

SQUIRRLY COMPANY

2021



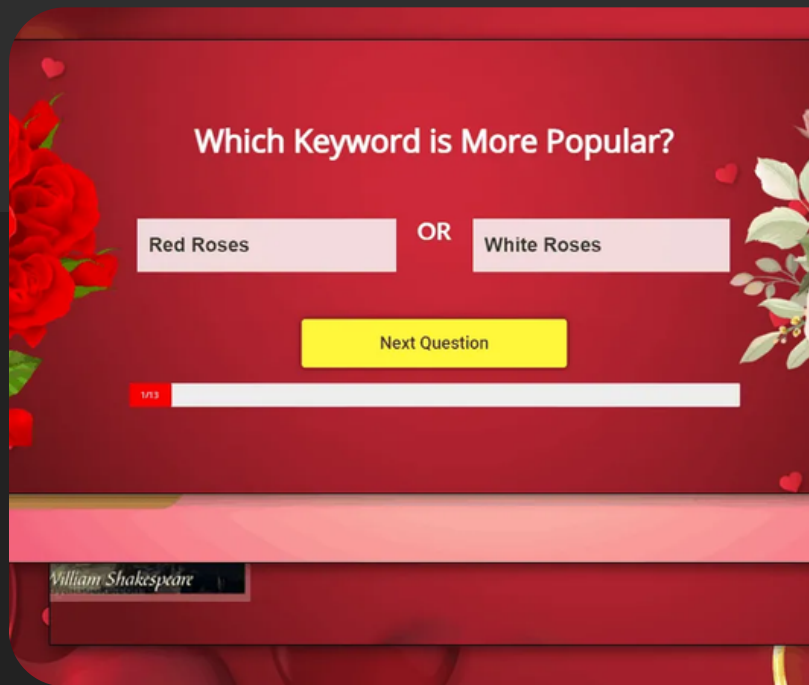
February

Valentine's Day Game

In 2021, we created a fun Valentine's Day Game.

All you had to do is test your instincts and try to find which keyword is more popular from the two.

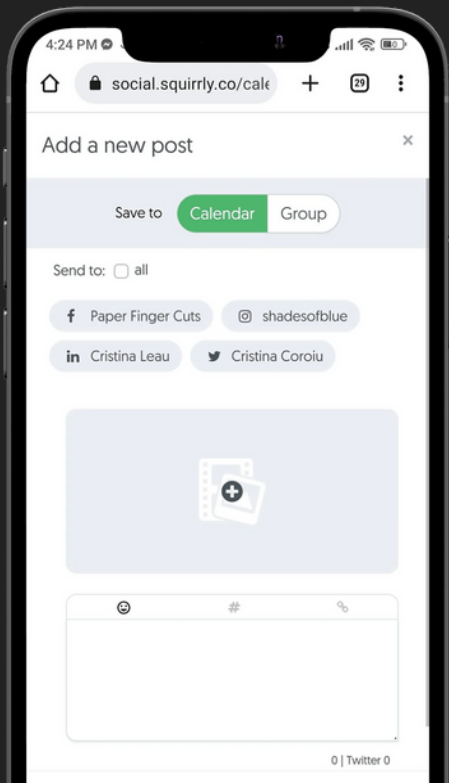
You can still play this game today (it's free)! Find it inside our Store for Entrepreneurs.



7,479 Subscriptions Sold

7,479 New Subscriptions (recurring subscriptions) sold by the Squirrly Company, since our first product launched on the market on 1st Feb 2013.





March

Squirrly Social Update!

Squirrly Social became mobile-friendly and responsive.



Squirrly Company: for the next Queens an... @Squi... · Mar 29, 2021 ...

Introducing RankJumps squirrly.co/rankjumps/ - the Fully Managed SEO Service from Squirrly. SEO, done for you by experts from Squirrly.

[#SQROAD](#)



RankJumps by Squirrly

We introduced RankJumps - a Fully Managed SEO Service from Squirrly.

Affiliate Program Update

We started giving our Affiliate Partners the chance to earn up to 50% commissions via Commission Boosts.



Squirrly Company: for the next Queens a... @Squ... · Mar 30, 2021 ...

For our Affiliate partners: squirrly.co/affiliate/comm... The Brand New Commission Boosts that we launched in February 2021 **#SQROAD** << Find out how you can earn recurring 50% commissions on A L L Squirrly products.

What Are Commission Boosts and How Do I Activate them?



