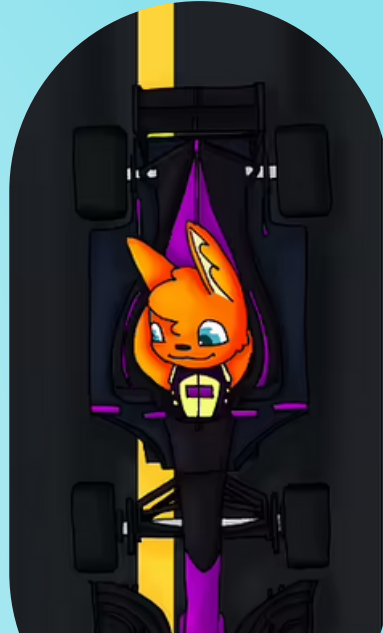


Squirrly Company

2019



FEBRUARY

Squirrly SEO 2019 involved a complete redesign of our system.

It completely exceeded all of the expectation we've had when we released the Alpha version video on 20th December 2018.

With this update, Squirrly SEO started handling hundreds of things in the background.

This was something that perfectly catered to the needs of NON-SEO Experts.

All that NON-SEOs had to do is turn tasks from Red to Green.

For experts, developers and SEOs, however, there was also a complete ExpertBox inside of it, available in the Advanced settings.

THE DMSUPERSTARS COMMUNITY WAS LAUNCHED!

Members received 1 short, curated, actionable marketing hack via email twice a week.

Over 151 different marketing case studies and ideas were sent to community members since launching this program.

Handpicked Marketing Hacks and Case Studies

Online marketers have easily become industry Superstars by reading and applying these actionable marketing hacks and ideas.

There are no shortcuts in Digital Marketing. Except for the things you'll find inside this community.



"The program is awesome because it gives you strategies and insights that are unconventional and inspiring. What works for others probably works for yourself as well. "

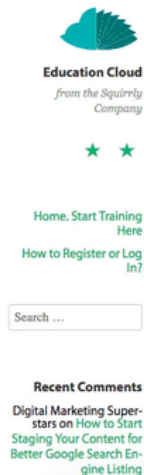
-Yves Findling, DM Superstars member

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THE BEGINNINGS OF EDUCATION CLOUD

WE STARTED WITH 6 FULL COURSE MODULES IN 2019



SEO for Search Engine Bots

There are 6 posts filed in **SEO for Search Engine Bots** ().

7 Surprising Numbers That Will Empower Your WordPress SEO

It's a beautiful day, and we'll get to talk about seven surprising numbers that will help you take control of your WordPress SEO and your content marketing strategy. You started this coaching session about nine days ago and I'm so happy you're still keeping up with these lessons. In lesson 5, you've learned about

in SEO for Search Engine Bots | 1,683 Views

MARCH

NEW DIGITAL ASSISTANTS FOR MARKETING RELEASED!

In 2019, we've released new assistants to guide users and help them achieve their goals:

- **The Social Media Assistant** (included in Squirrly Social)
- **A New Assistant inside Squirrly SEO 2019.**

- **The Keyword Research Assistant** inside Squirrly SEO 2019 helped users keep clear records of all the keyword research they've done in the last few weeks. The assistant is still available in the latest version of Squirrly SEO.

– **The Strategy Assistant**, which is the engine that powers our Focus Pages section was also released in 2019.

This has since become the guiding light that make users' WordPress site's pages go from a state of "Never Found" to a state of "Always Found" in top 10 of Google Search.

		Chance to Rank	Visibility
Permalink	Must FIX	50%	
How to Set Up a Cornerstone Content Strategy Chief Content .com  http://chiefcontent.com/how-to-set-up-a-cornerstone-content-strategy/ Last audited: May 31, 2019 12:32 pm Request new audit	10	60%	
How To Create A Successful Online Store With WordPress - Chief Content .com  http://chiefcontent.com/how-to-create-a-successful-online-store-with-wordpress/ Last audited: May 31, 2019 12:34 pm Request new audit	10		

APRIL

SQUIRRLY SOCIAL WAS FEATURED ON PRODUCT HUNT

It was an important release since we've had hundreds of people joining our pre-release event for Squirrly Social, using the Upcoming products section of Product Hunt.

