

How Semify Transformed Its SEO Stack to Track and Act on 400K+ Keywords with 99% Accuracy

From Sunset Risk to Scalable, Reliable Search Intelligence

Summary

When their legacy SERP provider announced its end-of-life, Semify—a white-label SEO platform serving thousands of businesses—had just two weeks to migrate over 400,000 tracked keywords without compromising client deliverables. Traject Data's SERP API made that possible. With high-performance batch processing, local SERP accuracy, and exceptional reliability, Semify launched a new infrastructure in days, unlocked new customer features, and reduced failure-prone manual processes.

The Challenge

Semify provides white-label SEO tools to agencies that manage thousands of client campaigns. Their largest client had flagged inconsistencies in search rankings just as their previous provider was winding down service. Semify needed a replacement that could scale immediately, deliver high-quality localized SERP data, and integrate into their existing systems with minimal disruption.

At-a-Glance

Customer: Semify

Industry: SEO/Digital Marketing

Use Case: Rank tracking across 400K+ keywords

Results:



250K+

Batches Processed
in Under 24 hours



99.999%

Uptime



99%+

Data Accuracy



Full Migration

Without Data Loss



We did a proof of concept with Traject Data's SERP API and were impressed. We migrated everything from our legacy systems in just two weeks—it was a quick and effective transition.

— **Brendan Ganning**, *VP of Engineering*

The Solution

Semify briefly evaluated multiple providers but landed quickly on Traject Data. Brendan's team selected Traject Data's SERP API for its unmatched reliability, clean API design, and enterprise-readiness:



Batch Processing at Scale:

Enabled high-volume keyword lookups (100+ batches per minute)



Entity-Based Location Search

Better local relevance for clients across the U.S. and Australia



Google HTML Returns:

Gave Semify's customers direct visibility into rank placement



Zero Downtime + 99.999% Uptime:

A crucial factor in choosing a long-term partner



Enterprise-Grade Support:

Quick collaboration with Traject Data's product and CS teams.



The integration has been transformative—addressing key challenges and significantly improving operational efficiency and user experience

— **Brian Sappey**, *Chief Technology Officer*

“Working with Traject Data has been incredibly easy. The API documentation is some of the best we’ve seen—clean, clear, and simple to implement. We had no issues at all. With a little help from their team, we were able to move from our old system to the new one in just two or three days. Most of that time was spent testing; the actual coding was lightning fast. We’ve been very happy.

— **Brendan Ganning**, *Vice President of Engineering*

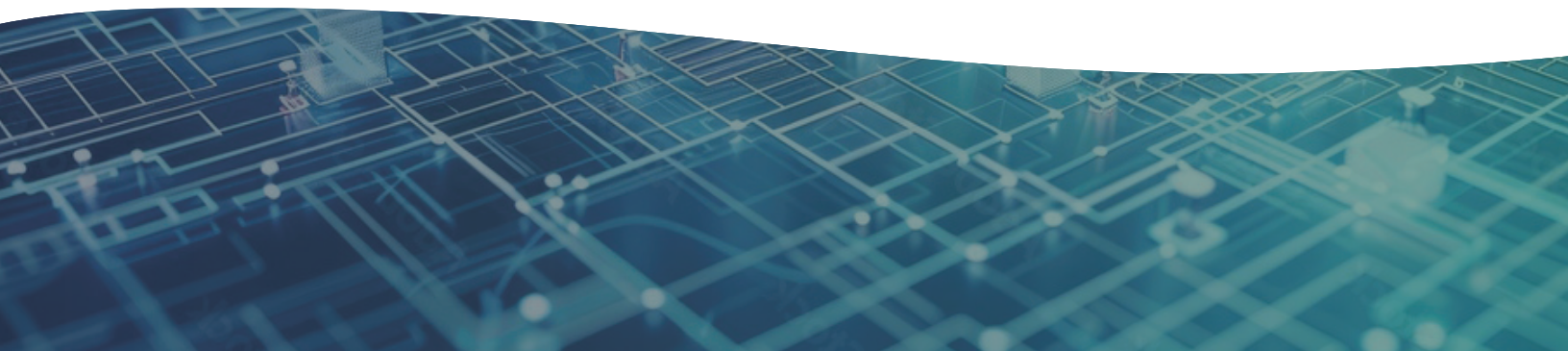
Results: From Reactive Fix to Strategic Growth Driver

Semify didn’t just migrate data—they upgraded their SEO intelligence engine. With Traject Data’s SERP API, they:

- **Processed 250,000+ batches in 24 hours** during a system catch-up, previously a multi-day task.
- **Achieved 99%+ accuracy** on returned data.
- **Eliminated client-reported discrepancies** by using HTML captures from Google SERPs.
- **Improved developer velocity** by reducing debugging, failed requests, and brittle legacy logic.
- **Enabled new use cases** like campaign-specific content validation and pre-sales tools.

“With Traject Data, I processed everything in just 24 hours. Using our old setup, the same work would’ve taken three to four days. The difference in efficiency has been huge.

— **Brendan Ganning**, *VP of Engineering*



They now support:



Four search types
(campaign, blog
content, keyword
experiments, sales)



**Near real-time
reporting**
for agencies and
SMB clients




**Automated rank
checks across
thousands of locations**

The integration also served as a forcing function to clean up Semify's internal data structures, remove tech debt, and make campaign targeting more precise.

Looking Ahead

Semify continues to expand—across verticals and geographies. With Traject Data's infrastructure as a backbone, their engineering team is focused on higher-leverage work like customer insights, ranking intelligence, and product innovation.

New opportunities include:



**Nearest neighbor
ranking support**

**Expanded global
entity coverage**

**Deeper collaboration on
product feedback loops**



Working with Traject Data has been incredibly easy. Everything just works—the systems are fast, the data is accurate, and the experience has been seamless.

— **Brendan Ganning**, *VP of Engineering*

Ready to Scale Like Semify?

Traject Data delivers structured, accurate SERP data at scale—with the stability and flexibility to match enterprise SEO needs.

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The logo for Traject Data, featuring a stylized 'T' icon followed by the word 'traject' in a lowercase sans-serif font and 'DATA' in an uppercase sans-serif font.

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