April

Squirrly Is Faster Than All Other SEO Plugins from WordPress

What makes Squirrly SEO faster than all the other SEO plugins?

Most of the processing, data storage, and the super-hard things that only Squirrly SEO can do, are actually things that happen on our Cloud Servers.

Because we use so many Cloud Services for everything we do, we have an amazing architecture for this app, which is a technological marvel.

For you, as a user or customer, this is perfect, because the plugin you have in WordPress only sends and receives instructions from the Cloud Services.



Squirrly SEO - 1st Time on AppSumo.

We LOVED meeting the awesome community there! The feedback we received was absolutely incredible!



APPSUMO.COM

Squirrly SEO | Exclusive Offer from AppSumo

Rank up your WordPress site with data-driven SEO goals from an A...

...

May

We Launched Squirrly: Next SEO Goals on Product Hunt



Squirrly Next SEO Goals ▾

AI powered SEO goals to dominate search engine rankings

Visit

▲ UPVOTE 187

Free Options

Discuss Collect Embed Share Stats

Squirrly SEO is an AI-powered, all-in-one SEO suite that takes the guesswork out of SEO.

- ✓ Get actionable, data-driven Goals for topping search engine rankings from an AI Consultant.
- ✓ Step-by-step instructions on how to complete each Goal included.

Launched in Productivity, Task Management, Writing +10 by [Squirrly SEO](#)



June

Squirrly SEO Was Listed among
the Best SEO Tools of 2021 in a
New Capterra Shortlist Report

Capterra included Squirrly SEO among the
best SEO tools of 2021, listing Squirrly in
the Emerging Favorites block of the rating.





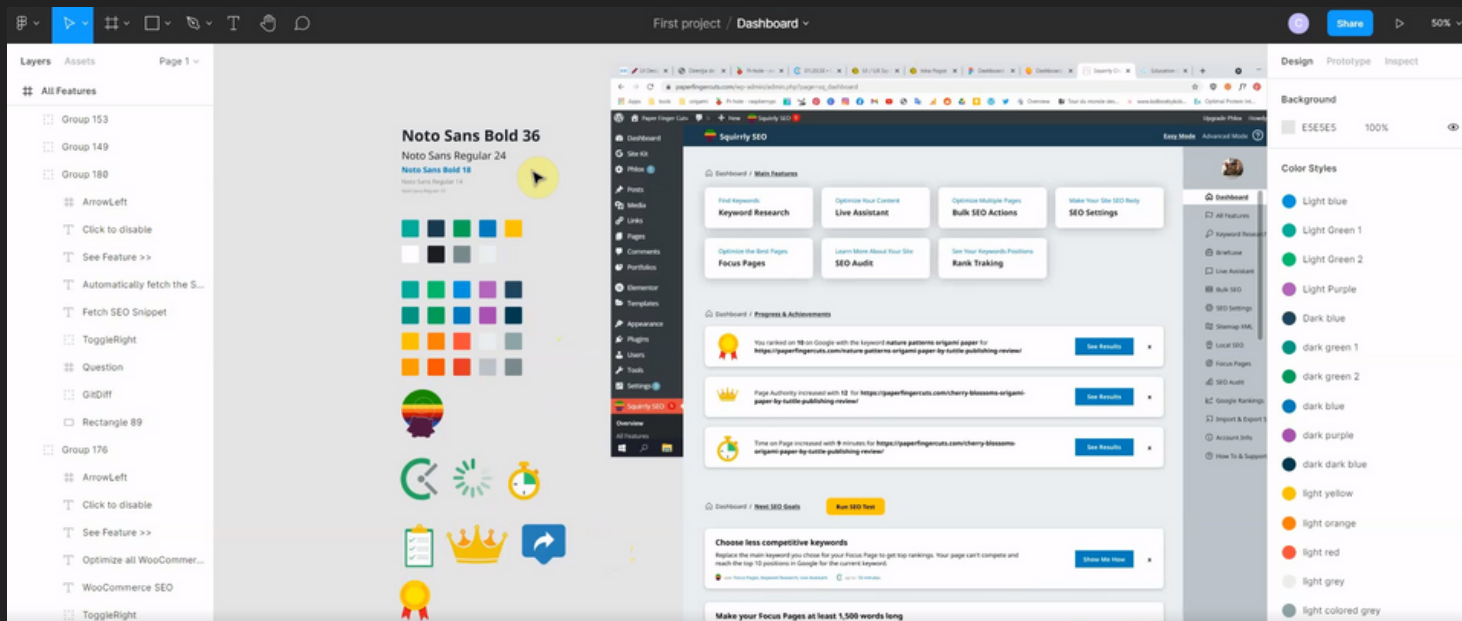
Gartner Digital Markets Ranked Squirrly SEO as a Top Product in Its Category

Software Advice's FrontRunners list features the top products in a certain category, ranking tools based on usability and customer satisfaction (as rated by user reviews).