We also offered some amazing prizes during the launch event.



Social Squirrly ▾

Schedule one year of social media posts in a flash ⚡

Visit

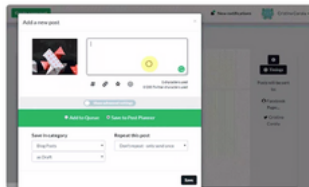
▲ UPVOTE 127

Discuss Collect Embed Share Stats

From easy scheduling and post planning to content discovery and automatically adding hashtags and emojis to your posts, Squirrly Social provides a shortcut to social media greatness.

⚡ Grow a bigger audience, boost traffic and maximize your time. ⚡

Launched in Productivity, Social Media, Marketing by [Squirrly SEO](#)



**One Year of
Social Media
Posts in a
Flash.**



Post to all
profiles

SQUIRRLY SEO 2019. MORE UPDATES.

Our focus has always been to give users the most effective tools to improve SEO and supercharge their rankings. With every new version that we released, we wanted to not only make our top features more powerful but also provide a better way to use them together.

**THE NEW INTERFACE MADE IT
SUPER CLEAR WHICH TOOLS TO
USE IN EACH PHASE OF OUR
USERS' SEO JOURNEY**

FOCUS PAGES

The Focus Pages concept was introduced, describing the most important pages in a user's site (the money-makers, the pages that a user most wanted to rank on Google).

For each Focus Page, users started receiving personalized information and tasks that they had to complete to score SEO wins.

Since its release, Focus Pages has become one of our users' favorite features, as it provides the shortest path to SEO Success.

Strategy	SEO Content	Words / Page	Platform SEO	Snippet	SEO Image	Traffic Health
						
						
						

FOCUS PAGES PANEL

In this panel, we included all aspects users need to work on with their SEO strategy to achieve amazing results and systematically rank pages on the 1st Page of Google.



Focus Pages

Focus Pages bring you clear methods to take your pages from never found to always found by influencing the right ranking factors. Turn everything that you see here to Green



25 Easy Origami Christmas Ornaments Perfect For Your Tree

<https://paperfingercuts.com/25-easy-origami-christmas-ornaments-perfect-for-your-tree/>

Chances of Ranking

the latest 90 days evolution for this Focus Page



Progress

the latest 90 days

↑ Time on Page

↑ You got 18

↑ Page load

Share Your S

BULK SETTINGS

Squirrly SEO 2019 also introduced users to BULK Settings, which provides one panel where users can place all of their settings and set up titles, meta descriptions, and so on.

From that same panel, users can also change Twitter cards, Open Graph data, JSON-LD (Schema-org structured data), basically everything about every single post in their site.

Overview > Research > Live Assistant > **SEO Settings** > Focus Pages > SEO Audit > Rankings

Bulk SEO
optimize all pages

SEO Metas
required on-page metas

JSON LD
google structured data

Social Media
social share options

Automation
patterns & automation

Tracking Tools
google analytics, pixel, etc.

Connection
webmaster tools

Sitemap XML

Bulk SEO:
Simplify the SEO process for all your posts types and optimize them in just minutes.

META Open Graph Twitter Card

Post Any status

Title	META	Open Graph	Twitter Card
Top 4 Online Education Programs to Build Your Digital Marketing Skillset ✓ http://chiefcontent.com/top-4-online-education-programs-to-build-your-digital-marketing-skillset-for-free/	●	●	●
Squirrly Coupon: How to Get 25% OFF on a Top SEO Plugin for WordPress ✓ http://chiefcontent.com/squirrly-coupon/	●	●	●
Your First Time Hanging Out with Squirrly's Live Assistant Chief Content.com (Draft) ✓ http://chiefcontent.com/?p=29833	●	●	●
Best Marketing Ideas for International Women's Day Chief Content.com ✓ http://chiefcontent.com/best-marketing-ideas-for-international-womens-day/	●	●	●

LABELS IN BRIEFCASE

With this keyword management tool, we started giving users even more control over their SEO strategy.

