SEOClarity acquires RankSense technology

Enterprise SEO platform seoClarity today announced it has purchased the RankSense technology and intellectual property (IP). Terms of the deal were not disclosed.

RankSense, which is best described as an "agile SEO platform," was founded by Hamlet Batista, who passed away in January 2021.

Why seoClarity acquired RankSense. The technology will be added to seoClarity's ClarityAutomate platform for enterprises, according to Mitul Gandhi, co-founder and Chief Architect of seoClarity. "It paves the path for our vision of providing the most complete SEO technology to test, execute and automate challenging SEO projects at scale."

What it means for SEOClarity users. Combining RankSense and ClarityAutomate will help its users more quickly make critical fixes at scale, with no dev resources needed, such as:

- Updating on-page SEO changes.
- Running SEO tests.
- Automating internal linking.
- Applying page speed optimizations.
- Deploying schema.

SEOClarity is used by more than 3,500 brands, enterprises and agencies (including Orbitz, Samsung, Expedia and Overstock).

What it means for RankSense. "Hamlet had a passion for the search industry and solving SEO challenges," according to a statement provided by Hamlet's spouse, Odette Martinez. "His contributions were vast and generous, and this move by seoClarity ensures that his vision and legacy will move forward."

Why we care. Batista’s death hit the SEO community hard. He contributed so much to the search industry and was a huge advocate for automating SEO and scaling SEO through technology. It’s great to know his work and legacy will be carried on. Here’s how one of Batista’s closest friends, Lily Ray, senior director, SEO and head of organic research at Amsive Digital, reacted to the news on Twitter:

The year of acquisitions rolls on. It seems like only yesterday (oh wait, it was!) that I was writing about how this has been a big year of change in the SEO tools space. As we edge closer to the halfway point of 2022, here’s a recap of all the big acquisitions we’ve seen so far:

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About The Author

Danny Goodwin is Senior Editor of Search Engine Land. In addition to writing daily about SEO, PPC, and more for Search Engine Land, Goodwin also manages Search Engine Land’s roster of subject-matter experts. He also helps program our conference series, SMX – Search Marketing Expo. Prior to joining Search Engine Land, Goodwin was Executive Editor at Search Engine Journal, where he led editorial initiatives for the brand. He also was an editor at Search Engine Watch. He has spoken at many major search conferences and virtual events, and has been sourced for his expertise by a wide range of publications and podcasts.

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