With an Overall Score of 4.63 / 5, Squirrly SEO was named by Software Advice as a leading SEO software platform in their 2021 buyer's guide report.

Working on the new UI Design...

The feedback we received from our users made it clear that it was time. Time to start working on a new UI and UX for Squirrly SEO.



July

G2 Awarded Squirrly SEO the
High Performer Medal for
Summer 2021

G2 – the renowned software review platform – named Squirrly SEO a High Performer in its Summer 2021 Grid Report for SEO Software.



2021 has been one of our best years yet! Our management team couldn't believe the growth we were seeing.





Over 18,000 customers in 90 countries have purchased at least ONE of our software products until now and a lot of this growth happened in 2021.

A SHORT RECAP OF EVERYTHING WE INTRODUCED IN 2021:

- Gifts (people in the Squirrly Community received them at the beginning of the year)
- Silent Updates to the 2021 upgraded features of Squirrly SEO (including our new crawlers, workers systems, SERP Checker systems, etc.)
- Commission Boosts (in our Affiliate program)
- Instagram in Squirrly Social (directly through us)
- RankJumps - Fully Managed SEO, done-for-you by our team. (another big reason for our success this year)
- Tier 2 Prices for more mature development agencies
- Prize Drop Campaigns
- SEO Keywords Guessing Game
- Updates to Stacking Licenses

Dashboard

Site Kit

Phlox

Posts

Media

Links

Pages

Comments

Portfolios

Elementor

Templates

Appearance

Plugins

Users

Tools

Settings

Squirrly SEO

Overview

All Features

Keyword Research

Briefcase

Overview

Research

Live Assistant

All Snippets

SEO Settings

Focus Pages

SEO Audit

Rankings

Squirrly SEO Main Features

Manage the features & access them directly from here.

Search Feature

Squirrly Cloud App

Many Squirrly features work from cloud.squirrly.co and helps you optimize the content and manage the keywords, audits and rankings.

[see feature >>](#)

already activehelp

14 Days Journey Course

Improve your Online Presence by knowing how your website is performing. All you need now is to start driving One of your most valuable pages to Better Rankings.

[see feature >>](#)

already activehelp

Next SEO Goals

The AI SEO Consultant with over 100+ signals that prepares your goals to take you closer to the first page of Google.

[see feature >>](#)

already activehelp

We Need Your Support

Rate us if you like Squirrly

☒ Show Advanced SEO

Switch off to have the simplified version of the settings, intended for Non-SEO Experts.

By switching off, you'll let our AI to select the best possible settings and to coordinate our 450 SEO features for your website.

After the Jan, Feb and Mar updates, Squirrly SEO ended up having over 650 Features.

That's a lot, we know, but NEXT SEO Goals made everything easier, by showing users the exact features they need to use - at the best time.

We started asking for users' feedback. This helped us know how to better progress on the new UI/UX



Florin Muresan

July 21, 2021 · 🌐



The New UI for Squirrly SEO: <https://squirrly.feedbear.com/boards/squirrly-seo/posts/ui>
Please have a look and let us know what you think about the mockups of the new UI.



SQUIRRLY.FEEDBEAR.COM

Roadmap | Squirrly

Give feedback and suggest new ideas for Squirrly.