Using Labels, users can group keywords into relevant buckets to better organize their content creation efforts and get an overview of their content strategy.

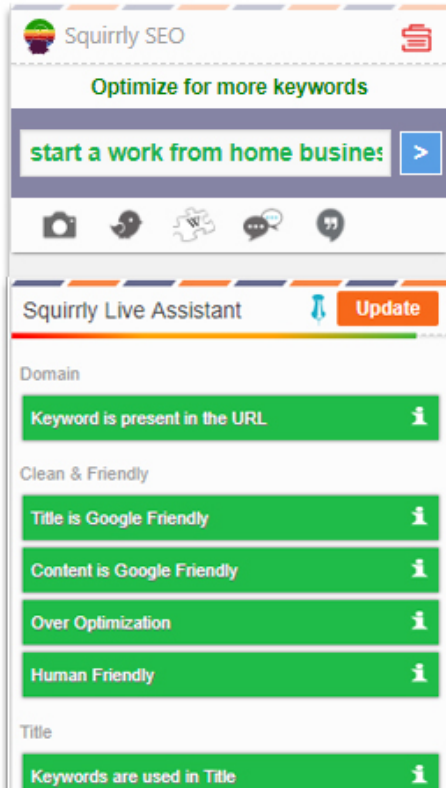
The screenshot displays the Squirrly Briefcase interface. At the top is a navigation bar with tabs: Overview (with a red notification icon), Research, Live Assistant, All Snippets, SEO Settings, Focus Pages, and SE. Below this is a sidebar with four main sections: 'Find Keywords' (do a keyword research), 'Briefcase' (save the best Keywords), 'Labels' (group keywords), and 'Suggested' (better keywords found). The 'History' section (keyword research history) is also visible. The main content area is titled 'Squirrly Briefcase: Add unlimited keywords in your Squirrly Briefcase to op...'. Below this is a 'Briefcase' section with a question mark icon and text explaining its purpose. The 'Labels' section features a search bar and a grid of 16 color-coded labels: Alternative, SEO, keyword tool, marketing, Starb..., Shopify, Social, Tools Lists, My first Label, Keyw..., ads to get webdevs, SEO Audit feature related, Google Ads 14 Days, Google Ads - Top Marketing Sofar, case..., Expectation Marketing, Feature Brand Names, Black Auto, High VALUE Targets, and 16 00. Below the labels is a 'Bulk Actions' dropdown and an 'Apply' button. At the bottom is a table with columns for Keyword, Usage, and Rank.

☐	Keyword	Usage	Rank
☐	wordpress multisite	in 0 posts	Send to Rankings
☐	wordpress login	in 0 posts	Send to Rankings

SEO LIVE ASSISTANT STARTED WORKING WITH BRIEFCASE.

Thanks to this update, users can search and filter keywords by labels - right inside their WordPress editor.

Users can also optimize a post for multiple keywords and see how much of their content is optimized for each keyword.



KEYWORD RESEARCH HISTORY.

In addition to providing this valuable data, the new Squirrly also searched for better keywords opportunities (by looking at users' latest post and keywords that they usually target to then find better options that they *should* target).



Research History

See the Keyword Researches you made in the last 30 days

Keyword	Co	Da
origami puzzle,origami puzzle instructions,origami puzzle piece	us	Ma

