



# SUCCESS STORY

Skyrocket to light up the global  
domain search market with  
DataForSEO



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**Josh Adams,**  
the founder of  
SkyRocket



## ABOUT SKYROCKET

**Skyrocket** is a domain search tool launched by an Israel-based company in the middle of 2020. Here's how Josh Adams, the founder of Skyrocket, explains that the tool's core mission:

"Currently, in order to find great domains, SEO experts and domainers sift through lists of thousands of expired domains and sort them based on simple parameters, such as the number of backlinks, or keywords in the domain name.

Yet, there are thousands of great domains that may be much stronger in terms of actual SERP positions and traffic - but these are harder to find. That's exactly what Skyrocket helps you to do quickly and easily."

The tool is offered on a freemium basis, with premium access to all features costing 169 ILS (\$52) per month. As of now, the solution operates for the local market only, but the company is planning to expand globally later this year.



## BUSINESS CHALLENGE

Skyrocket was initially a small in-house tool “developed for personal needs of tracking the expiration dates for a few domains”, says Josh. Later on, he decided to push the solution to the market.

At the outset, Skyrocket had a limited set of features, but “its capabilities were soon expanded to allow SEO experts find valuable domains based on backlink data, and later on - based on actual SERP results and keywords.”

“Since then Skyrocket has grown into a company that serves over a thousand SEO experts in Israel,” says Josh.

“The majority of our clients are SEOs who are looking for great domains for their own PBNs or to support their own clients. Others use Skyrocket to search for domains suitable for creating “digital assets” and gain an advantage by using domains that are already ranked high for keywords in the niche they are targeting.”

By the end of 2020, which certainly was a very volatile year for all of us, the Skyrocket team realized that the increasing user base was bringing them a new challenge - fetching and processing overwhelming volumes of data.

The tool was originally built upon an in-house scraping system, and the growing usage resulted in the growing system load and greater scope of day-to-day development and maintenance tasks.





The team had to strengthen the solution and accelerate the deployment of new features. On top of that, Skyrocket was already planning to launch an international version of the tool for the global market fast forward to 2021.

To make sure the company attains its ambitious goals, Josh started looking for possibilities to optimize the way their product was operating.

## OBJECTIVES

- ▶ Minimize development and maintenance time
- ▶ Release new features faster
- ▶ Keep high customer satisfaction rates
- ▶ Expand to the international market

## SOLUTION

When you're starting a business from scratch, perplexity and constantly arising issues are inevitable. Yet, the way we confront them is what makes us better entrepreneurs and often decides the future of our company.

Josh was determined to see Skyrocket light up the global market in the upcoming future. Still, he knew the team couldn't release new features as fast as the customers requested them, while also preparing an international version of the tool as well as constantly maintaining their in-house scraping system.

The founder of Skyrocket timely reevaluated the company's internal processes. He realized they needed an alternative solution for obtaining data that powers the fundamental features of the tool:

- searching expired domains by particular keyword rankings
- generating targeted SEO reports for a specific niche.

Josh started searching the web for the best SERP and keyword data providers and found out about DataForSEO.

When asked what helped us become the right solution for Skyrocket, Josh said:

"One of the factors that made my decision easy is the detailed developer documentation and code samples - it made testing the solution a matter of a few minutes."

Describing their further experience, Josh mentioned that "the integration was super smooth - Skyrocket is built in PHP, and the PHP code samples from the API documentation were very easy to integrate and build upon."

Now DataForSEO is used in many sections of the product.

DataForSEO APIs liberate the Skyrocket's team to concentrate on the development of new features and deployment of the tool's adaptation for the global market.

“The core feature of Skyrocket - searching domains by the keywords they were ranked for, uses DataForSEO SERP API for retrieving keyword positions, as well as Keyword Data API for obtaining search volume, CPC, estimated traffic, etc.”

Export Reset Advanced Search

Search by: Domain name Name of owner Email **Keyword** Inbound link

Mortgage

Words	Traffic	TR	value	movement	CPC	Searches	SERP Rank	Keyword	Date of deletion	domain
627	506	7	65	7	0.75	3600	56	Mortgage advisers	2021-06-22	asakingroup.org.il
627	506	7	40	10	0.37	110	3	Association of Mortgage Advisers	2021-06-22	asakingroup.org.il
29	46	0	35	20	0.63	9900	91	Mortgage	2020-11-26	mashcantatrael.co.il
627	506	7	13	3	0.23	70	5	Association of Mortgage Advisers	2021-05-22	asakingroup.org.il
29	46	0	5	7	0.28	3600	83	Mortgage interest	2020-11-26	mashcantatrael.co.il
1805	1727	10	5	0	0.40	390	74	Recommended mortgage advisor	2021-05-16	etselydo.co.il
1805	1727	10	5	0	0.40	390	79	A recommended mortgage advisor	2021-05-16	etselydo.co.il
19	4	0	4	2	0.34	1000	86	Approval in principle for a mortgage	2021-05-16	maagilm7.co.il

Another fundamental feature running on the same DataForSEO APIs allows generating detailed reports on all ranked keywords for each domain.

