

OnCrawl becomes the most awarded SEO platform worldwide

January 21st 2021 - SEO & Data platform OnCrawl has become the most awarded SEO platform on the market by winning two additional awards at the 2021 APAC Search Awards for a total of 14 awards won since 2017.

OnCrawl is the most award-winning SEO tool with 14 prizes

After winning awards in 2020 at the **Global, Canadian US, UK and MENA Search Awards**, OnCrawl became the **most award-winning SEO platform** on the market with these two new awards at the APAC Search Awards.

7th in the overall ranking behind 6 SEO agencies, OnCrawl has won 14 awards so far. It's in Europe, the US and the MENA region that the tool has won the most awards in recent years.

Each year, OnCrawl is committed to participating in various Search Awards ceremonies, which allow the company to gain **valuable feedback** from the judges, compete against **talented platforms** from the industry and benefit from the **recognition** received at each new award. It is both a reward for all the team behind the tool and a guarantee for its customers and future customers.

OnCrawl named 2021 Best SEO Software Suite and Best Software Innovation

The **APAC Search Awards** celebrate the very best in PPC, SEO and Content Marketing from across the **Asia-Pacific region**. Judges are looking to acknowledge and reward the best agencies, campaigns and individuals working in the search industry.

The awards are organized by **We Are Search** and attract hundreds of entries from some of the **leading search and digital agencies and professionals from the APAC** and beyond. The awards feature a rigorous two step judging process by a **panel of industry experts**. Judges are not permitted to enter which ensures a highly ethical and transparent judging process.

This was OnCrawl's first year participating in this competition. The platform was nominated in three different categories: Best Software Innovation, Best SEO Software Suite and Best Search Software Tool. For its first participation, the SEO platform was named **Best SEO Software Suite** and **Best Software Innovation** at the **APAC Search Awards**, after competing against tools such as Back Azimuth or TrueClicks:

"The judges felt that this submission was one of the few marketing tools that they have seen that has a predictive element which was really impressive to see. The submission included an excellent use of case studies and used customers' projects to show how the tool had applied in resolving various business and SEO issues. We all thought that it was bridging the gap

between data science and technical SEO and that's huge. Gathering data is one thing but being able to transform in an actionable recommendation is remarkable"

Jenny Abouobaia, COO and SEO Director at Clever Touch Marketing
For the Best SEO Software Suite Award

"The judges felt that this company has developed a cutting-edge SEO tool. Bringing machine learning and data science in the world of SEO is unprecedented in this manner. This was truly exceptional and we've never seen anything like it on the market. I'm delighted to say that this truly innovative tool will be crowned in this highly competitive category."

Laurent Bourrelly, SEO Consultant
For the Best Software Innovation Award

OnCrawl has been working with over 1000 clients across the world, including **major APAC companies such as Recruit Holdings, Property Finder or Jumia**. The technical SEO platform - powered by data science - helps make smarter SEO decisions. It helps e-commerce websites, classifieds and online publishers to improve their organic traffic, rankings, and online revenues by opening Google's black box.

"We are delighted to win our very first APAC Search Awards! We believe that this region has a bright SEO future ahead of it, and we are delighted to support its companies in monitoring and optimizing their SEO strategy. I would like to thank once again our team who work hard every day to push our technology even further into data science."

François Goube, CEO at OnCrawl

Innovation to connect the dots between technical SEO and Data Science

Both of the prizes won at the APAC search awards recognize the **ability of the tool to connect the dots between technical SEO & data science**, to enable marketers to get meaningful insights and analysis. Over the course of the last few months, OnCrawl's R&D teams have released several major updates and developed innovative new features. **OnCrawl Labs** is one of them, taking SEO further with R&D projects based on machine learning and innovative features not yet available on the SEO market, such as real-time indexing, SEO text generation, anomaly reporting or long-tail prediction. OnCrawl also released a **connector with Google Data Studio** and a plugin with the data science platform **Dataïku**.

The platform relies on its experienced technical team, who ensure the stability, performance, and the continual innovation of the tool, which allows OnCrawl to offer real-time analyses and to process over **200 million URLs per day and over 100 billion logs per week**.

About OnCrawl

OnCrawl is a technical SEO platform for enterprise SEO audits and daily monitoring. The solution helps more than a thousand clients in 66 countries to improve their organic traffic, rankings, and revenues by opening Google's black box. Clients include Vistaprint, Canon, Lastminute.com, Forbes, and other major companies.

Driven by a strong technical spirit, OnCrawl gives search marketers easy access to the data they need by providing actionable dashboards and reports to support the entire SEO process. The company has already closed two successful funding campaigns to become the leading SaaS provider for SEO.

OnCrawl has been awarded as the Best Software Innovation and the Best SEO Software Suite 2021 at the APAC Search Awards. The platform also won the 2020 UK Best SEO Software Suite, US Best SEO Software Suite and Best Software Innovation awards and the Best Global SEO Software Suite 2020 award. In 2019, and for three years running, OnCrawl has won the Best SEO Tool award at the European Search Awards. In addition, they won awards at the MENA and US Search Awards in 2019.

For more about OnCrawl, visit www.oncrawl.com.

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