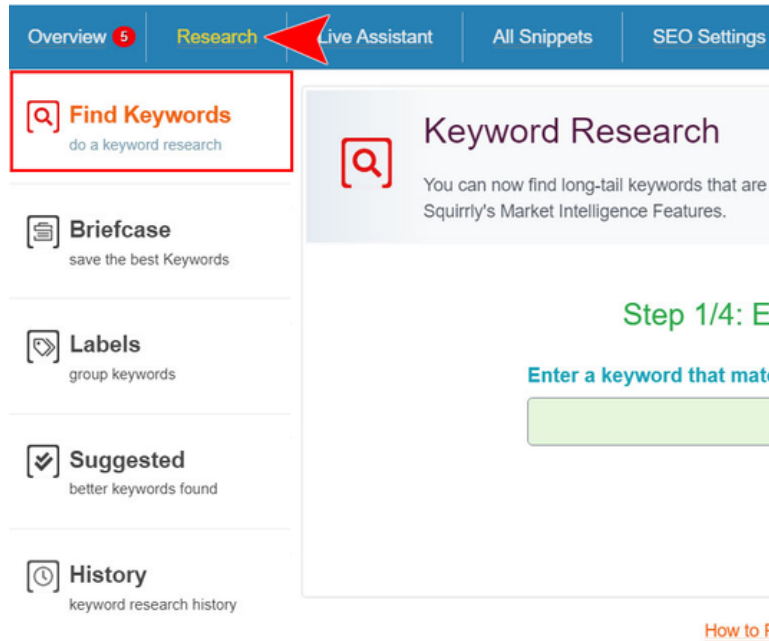
Keyword	🔍 Competition	🔍
making origami puzzles	modest ranking chance	10
origami burr puzzle 6 pieces	modest ranking chance	10
origami puzzle	low ranking chance	10

MAY

THE KEYWORD RESEARCH TOOL WAS MOVED TO ANOTHER PLACE OF THE UI

We had to remove it from the Edit Post section of WordPress, because of all updates that came after WordPress 4.9.

They keep changing too many things on the WP core for those areas and the section has become un-reliable. Also, considering the different editors that people have these days: Classic, Gutenberg, Divi, Elementor, etc. it was no longer a good option.

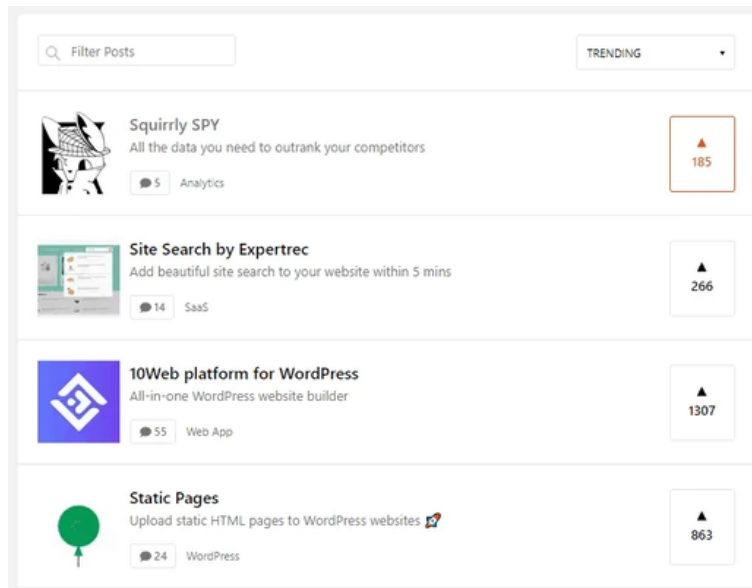


JULY

WE REACHED A BIG MILESTONE ON PRODUCT HUNT.

Squirrly Spy was featured on the Product Hunt Podium.

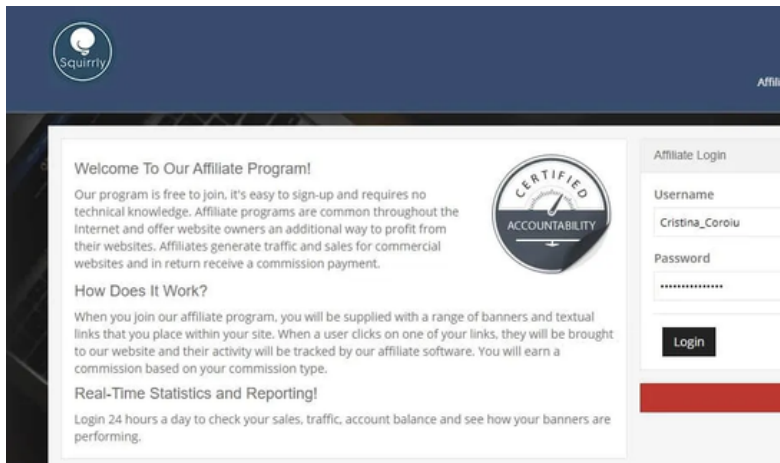
- First Place in the WordPress Category
- Second Place in the Analytics Category
- Second Place in the SEO Tools Category
- Second Place in the Software Engineering Category
- Third Place in Marketing Category



INTRODUCING SQUIRRLY'S AFFILIATE PROGRAM

We've tested the program for over 3 months with a hundred affiliates before we officially released it.