SkyRocket

Ranked keywords for mangobananaschool.co.il

value	movement	CPC	Number of searches	Google ranking	outcome	Key word
4.37523	3.36	0.00810294367387235	1400	74	Spinach tofu patties and mushrooms in spinach coconut curry - Mango Banana School - Cooking	tofu patties
2.5004	3.36	0.0077907187429406275	1400	88	Buckwheat Pancake with Cherry Cream - Mango Banana School - Vegan Cooking with	Gluten free pancakes
0.80047	0.546	0.0007126669564297	260	28	Spinach tofu patties and mushrooms in spinach coconut curry - vegan cooking with Idit Cohen	Vegan spinach patties
0.80047	0.546	0.0007126669564297	260	30	Spinach tofu patties and mushrooms in spinach coconut curry - vegan cooking with Idit Cohen	Vegan spinach patties
0.789	0.672	0.0010095811535981827	320	78	Striped eggplant boats stuffed with quinoa salad and stir fried - vegetables	Quinoa with mushrooms
0.508586	0.672	0.4323123152790338	320	77	Workshop Gallery - Mango Banana School - Vegan Cooking with Idit Cohen	Vegan cooking workshops
0.544236	0.546	0.11066398399342933	260	65	Raw Food Archives - Mango Banana School - Vegan Cooking with Idit Cohen	Raw Food
0.544236	0.546	0.11066398399342933	260	57	Raw Food Archives - Mango Banana School - Vegan Cooking with Idit Cohen	Uphobbery
0.499905	0.189	0.120300751879669324	90	25	Raw Food Archives - Mango Banana School - Vegan Cooking with Idit Cohen	Raw Food Recipes



Besides that, there's the SEO report feature which "uses DataForSEO APIs to find related keywords for a certain subject, and measure their "attractiveness" (based on search volume and CPC), as well as give insights, such as suggest specific subjects to produce more content on," reveals Josh.

The screenshot shows the SkyRocket dashboard with a report titled "A program to promote the or-in.co.il website in the field of A plumber in Jerusalem". The report includes an introduction, word research insights, and a table of keywords.

Competitiveness	Rating	content	Searches	Key word
0.70	?	There is content	2400	A plumber in Jerusalem
0.63	Not rated	There is content	2400	Bobit
0.70	Not rated	There is content	2400	Liquidity detection
0.70	?	There is content	2400	Plumbers in Jerusalem

"DataForSEO is definitely a core part of Skyrocket's solution, I can't imagine it otherwise :) " he added.

"The main DataForSEO's contribution to Skyrocket is eliminating an enormous count of hours we'd have to spend on developing, maintaining, and fixing different scrapers. I can't really estimate how much time we'd have to spend on product development without DataForSEO, but I guess that overall it saved me months. It also saved me money, eliminating the expenses on servers and proxies, it's much more cost-efficient to use DataForSEO APIs."



"I get a great deal of the data I need with a simple interface. This allows me to focus on releasing new features much more often, and rest assured that my customers are happy and bring their friends :) I recommend any SEO software developer to use DataForSEO's APIs instead of wasting months on reinventing the wheel."

Recently, Skyrocket has also incorporated [DataForSEO Whois Database](#). "Skyrocket is a live solution that serves many customers, the results must be super fast, and the data for each domain includes many additional parameters such as domain strength according to various SEO tools. That's why our solution required a proprietary database that can be enriched locally for more advanced queries and faster response time," explains Josh.

Sharing his experience of communication with the DataForSEO support reps, Josh said "so far the team was super helpful and proactive - it's actually a customer service level that I've hardly got from any other vendor :)"

As things stand now, Skyrocket is on the right track. With DataForSEO taking the data collection off the team's shoulders, "the tool is already in the pre-launch mode for international users", reveals Josh. "It's possible to sign up for the waiting list to get early access at [skyrocket.domains](https://skyrocket.domains)."

"The plan for this year is to open the solution for the international market. I believe that everyone deserves to find great domains :)"

DataForSEO believes it too. We also believe that everyone deserves great SEO data providers ;)



## ABOUT DATAFORSEO

DataForSEO is the leading provider of SEO data for the marketing technology industry. With an API-led approach to data delivery, DataForSEO is enabling hundreds of software businesses to enhance their products with reliable, accurate, and fresh data. For more information, please visit our website.

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