33

44 Comments

September

Hide My WP Ghost by Squirrly



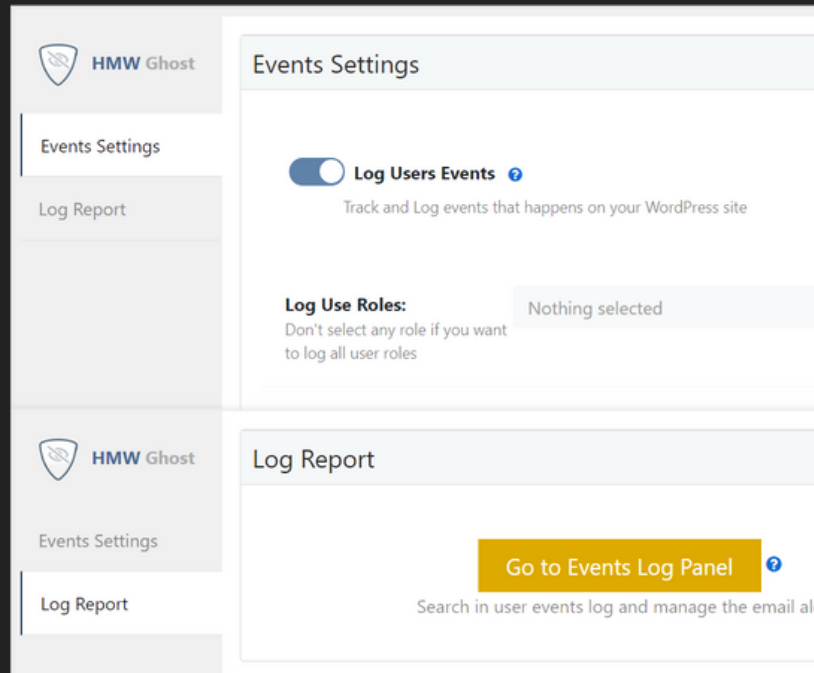
Hide My WP Ghost by Squirrly (WordPress plugin) joined Squirrly's growing family of products.

Answering the pressing need for increased WordPress site security, Hide My WP Ghost by Squirrly offers an extra layer of protection against common attacks such as script & SQL Injection, brute-force, and more.

Hide My WP Ghost by Squirrly

The plugin provides over 60 features to help WordPress site owners:

- go undetected by hacker bots
- prevent WordPress vulnerability exploitation
- monitor security level with broad checks and alerts
- uncover urgent vulnerabilities
- fix security threats before they become a problem.



October



Halloween Game 2021

To kick off spooky season, we released a special edition of our popular Halloween Game – and made it feel brand NEW with fangtastic new PRIZES.

We Introduced a new Facebook Group, perfect
for Entrepreneurs!



Squirrly Company: for the next Queens an... @Squi... · Oct 8, 2021 ...

Introducing our brand new Facebook Group open to all [#entrepreneurs](#) :
Resources for Entrepreneurs facebook.com/groups/entrepr... [#SQROAD](#)



facebook.com

Entrepreneurs : Resources for Entrepreneurs | Fac...

A group where we can share Resources for
Entrepreneurs. I've started my entrepreneurial ...



[Software](#) / [Development & IT](#) / [Security](#) / Hide My WP Ghost by Squirrly

Hide My WP Ghost by Squirrly

Lifetime deal

Protect your WordPress site against hacker bots and spammers

Share



Hide My WP Ghost



Coming soon!

APPSUMO | SELECT ?

Hide My WP Ghost by Squirrly

Lifetime deal

Protect your WordPress site against hacker bots and spammers

154 Reviews

Hide My WP Ghost - 1st Time on
AppSumo!

November



Introducing the STORE for Entrepreneurs

With the launch of the Squirrly Store, we made it much easier to discover new products from Squirrly that help with a wide range of marketing needs.

From SEO and social media marketing to personal branding, competitor analysis and website security – our products will make your marketing look better and work harder so that it drives higher business impact.

Squirrly = ONE Company. Over 20 Different Products. ALL your marketing needs.

WooCommerce Quick SEO Plugin by Squirrly has been completely retired from the WordPress Directory

The plugin has been an important part of the Squirrly family of products and has been around since 2018. WordPress and Automattic have their own agendas, though.

Our plugin has always been approved and vetted by their moderators and there has never been a problem until one day when WP decided to ban all plugins that were using “WooCommerce” in their names... even though it was best practice mentioned by their people that developers should show in the titles if products are built to enhance WooCommerce.



December

We finished the new Squirrly SEO UI / UX prototype in Figma. It was a ginormous work, but all the feedback we received let us know that we were moving in the right direction.



Squirrly Company: for the next Queens an... @Squ... · Dec 24, 2021 ...

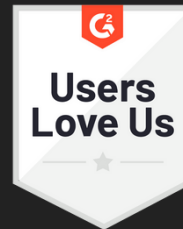
in early December 2021, we finished the new UX for Squirrly SEO 2022. Can't wait for the new version. You guys have pushed us to also change the UX, not just the UI [#SQROAD](#)



Squirrly SEO – Most Awarded SEO Tool of 2021

With 19 awards earned in 2019 and hundreds of positive reviews from customers all over the world, Squirrly SEO has established itself as a Leader in usability, customer support, and user satisfaction.





