How 10x feedback led to improved product & community.

I absolutely love Userback! It's been a real game-changer for how we collect feedback and interact with our users.

DAVID KAUFMANN • CEO & FOUNDER • SEOCRAWL

Learn how SEOcrawl, an all-in-one tool for SEO professionals, has improved product, created customer community and streamlined user feedback management with Userback.

🕷 seocrawl | △ userback

SEOcrawl was born with the aim of revolutionizing daily SEO management for professionals, agencies, and in-house teams.

SEOcrawl's mission is to provide customers with an all-in-one SEO tool that allows them to be efficient, save time and, above all, act proactively in the face of changes. Today, SEOcrawl is trusted by over 20,000 SEO professionals, offering them a suite of tools designed to elevate SEO management to the next level.

The Business Challenge

Like many growing startups, SEOcrawl faced significant challenges in acquiring and retaining customers. Understanding the critical importance of customer feedback in helping them grow, they initially relied on email as a way to gather feedback and user insights. However, this method proved to be limiting and inefficient, resulting in a low volume of feedback and making it difficult to understand customer needs.

> " *When we first launched SEOcrawl, we relied on email as a way to collect feedback and we received around 100 feedback a month. Whilst I love interacting with customers, doing it over email was time-consuming and I really wanted to find a better solution for my customers to provide feedback directly inside SEOcrawl.*

The Userback Solution

After first discovering Userback on another website, SEOcrawl saw an opportunity to enhance their own feedback collection process. They integrated Userback into their application, placing a feedback button on every page. This simple yet powerful addition made it incredibly easy for users to provide feedback directly within the app. The result was a **10x increase** in the amount of feedback collected each month, enabling SEOcrawl to better understand and address customer needs, resolve issues, and build a superior product.

Using Userback, SEOcrawl was able to streamline the process of collecting user-reported bug reports and feature requests. This valuable feedback directly influenced their product roadmap, helping them prioritize improvements and new features based on actual user input. Visit SEOcrawl's roadmap to see first-hand how customer feedback is influencing product enhancements.
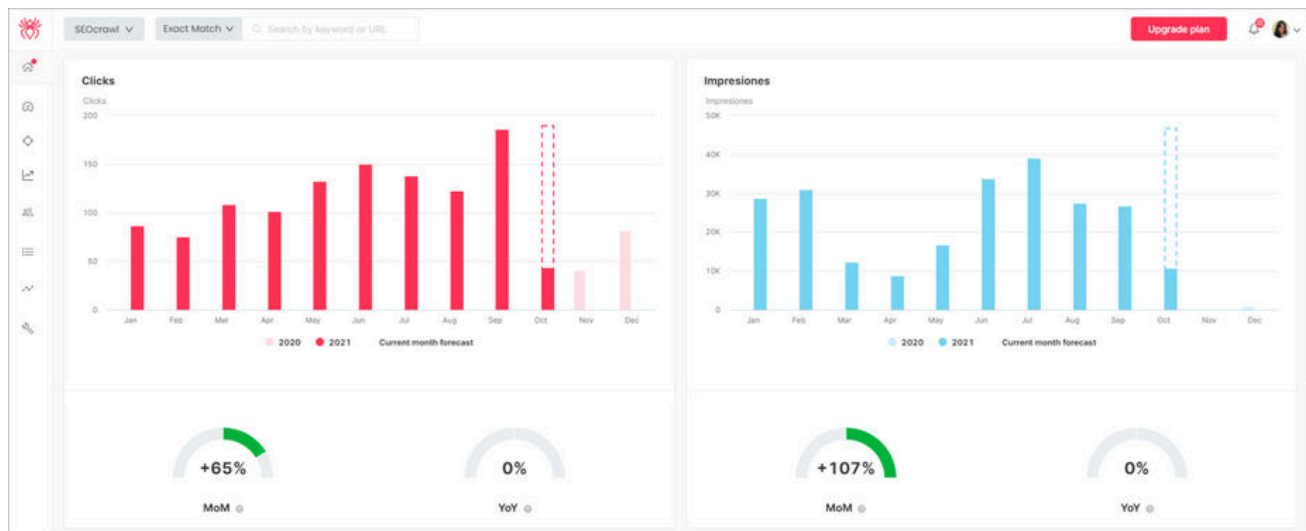
> From the moment we launched SEOcrawl, we knew that customer feedback would be key to our success. Listening to customers and acting on their feedback shows them that we care about their needs and it's really helped us build a sense of community and improve our product at the same time.

The Userback Solution

SEOcrawl has leveraged several of Userback's key features to optimize their feedback collection:

Feedback Widget: Userback's customizable feedback widget is tailored to blend seamlessly into the SEOcrawl application, ensuring a cohesive user experience whilst allowing users to report feedback without breaking their flow.

Screen Annotation: Userback's screen annotation features allow SEOcrawl users to draw on the screen and provide pinned comments, making it easier to provide clear and detailed feedback that is easy to understand.

Video Recording: SEOcrawl users can also submit feedback via Userback's video recording features, allowing them to record their audio and screen movements to provide detailed, context-rich feedback.

User Information: The automatic capture of page URL, console output, errors and device information gives SEOcrawl developers the context they need to replicate and resolve issues without having to ask the client for more details.

Dynamic Language: With customers around the world, SEOcrawl's feedback widget dynamically matches the default browser language for individual users, ensuring a smooth feedback experience for all.

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I looked at a number of feedback tools and Userback is simply the best. It is so easy for my users to submit feedback, and I really love how they can draw on the screen and easily describe their feedback in detail. Userback has proven to be great value for our company!

DAVID KAUFMANN
CEO & FOUNDER • SEOCRAWL

The Results

The implementation of Userback led to remarkable outcomes for SEOcrawl:

10x

Increase in Feedback Volume: Achieved a remarkable 10x increase in feedback received each month.

Enhanced Product Development: More precise and abundant feedback allowed for better-informed product decisions.

Improved User Satisfaction: Easier feedback submission process led to happier users and a greater sense of community.

 userback

Most product teams struggle to collect feedback from their users. And when they do, it's often vague and hard to understand.

Userback is a feedback tool for collecting regular and highly contextual user feedback, giving you the ability to act faster and build better products.

With embeddable feedback widgets and surveys, Userback makes it easy to collect user feedback from inside your website and web application.

Start free at:
app.userback.io/signup