From the get-go, tracking worked amazingly well and offered our partners a lot of flexibility for how they can build campaigns and earn money.



AUGUST

A CELEBRATION OF PRO

We celebrated selling over 5,000 Squirrly SEO subscriptions in more than 90 Countries (including PRO, Business and Agency plans).



DIGITAL MARKETING SUPERSTARS PROGRAM LAUNCHED ON PRODUCT HUNT

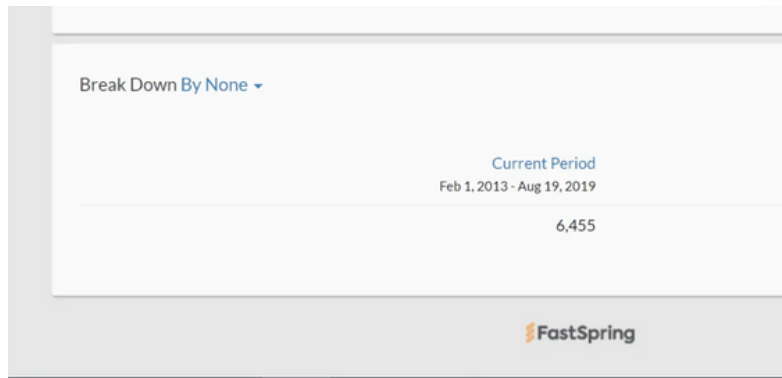
On the day of the event, we also offered free access to the Digital Marketing Playbook: an exclusive, carefully-curated collection of over 50 of the best hacks and marketing case studies.



NEW DATA: 6,455 SAAS SUBSCRIPTIONS SOLD BY THE SQUIRRLY COMPANY

5,000 of those were solely for the PRO Plan and Business plan on our Squirrly SEO Product.

Of course, it only counted new subscriptions started, no recurring counts.



Because we kept innovating and delivering on the Promise we made to our clients, we managed to reduce the **Churn rate from 15% in 2013** (YES! it was indeed something to work on) **down to 2.5% in 2019**.

Customers wish to stay with us for as long as possible and we are grateful for it.



OCTOBER

HALLOWEEN GAME - NEW VERSION FOR 2019

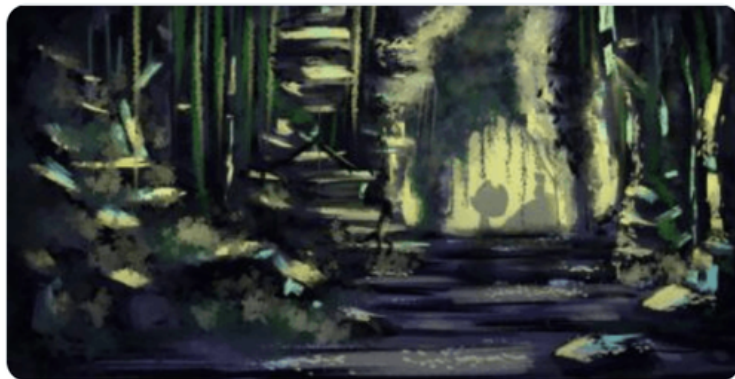
Besides our products getting lots of attention and love, we also improved our Halloween game and launched a new edition for our users to play in order to have fun and win scary-good prizes.



