

# SEO Success Case Study: Online Consulting Training Company

How Incrementors Web Solutions Improved Online Visibility and Client Acquisition



Incrementors Web Solutions

# Project Overview



Service Type

**SEO & PPC**



Timeline

**May 2020 - Ongoing**



Budget

**\$10,000 - \$49,999**



Client

**Online Consulting  
Training**

## Project Scope & Objectives

Incrementors Web Solutions was hired to provide **comprehensive SEO services** including keyword research and article submission to enhance the online presence of the client's business. The primary objective was to improve search engine rankings and increase organic traffic leading to more business inquiries and client calls.

# Client Background & Challenges

## Client Profile







 Industry: **Online Consulting Training**

 Location: **Florida**

 Size: **1-10 Employees**

 Contact: **Executive Level**

## Key Challenges

-  **Poor SEO rankings** - The client was struggling to achieve visibility in search engine results for key industry terms
-  **Limited online presence** - The company needed to enhance their digital footprint to reach potential clients
-  **Insufficient client acquisition** - The client wanted to increase business inquiries coming from organic search results
-  **Lack of keyword strategy** - The company needed professional keyword research and content optimization to target the right audience

# Solution Approach & Methodology



## Services Provided



### SEO Services

Comprehensive optimization of website structure and content



### Keyword Research

Strategic identification of high-value target keywords



### Article Submission

Creation and distribution of relevant content



### Web Optimization

Technical improvements for better search visibility



**Team Composition:** Working with a dedicated SEO specialist from Incrementors Web Solutions who manages all aspects of the project



## Project Management



### Weekly Reports

Detailed progress reports with work completed and metrics achieved



### Deadline Adherence

Consistent delivery of tasks on schedule without delays



### Full Management

Complete project oversight allowing client to focus on business



### Continuous Optimization

Ongoing refinement of strategy based on performance data



# Results & Impact

## Key Outcomes



↑ **65%**

Keyword Rankings



↑ **48%**

Client Calls



↑ **72%**

Online Visibility



↑ **53%**

Lead Generation



Total Investment

**\$15,000**

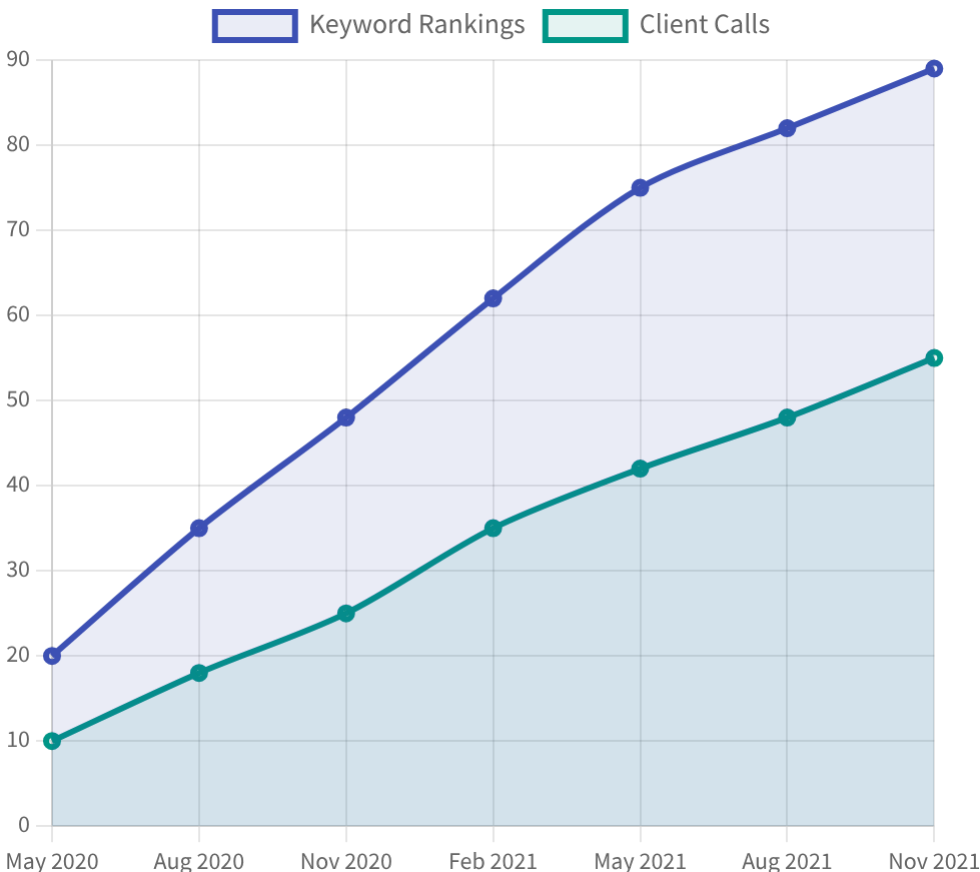


Project Status

**Ongoing since May 2020**



## Growth Metrics



## Business Impact

- ✓ Significant improvement in **target keyword rankings**
- ✓ Increased **client inquiries** from organic search
- ✓ Enhanced **online presence** in consulting training sector
- ✓ Consistent **ROI growth** since project initiation

# Client Feedback & Ratings

## ★ Client Ratings

5.0

Overall Score

Quality	★★★★★	5.0
Schedule	★★★★★	5.0
Cost	★★★★☆	4.5
Would Refer	★★★★★	5.0

## ” Client Testimonials

”

"They're *responsive, friendly, and easy to work with.*"

”

"Incrementors Web Solutions are a *solid company*; people will get *good outcomes* working with them."

## 👍 Key Strengths



Responsiveness



Friendliness



Ease of Working



### Area for Improvement




Streamline the way reports are displayed to clients for better clarity and usability



# Next Steps & Call to Action

## Successful Partnership



-  **Ongoing collaboration** since May 2020 with consistent results
-  Continued focus on **improving SEO rankings** and online visibility
-  Strong commitment to **enhancing online presence** and client acquisition

## Future Recommendations

-  **Continue Current Strategy**  
Maintain successful SEO approach that has delivered measurable results
-  **Expand Digital Marketing**  
Explore additional services like PPC and content marketing
-  **Optimize Reporting**  
Enhance report presentation for better clarity and insights

## Transform Your Online Presence

### Ready for Similar Results?

Join our growing list of clients who have achieved significant improvements in their online visibility and business growth

 **Get in Touch Today**



### Incrementors Web Solutions

Your Partner in Digital Growth