



# SEO & Content Marketing for Digital Media Startup

## PROJECT DETAILS

 Digital Strategy

 Mar. - Aug. 2021

 Less than \$10,000



*"We're so lucky to have had the opportunity to work with them."*

## PROJECT SUMMARY

Ignite Visibility had been hired by a digital media startup to provide SEO and content marketing services. The vendor has also launched a digital PR campaign to increase the client's domain authority.

## PROJECT FEEDBACK





Ignite Visibility has successfully raised the client's organic traffic with dedication and commitment to the project. The client says they could feel their eagerness to make their startup grow with a unique excitement and workflow. Although, it could be better with more senior SEO strategists.



## The Client

Please describe your company and your position there.

I am the co-founder and Leader of Topic Insights, a digital media startup dedicated to creating stories, conducting research, and publishing articles with the mission of merging storytelling with activism.

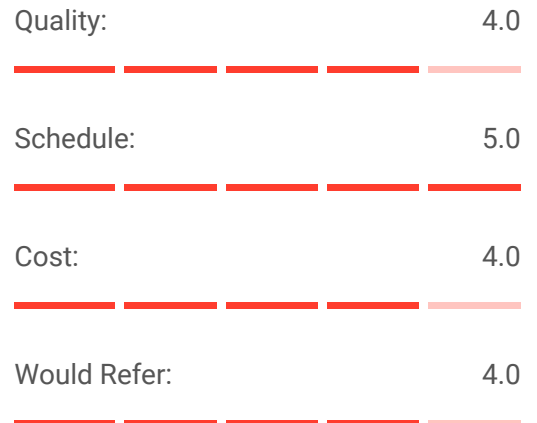
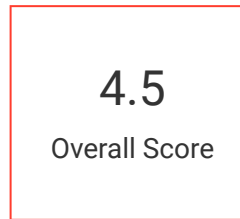
-  Head of Marketing, Topic Insights
-  Media
-  11-50 Employees
-  Boulder, Colorado

## The Challenge

For what projects/services did your company hire Ignite Visibility?

We hired Ignite Visibility to:

### CLIENT RATING





## The Approach

How did you select this vendor and what were the deciding factors?

We had a list of possible agencies to work with, but we decided for Ignite due to how carefully they crafted their proposal and how committed they were to making our startup grow.

Describe the project in detail and walk through the stages of the project.

Ignite first conducted a site audit to look for room for improvement and identify weak points. They then developed a keyword strategy to boost our organic traffic and launched a digital PR campaign to increase the site's domain authority. Month after month, they created a report with the results.

How many resources from the vendor's team worked with you, and what were their positions?

We worked with:

## The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

We did increase our organic traffic and our startup's domain authority a bit.

How effective was the workflow between your team and theirs?

We had weekly meetings via Zoom. We stayed communicated throughout our project duration via email and Basecamp.





## What did you find most impressive or unique about this company?

Definitely the SEO Manager RENE. HE is the main reason we were impressed by Ignite. He took everything to heart - he was so committed and dedicated to making our startup grow that you could tell through his emotions, work, and excitement. We had to change PM when the project first started, and I think that if it wasn't for him, we wouldn't have continued working with Ignite. We're so lucky to have had the opportunity to work with them.

## Are there any areas for improvement or something they could have done differently?

Everything was great. But would've liked to have other senior SEO managers or strategist to be involved during our project.