G2 2021 Awards

- High Performer SEO (SUMMER 2021)
- High Performer Small Business (SUMMER 2021)
- High Performer Europe SEO (FALL 2021)
- High Performer Small Business SEO (FALL 2021)
- High Performer SEO (FALL 2021)
- Users Love Us



Capterra 2021 Awards

- Best SEO Tools of 2021
- Best Value Badge in 2021

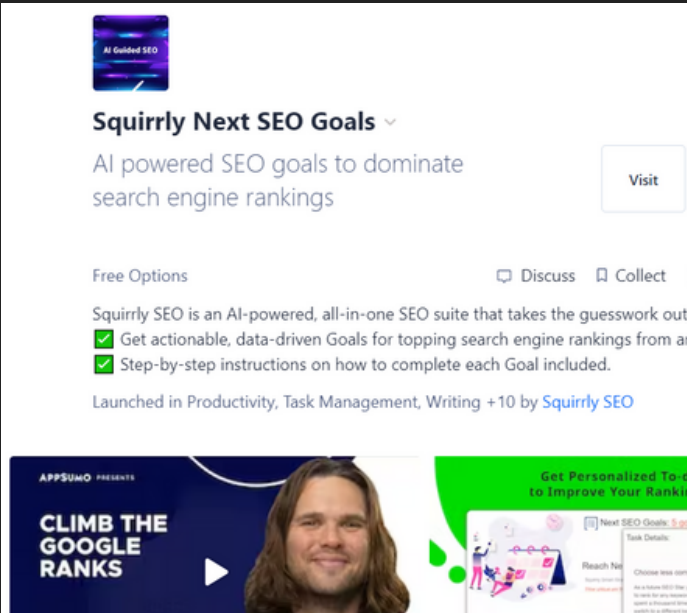


Software Advice

- Front Runners for top SEO Platforms Software

Product Hunt 2021 Awards

- 1st Place in the Google Category
- 1st Place in the Task Management Category
- 1st Place in the Virtual Assistants Category
- 1st Place in the WordPress Category
- 1st Place in the SEO Tools Category
- 3rd Place in the Analytics Category
- 3rd Place in the Education Category



The image shows a Product Hunt listing for 'Squirrly Next SEO Goals'. At the top is a small app icon with the text 'AI Guided SEO'. Below it is the title 'Squirrly Next SEO Goals' with a dropdown arrow. The description reads: 'AI powered SEO goals to dominate search engine rankings'. To the right of the description is a 'Visit' button. Below the description are links for 'Free Options', 'Discuss', and 'Collect'. A paragraph follows: 'Squirrly SEO is an AI-powered, all-in-one SEO suite that takes the guesswork out of SEO. It provides actionable, data-driven goals for topping search engine rankings from a single dashboard. Step-by-step instructions on how to complete each goal included.' Below this is a line: 'Launched in Productivity, Task Management, Writing +10 by Squirrly SEO'. At the bottom of the image is a banner for 'APPSUMO PRESENTS' with the text 'CLIMB THE GOOGLE RANKS' and a play button icon. To the right of the banner is a man's face and a green graphic with the text 'Get Personalized To-dos to Improve Your Rankings'. On the far right, there is a small preview of the Squirrly Next SEO Goals interface showing a 'Next SEO Goal' and 'Task Details'.

Squirrly Next SEO Goals ▾

AI powered SEO goals to dominate search engine rankings

Free Options [Discuss](#) [Collect](#)

Squirrly SEO is an AI-powered, all-in-one SEO suite that takes the guesswork out of SEO. It provides actionable, data-driven goals for topping search engine rankings from a single dashboard. Step-by-step instructions on how to complete each goal included.

Launched in Productivity, Task Management, Writing +10 by [Squirrly SEO](#)

APPSUMO PRESENTS

CLIMB THE GOOGLE RANKS

Get Personalized To-dos to Improve Your Rankings

Next SEO Goals: [Go](#)

Task Details:

Reach Next

Choose less complex



AppSumo 2021 Awards

- Monster Deal
- Kudos Corner
- Deal of the Week

Looking Back on 2021: What a Fantastic Year!

Over \$1 Million USD made in sales by the Squirrly Company in 2021 !!

We appreciate all your support; we couldn't have done this without you.





On a message to our investors (some of the best people, who've had our backs since day 1) we told them we can reach the goal of \$1 Million USD ARR (annual recurring revenue) for the period Apr 2021 to end of Mar 2022.

However, with your continued support ... with our passion and enthusiasm ... we made it all happen in just 11 months!



