



# HOW SEMRUSH GROWS ITS SEO BUSINESS WITH CONFIDENCE

*“In general, Wallarm is a good solution for us. We successfully identify and block attacks on our product, without dedicated effort from our security team and getting excellent protection”*

*“Wallarm really protects our service and provides good visibility and user-friendly control”*

## COMPANY OVERVIEW

[www.SEMrush.com](http://www.SEMrush.com)

SEMrush was founded in 2008, and now it's one of the world's leading competitive research services for online marketing. At this moment, our company includes four offices in different countries with over 350 employees, and continues to grow. SEMrush is still loyal to the fundamental values that got it to where it is now—adapting to change over following a strict plan, and always placing individuals over processes.



**350**  
employees

## THE OBJECTIVES

SEMrush “needed a modern working solution that could block various web attacks, with a professional team and fast support. We have some unusual features in our web application, so we needed a company that could adapt their product to us.”

## THE SOLUTION

We have identified Wallarm as a solution to our security requirements because of its ability to adapt. We have initially deployed the solution in a staging environment and conducted functional and load testing. Wallarm filtration nodes are deployed as installed NGINX dynamic software modules. After the solution successfully passed the testing, it was deployed in production and underwent a period of AI training. Once AI training was completed, the solution was switched into blocking mode. The solution was further adjusted to the specific SEMrush environment with the help of Wallarm technical support. Since SEMrush initially started working with Wallarm fourteen months ago, it has already increased the number of filtration nodes to keep up with the company’s growing infrastructure.

## THE RESULT

Wallarm’s solution satisfies most of SEMrush’s protection needs. One of the key factors for selecting Wallarm was its ability to adapt to SEMrush’s fast-growing infrastructure and feature set. We have found that Wallarm is able to adapt successfully and continue to secure our web application as it evolves. Wallarm helped SEMrush protect their “customers from brute-force attacks. Also there were some notifications about vulnerabilities in our service, which we quickly fixed, significantly reducing the risk of exploitation.” In addition to an attractive feature set, “we are very satisfied with the level of solution support, which has always been fast, constructive, and polite.”

## THE SUMMARY

- Quick SEMrush’s service volume growth and expanding feature set made it obvious that a better security application was required.
- Wallarm was identified due to its ability to adapt to the application.
- Wallarm provided immediate results, including protection from brute-force attacks and identification of vulnerabilities.
- Wallarm proved its ability to adapt over time and grow with the application.



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