Ahrefs | Customer Story

In order to develop and deliver its search engine optimization (SEO) analytics tools and services, Ahrefs needed a cloud infrastructure solution that could provide high-performance servers, high-speed network connections, massive storage, and excellent customer support.

Company Background

Founded in 2012, Ahrefs is a Singapore-based big data company with a strong focus on Internet indexing and search. It provides both free and paid-for SEO products and services to more than 330,000 registered users and nearly 5,000 subscribers worldwide. Its products include a wide range SEO analytics tools designed for SEO specialists, website owners, and other Internet researchers.

Ahrefs' unique system crawls through 6 billion pages daily and updates index databases with fresh backlinks every 15 minutes, giving Ahrefs recent and high quality data for a strong competitive edge in the SEO industry.

Ahrefs' flexible subscription plans cater to the needs of every type of SEO customer, whether freelance, in-house, or agency. Through API OpenApp, the company allows developers and third-party tool providers free access to its index data, which they can use to create their own applications.

Amidst tough competition, Ahrefs has emerged as a market leader and retains this position by improving customer satisfaction, launching innovative products, and building trust among users.

"In this small SEO industry, word of mouth travels fast, so we are extremely focused on earning and retaining the confidence of our customers," Dmitry Gerasimenko, CEO and founder for Ahrefs, said.

Sustaining Its Rate of Growth

Still running at startup pace, one of Ahrefs' chief concerns was sustaining its momentum long-term. Infrastructure was at the core of the issue. Crawling and indexing billions of pages each day demands huge computing power, ultra high-speed connections between servers, and massive storage capacity.

"One of our biggest challenges was that we needed high-speed 10Gbps connections for more than 100 servers with at least 5Gbps connections between any servers under full load," Gerasimenko said. "We also needed a lot of storage and memory."

At the same time, the company wanted to be able to focus on its core business activity and customer experience and not on hardware, so simple management and good support were also very important.

Choosing SoftLayer

Ahrefs found that SoftLayer could provide better, more powerful infrastructure for a better price than competing offerings.

Industry
Big data, search, SEO

Challenge
Sustain fast business growth and exceptional customer satisfaction while keeping a lean in-house team.

Why SoftLayer, an IBM Company
SoftLayer offered cost-effective, high-performance cloud infrastructure with simplified management.

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SOFTLAYER®
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"We were already using SoftLayer servers and were happy with the performance. To cater to our future requirements, SoftLayer offered to network more than 100 servers at 10Gbps, with a promise of a minimum 5Gbps speed between any two servers at full load. No one else could match that," Gerasimenko said.

After choosing SoftLayer, Ahrefs went live with an extremely powerful cluster comprised of more than 100 servers, 15TB RAM, and 3PB of storage.

The computing power and stability of SoftLayer services has been instrumental in enabling Ahrefs to improve product quality, acquire customers, and mitigate hardware issues to less than one per month for servers. This has greatly improved customer experience.

In the time since its launch, the company has saved a significant amount of time and money and enjoyed the fact that its infrastructure management is simple and fuss free.

"Our company philosophy is to deliver value and a great experience to our customers in all that we do. SoftLayer has really helped us to live this philosophy," Gerasimenko sums up.

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