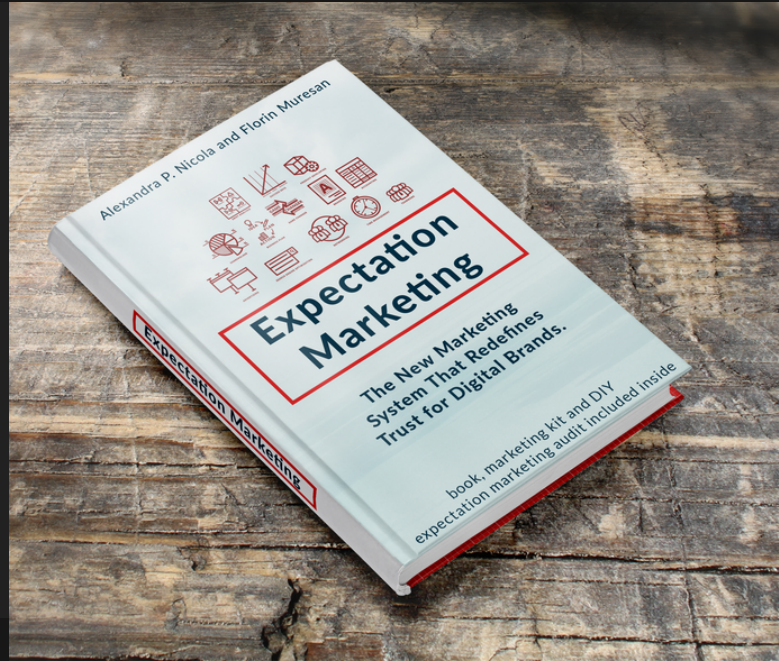
The problem with the old assistant was that it didn't offer users a way to keep an eye on it when writing longer posts. To fix this, we added the possibility to pin the Assistant in place, letting users see everything that's important.

We also added an Update button that let users refresh the information provided in the Assistant Box.



Expectation Marketing Book

The idea of creating an Expectation Marketing Book was born. With this book, we wanted to provide a clear, actionable plan on how to apply the principles of Expectation Marketing.

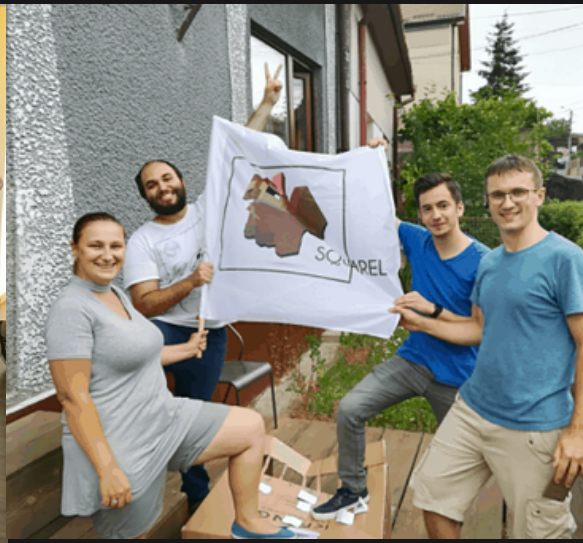


October

We never stopped wanting to reward our fan base, so we created a brand-new Halloween game. This time, it was a social media based one.



And we re-introduced our
Squirrly House Games:



November

We launched Squirrly 2018 on Product Hunt and it ranked number #1 in the WordPress category!



Squirrly 2018

Get on page 1 of Google search results

ANALYTICS

MARKETING

+ 3

✓ Human Friendly

Squirrly Keyword Research Google.com

Add Media Marketing

Paragraph B I [List Icons] [Quote Icon] [Link Icon] [Image Icon] [Table Icon] [Twitter Icon] [Code Icon] Hz [Twitter Icon] [Fullscreen Icon]

There are so many SEO tools and tactics for your campaign, but do you know which ones are the best for you?

Many of these strategies and tactics are effective, but you didn't really know about them last year. Or maybe you did, but you haven't truly used them. [Long Tail Keyword research](#), [competitive analysis made with a tool like ContentLook](#), [link-building](#) and mobile SEO are the most important tactics.

Each and every one of you has different and unique search engine optimization strategies that you can use. You have to find out how to use them in your campaign. You can focus on generating keywords, assess the competition or identify your target audience]

Word count: 114 Draft saved at 10:29:25 am. Last edited by Cristina Leau on April 6, 2017 at 9:33 am

[Thumbnail Grid]

ContentLook

In addition to the Squirrly SEO Plugin getting lots of updates, ContentLook also got a fresh new look.

The screenshot displays the ContentLook dashboard interface. On the left is a dark sidebar with navigation links: Overview (highlighted in red), Actions, Campaigns, Alerts, Assistant, My Team, and Integrations. The main header area includes the ContentLook logo, a user profile for 'squirrly.co (FREE Plan)', a notification bell, a user ID 'K2066092', and a 'Support' button with a red notification badge. Below the header, a message states 'You are seeing 150 General Pages'. Three mobile app preview cards are shown, each with a circular progress indicator in the top right corner. The first card, titled 'Other Page', shows a progress of 22 and the text 'Squirrly: Keep Ranking'. The second card, also titled 'Other Page', shows a progress of 23 and the text 'Squirrly SEO Blog - Squirrly'. The third card, titled 'Article', shows a progress of 31 and the text 'WordPress SEO Plugin by Squirrly'. Each card includes a timestamp, a user icon, and an 'Analytics' button at the bottom.

ContentLook

squirrly.co (FREE Plan) ▾

🔔 K2066092 ▾ 1 Support

🔧 Fix a Problem

📄 Overview

📁 Actions

🎯 Campaigns

📢 Alerts

🔧 Assistant

👤 My Team

🔗 Integrations

You are seeing 150 General Pages

Other Page 22

10/25/2012 05:57

Squirrly: Keep Ranking

Analytics

Other Page 23

09/20/2013 05:16

Squirrly SEO Blog - Squirrly

Analytics

Article 31

04/08/2015 10:35 lexxy

WordPress SEO Plugin by Squirrly

Analytics

And we had lots of fun at the office, as we each took a stab at drawing the ContentLook mascot.

