

Siteimprove reaches \$100M ARR

Video script — Shane Paladin, CEO of Siteimprove · February 2022

Transcript

Hey, I'm Shane Paladin, CEO of Siteimprove. You might've seen the news that we've reached 100 million dollars in annual recurring revenue. We couldn't be more excited about this milestone.

Reaching \$100M ARR is incredible. Not many companies get to this stage. We're excited because this milestone is about more than just financial growth for our company. It's proof of our momentum. We're part of the movement towards an internet that's truly built for everyone.

That's what motivates me every morning: our dedication to making the world a more inclusive place. It's remarkable to see the impact we make every day in people's lives, both personally and professionally, as a company and as individuals.

What we do is personal. According to the UN, 15% of the world's population has a disability. Many Siteimprovers joined the company because they or a loved one is a member of that 15%. We want to contribute to a more inclusive and accessible internet for people with disabilities.

And we know creating that type of inclusive content has other advantages. Inclusive content is content that ranks well on search engines, is more usable, more readable, and more likely to grow a business. That's how we enable marketing and web teams to consistently deliver across content and digital performance by building richer, deeper, and more complete digital experiences.

Are you looking to make that kind of impact? Then we want you to join us. We're looking for companies and individuals to partner with us who are passionate about Siteimprove's purpose to create a more inclusive, better-designed content experience for everyone.

In 2022 and beyond, we look forward to empowering even more companies and individuals to create accessible and inclusive digital experiences and seize the opportunities that come with content that's optimized for all.

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Source: internal script, 100M ARR script_video recording_clean_Feb8_upd_Kk edits.docx (SharePoint, Corporate Marketing archive).