

# SEO

## Search Engine Optimization



### CONTENTS

- Lorem ipsum dolor sit amet
- Consectetuer adipiscing elit
- Nam nibh nunc varius
- Facilisis eros sed erat

### BACKLINK

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### OPTIMIZATION

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# SEO Success Story: Incrementors Web Solutions & PromoSigns LTD

A Case Study in Effective SEO Strategy

### ANALYSIS

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### KEYWORDS

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### WEB

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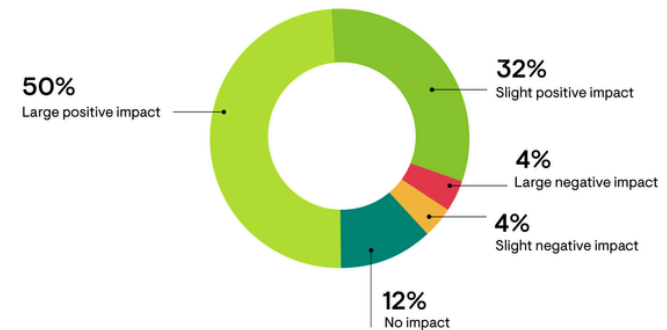
# Project Overview

-  **Project Type:** SEO & PPC
-  **Duration:** October 2021 - Ongoing
-  **Total Budget:** Less than \$10,000
-  **Monthly Investment:** \$1,000

## Project Summary

Incrementors Web Solutions is managing a **signage and printing company's** SEO tactics, specifically supporting the client with **keyword research**.

What impact did SEO have on your marketing performance and goals in 2022?



# Client Profile: PromoSigns LTD

 **Business Type:** Shop Signs & Large Format Printing

 **Leadership:** Company Director

 **Team Size:** 1-10 Employees

 **Location:** United Kingdom

## About PromoSigns LTD

A specialized company focusing on **shop signs** and **large format printing** services. With a small but dedicated team, they provide quality signage solutions to businesses across the UK.

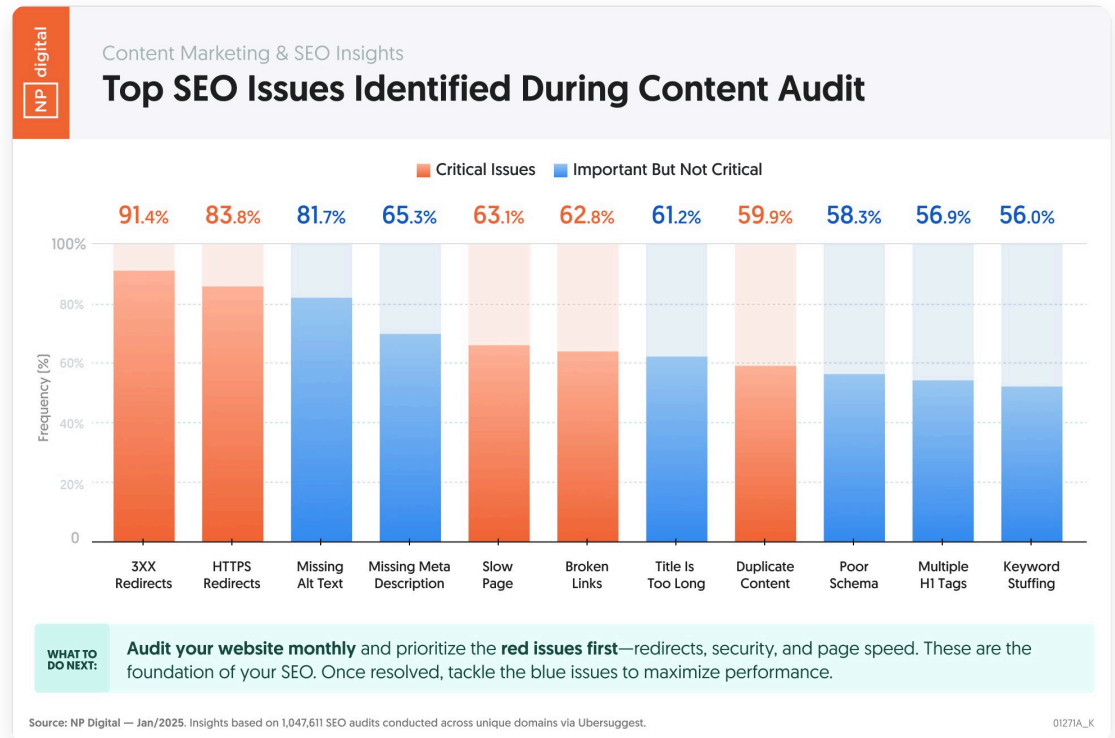


# The SEO Challenge

## ! Key Challenges

- 👁️ Limited **online visibility** in search results
- 📈 Needed to improve **search engine rankings**
- 👥 Struggling to **attract new customers** online
- 🔧 Lacked **professional SEO expertise** in-house

