

Cloud-based SEO platform DeepCrawl raises £14.9M

One of the biggest challenges for brands today is to continually enhance an online presence while providing high-quality user experiences and growing their market share. Google currently holds over 90% of the global search engine market share, but some startups are thinking outside the box to disrupt the SEO market. One such startup, DeepCrawl has just raised £14.9M.

It was announced last week that [DeepCrawl](#), a leading technical SEO cloud-based platform has closed a £14.9M Series B funding round led by Five Elms Capital and Beringea. Founded in 2010, DeepCrawl has developed a web crawler that provides marketers and SEO experts with actionable data insights to diagnose and fix technical issues, increase online visibility, gain organic traffic and generate more revenue.

The startup already works with customers like IKEA, Shopify, Publicis, GroupM, Nestlé and Intercontinental.

“We’re excited to raise this round of funding in the US as 60% of our revenue comes from this region. With increased user-generated content, websites are more dynamic than ever before and it takes just one incorrect code input to see declined organic traffic. This funding round will help us to continue expanding our solution offerings by focusing on integration as we streamline SEO management for brands.” – Michal Magdziarz, CEO of DeepCrawl

DeepCrawl opened its US office in 2017 with a team of over 20 employees and has recently closed new contracts with clients such as Kohl’s, Ziff Davis and Yelp. Next, DeepCrawl will be launching its new product to bring integration

across customers' marketing and engineering teams. The investment will also be used for significant R&D and to develop its commercial presence in the US.

“DeepCrawl has made waves in the UK market and we see strong potential in the company as it continues to make headway in the US. DeepCrawl brings years of SEO expertise to its game-changing automated solution for marketers. We see a long-standing growth opportunity as the company continues developing more solutions to meet ever-changing customer needs.” – Thomas Kershisnik, partner at Five Elms

#SEO

DeepCrawl

£14.9M

Five Elms Capital, Beringea

Article by MADDYNESS