



# SEO & PPC Consultations for Greetings Website

## PROJECT DETAILS

 Digital Marketing

 Jan. 2013 - Ongoing

 Confidential



*"They have, at times, felt like an extension of our own company."*

## PROJECT SUMMARY

Ignite Visibility had been hired to provide SEO and PPC consultations for a greetings website. The vendor is also assisting them with email marketing and customer relationships.

## PROJECT FEEDBACK

Ignite Visibility has increased the client's ROI through their service. They have given the site fresh new looks and encouraged their in-house design efforts, as well. Most of all, they have listened well to the client's goals and customized their consultations to reach them.



## The Client

Please describe your company and your position there.

I am the Director of Operations and Creative Director of a small, family owned animated greetings website & business open since 2003. We produce our own animations, built our own system and site, and operate in a highly competitive market with other larger corporations.



**Bennett Schneider**  
Operations Director, Doozycards, LLC



**Hospitality & Leisure**



**1-10 Employees**



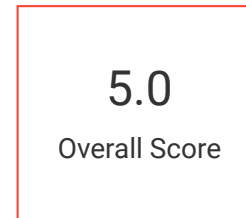
**Los Angeles, California**

## The Challenge

For what projects/services did your company hire Ignite Visibility, and what were your goals?

Initially we hired Ignite Visibility for consultation on both SEO and PPC. While they have managed our PPC ever since, we have shifted the SEO consultation to leverage Ignite's other departments: Email Marketing and CRO. Our goals were to bring our strategies up to date, take our efforts in these areas outside, and to increase both traffic and conversions.

### CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 4.5

Would Refer: 5.0





## The Approach

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

Our CEO simply researched who were among the top firms that were also geographically close to our offices in Los Angeles. Ignite fit well enough to meet with them. Upon meeting, we were impressed by founder John Lincoln's knowledge and frank, open approach. He walked his talk, and seemed to work hard for his clients, so we chose to work with him and Ignite. Also, they had brought onboard a PPC expert we had used before and whom we wished to continue using.

### Describe the scope of work in detail, including the project steps, key deliverables, and marketing tools used.

They continued our PPC management writing ad copy, placing PPC text based ads and graphic ads, testing social media marketing and reporting weekly and meeting with us biweekly. The SEO work included copy writing and review, keyword management and placement, and they went an extra mile for us by folding conversion optimization and web site design into that work. As a result they handed us a completely new, more contemporary site design.

The email marketing overhauled and upgraded all our email templates and newsletter templates for better CRO and conversions. Here they also went the extra mile and designed a few pop ups to enhance our mailing list and conversions. The CRO has just begun but so far the recommendations are stellar.





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

We have worked with many from the founder and CEO John Lincoln to the daily managers of our PPC, SEO, email marketing and CRO. We have met and worked with managers in between these levels as well.

## The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

It's hard to put 8 years of work into a short review, but those 8 years speak volumes themselves. They have increased our ROI in a tough market, navigated us through the labyrinth of Google penalties, worked hand in hand to help us put out fires and recover from sudden situations. They have given our site fresh new looks, and encouraged our in house design efforts. One thing they do very well is listen and customize to fit our needs and aims. We feel less like we've hired consultants to do something to us or for us, and more like we have partnered with a team equally interested in our well-fare and craft. This combined with their staff's broad expertise and up to date knowledge has kept us current and competitive.

How effective was the workflow between your team and theirs?

Excellent. They have always been responsive and on many occasions gone above and beyond expectations. Their team is always available for questions and advice via email and phone. They have, at times, felt like an extension of our own company.





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

Three things stand out: The detailed knowledge each staff member offers us. They hire people who really do know this business very well. Then, the fluidity in communication and how well they listen and engage in productive discourse with us. Lastly, that many of the staff with whom we have worked have bent over backwards and gone the extra mile to assist us and provide much needed information, recommendations and materials.

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

Perhaps a laundry service?