Squirrly Company: for the next Queens and Kings 🐿️

@SquirrlyHQ

Squirrly Releases the 2019 Version of their Legendary Halloween Game squirrly.co/squirrly-relea...
[#halloween2019](#) [#happeningnow](#)

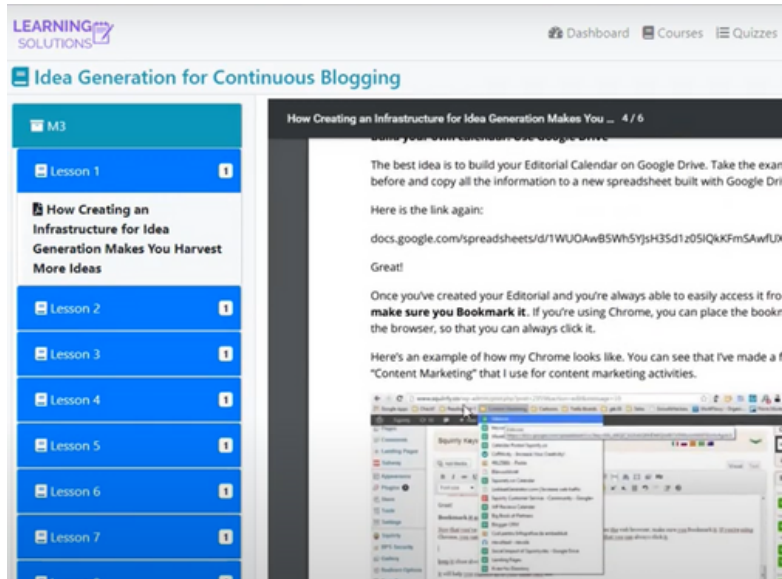


7:59 PM · Oct 29, 2019 · CoSend Connect

NOVEMBER

A BRAND-NEW EDUCATION CLOUD WAS RELEASED!

There were **110 amazing people** who joined us Live for the Launch event (they received lifetime access to the platform).

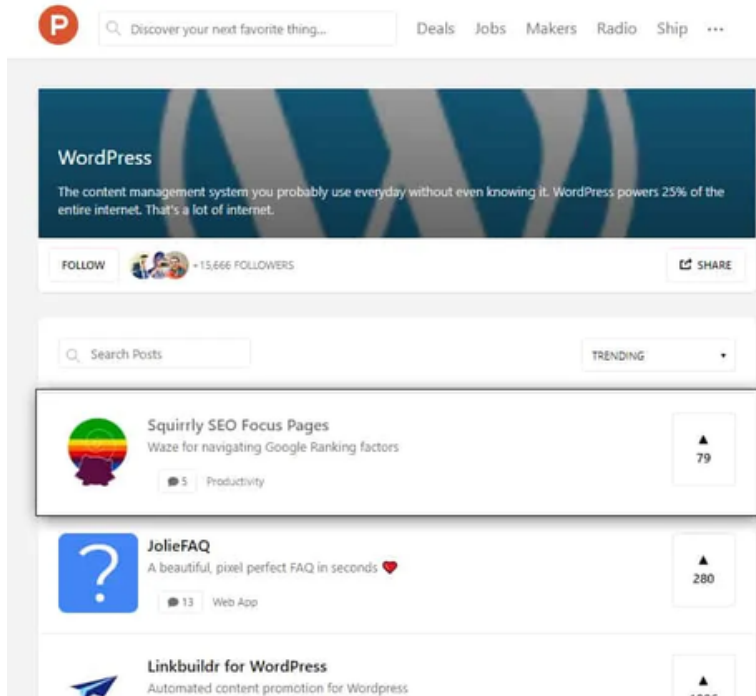


DECEMBER

FOCUS PAGES REACHED THE PRODUCT HUNT PODIUM

We're incredibly grateful and excited to have been featured among the top products for so many different topics.

- 1st Place in the WordPress Category
- 1st Place in the Google Category
- 4th Place in the Analytics Category
- 4th Place in the SEO Tools Category



WHAT ELSE HAPPENED IN 2019?

We also launched the **Digital Pack**, which provides access to 5 Best-Selling Squirrly Products with a single License.

With Digital Pack, users can automate the way they do SEO, social media, competitive research, personal branding, and more.



SQUIRRLY DIGITAL

WEBSITE ANALYSIS PLUGIN

We got a new logo for the Website Analysis plugin, a tool that helps users see if they have a chance of ranking high on search engines and within the preferences of their audience.

