



SEO & Email Marketing for eCard Service

PROJECT DETAILS

 SEO & PPC

 Mar. 2013 - Ongoing

 Confidential



"They've cared about how well we do since day one."

PROJECT SUMMARY

Ignite Visibility created an SEO and PPC strategy for an eCard business. Once they resolved previous poor SEO practices, they provided email marketing services and advice on design.

PROJECT FEEDBACK

Ignite Visibility improved the site's search engine rankings. They took a holistic approach and exceeded expectations by providing useful advice that wasn't outlined in their contract. Interdepartmental communication is clear and concise, ensuring that everyone is on the same page.



The Client

Introduce your business and what you do there.

I'm the director of operations for Doozycards.com. We're a family-owned, online business. We supply ecards and related services like birthday and holiday reminders. We make our own animations, and function like an animation studio, though that's not our primary purpose. We make greeting cards with 30-60 second animations with music and voiceovers and whatnot. Then people sign up for our services and send those. With an annual fee, users have access to 2,0000 animations they can use for birthdays and holidays.

The Challenge

What challenge were you trying to address with Ignite Visibility?

We did PPC in-house and had some success, but our owner and CEO was the one responsible for that. As business heated up, he needed to pass it off to someone



Bennett Schneider
Director of Operations,
Doozycards



Consumer Products

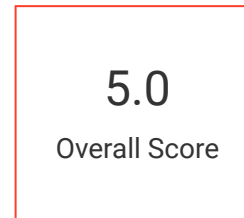


1-10 Employees



Los Angeles, California

CLIENT RATING



Quality: 5.0



Schedule: 4.5



Cost: 5.0



Would Refer: 5.0





The Approach

What was the scope of their involvement?

When we hired them for SEO, we got what we needed, but they also consulted on our site design and conversions, which helped us design to increase conversion rate. In 2013, when Google launched Penguin, that's when backlinking became very blackhat and we were hit very hard. Our old SEO consultants created about 13,000 spurious backlinks, and Ignite Visibility had to clean those all out.

Once our SEO was in good shape, we decided to reallocate our budget and focus on email marketing with them.

When we hired them for their SEO and email marketing services, they also provided advice. They're a holistic consulting firm. If they notice something is affecting the conversion rate, they'll mention it, work with us on it, and give their best advice.

They created an SEO strategy beyond backlinking. The new strategy includes long-tail keywords, and they advised us through a complete website redesign. We redesigned our site aesthetically and logistically to increase conversions.

What is the team composition?

As they grew, they added more people to our team.

How did you come to work with Ignite Visibility?

Originally, we started working with Eythor (Head of Paid Media, Ignite Visibility) before he was working with Ignite Visibility. It's such a nitty-gritty, detailed process, so we felt confident passing it off to Eythor. We were also working with them for PPC, but then he joined Ignite Visibility, so they work on both.





What is the status of this engagement?

We began working together in 2012, and they've been hands-on since then.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

The site is much better, and we're keeping the same principles that they outlined for us.

They were fastidious. They did a lot of work for a long time, eventually, they pulled our butts out of the fire and got us back on track. They got us back into the search rankings. We're extremely happy. They put in extra hours throughout the day around the holidays because that's so important for our business. So, they seem to care about our business and want us to do well.

How did Ignite Visibility perform from a project management standpoint?

They performed pretty well. I meet with the email marketing consultation manager every week. We use Basecamp to manage the program. They work with us and customize what they do to fit what works best for us. They're good at drawing in other people for advice on different topics, especially if what we're doing might impact our PPC, for example.

They communicate easily and freely. We feel confident communicating to both our SEO and PPC leads at any time. Their interdepartmental communications are seamless.





What did you find most impressive about them?

The level of detailed knowledge that their consultants have. They've offered excellent advice that went beyond our expectations.

They're also very flexible and stand out compared to other development companies we worked with. They recognize what our needs are, but also offer additional insight. They've cared about how well we do since day one. Our email marketing lead always goes the extra mile to capture those conversions.

Are there any areas they could improve?

Like any business, there are a few things they may have dropped the ball on. It may have been relying on algorithms rather than being more hands-on. But overall, we've had fantastic consultants.

Do you have any advice for potential customers?

Know the consultant and put them through their paces. This way, you'll know that the consultant that has been chosen for your business is the right fit and they're listening to their needs.