*"We hired them to support us with our SEO efforts."*



# Our Approach: SEO Strategy

## 💡 Comprehensive SEO Methodology

### 🔍 Keyword Research

In-depth analysis to identify **high-value search terms** for signage and printing services

### 🤝 Client Collaboration

Working closely with PromoSigns to understand **specific business needs**

### 📊 Regular Reporting

Providing consistent **progress updates** and performance metrics

### 👁️ Transparent Communication

Maintaining **open dialogue** throughout the entire process



# Project Management Excellence

## ⚙️ Our Management Approach

### 💬 Daily Communication

Consistent **touchpoints** with the client

### ✉️ Timely Reports

Regular **progress updates** via email

### 📱 Multi-Channel Support

Additional communication through **WhatsApp**

### 🌐 Remote Collaboration

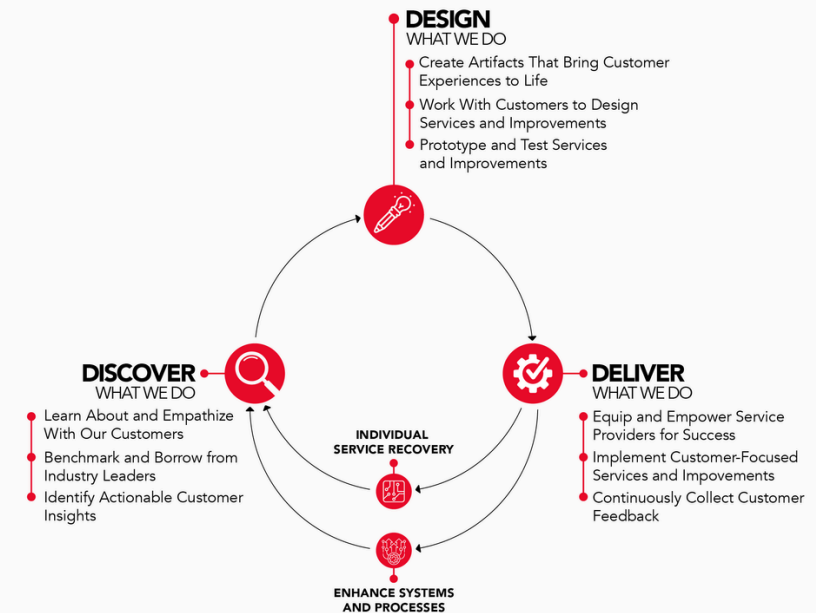
Effective teamwork between **UK and India**

### 📈 Progress Tracking

Consistent **monitoring** and updates

*"Incrementors Web Solutions is in touch with me every day, and they're always on time."*

## THE CX LIFECYCLE



# Client Feedback & Satisfaction

## ” Client Testimonial

*"Incrementors Web Solutions is in touch with me every day, and they're always on time."*

## ★ Client Rating

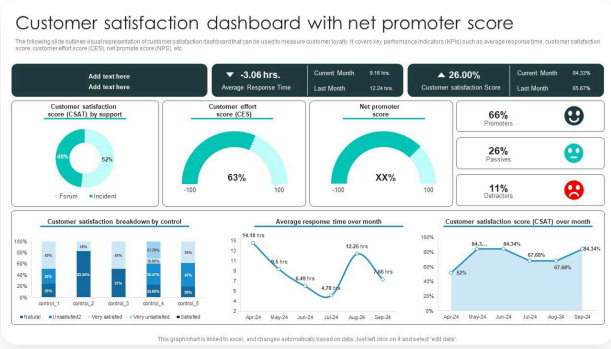
5.0 ★ ★ ★ ★ ★

Quality 5.0 ★ ★ ★ ★ ★ Schedule 5.0 ★ ★ ★ ★ ★

Cost 5.0 ★ ★ ★ ★ ★ Would Refer 5.0 ★ ★ ★ ★ ★

## Key Feedback Points




- ✓ **Responsive** and timely despite working remotely
- ✓ Very **transparent** with progress
- ✓ Looking forward to results after **2-3 months**









# Expected Results & Next Steps

## Current Status

-  **Ongoing partnership** since October 2021
-  Measurable results anticipated within **2-3 months**
-  Early signs of **positive progress**

## → Next Steps

-  Continued **keyword research** and optimization
-  Implementation of **SEO recommendations**
-  Regular **performance monitoring** and reporting
-  Strategy **refinement** based on results








## ” Client Outlook

*"If I get the results that I want, I'll be happy, and I'll continue working with them."*



# Key Takeaways

## Lessons Learned

-  Effective SEO requires **thorough keyword research** and client collaboration
-  **Consistent communication** and transparency essential for remote partnerships
-  Client satisfaction achieved through **responsiveness** and timely deliverables
-  SEO results require **time and patience**, typically visible within 2-3 months
-  Incrementors demonstrates **expertise** in SEO for signage and printing companies



**Contact  
Us**

For your SEO needs:  
[www.incrementors.com](http://www.incrementors.com)