

ONLINE PROCTORING

SEO Success for Online Proctoring Services



A Case Study by Incrementors Web Solutions

Candidates can take exams online from their home or office using their own laptop



A webcam is used to authenticate the candidate's identity



The proctor observes the candidate as they complete their exam

Project Overview



Project Details

Service:	SEO & PPC
Timeline:	Jan. 2021 - Ongoing
Investment:	Less than \$10,000



Client Information

Company:	Online Proctoring Services
Location:	Richmond, Virginia
Size:	11-50 Employees



Client Rating

Overall:	5.0	★	★	★	★	★
Quality:	5.0	★	★	★	★	★
Schedule:	5.0	★	★	★	★	★
Cost:	5.0	★	★	★	★	★
Would Refer:	5.0	★	★	★	★	★

The Challenge

! Client Challenge

- ✓ Online proctoring company needed **website optimization**
- ✓ Improve **search visibility** and rankings
- ✓ Drive more **organic traffic** to their site

👤 Why Incrementors?

- ✓ Found through **Upwork** platform
- ✓ Selected for **SEO expertise** and experience
- ✓ Impressed by **professional profile** and approach



The Approach

SEO Methodology



Initial Website Audit

Comprehensive analysis to identify **SEO opportunities** and technical issues



Strategic Backlink Building

Targeted link acquisition to improve **domain authority** and credibility



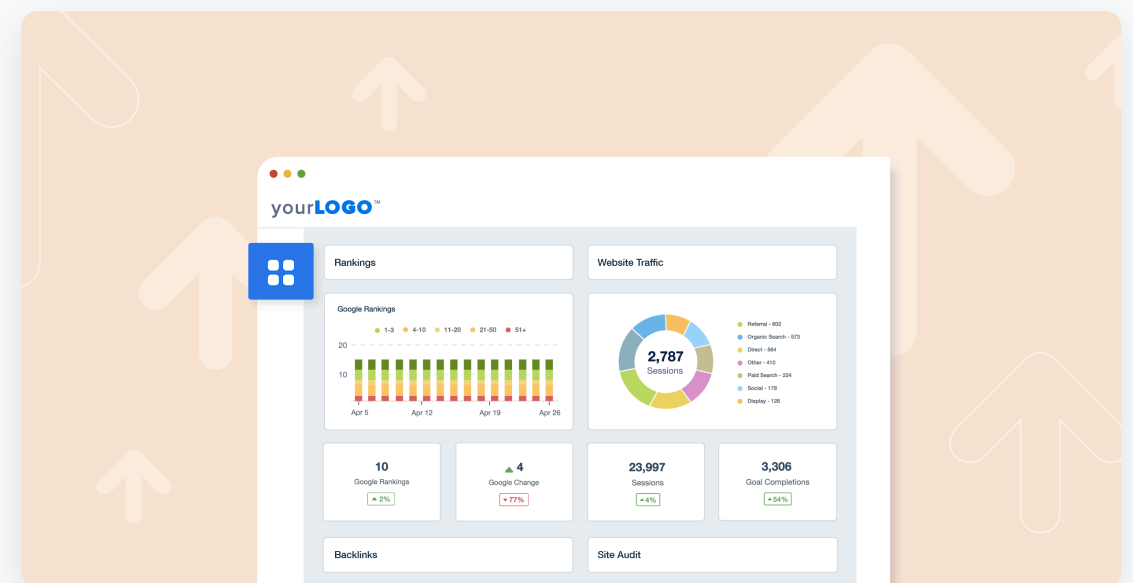
Keyword Research

Identification of high-value **target keywords** to drive relevant traffic



Ongoing Optimization

Continuous refinement based on **performance data** and algorithm updates



The Results

↗ Key Achievements

↑ Increased Organic Rankings

Significant improvement in **search visibility** across target keywords

1 Top 10 Position

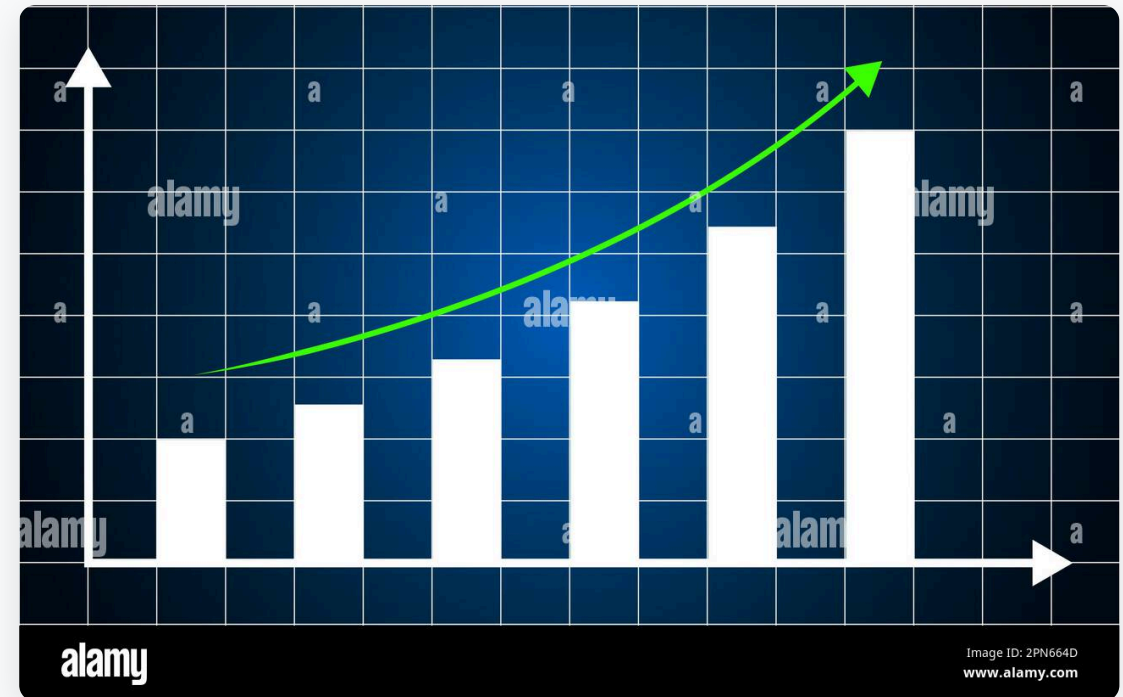
Achieved **first-page rankings** on Google for key search terms

👁 Enhanced Visibility

Improved website presence for **targeted keywords** in proctoring niche

↻ Ongoing Growth

Continuous optimization drives **sustained improvement** in performance



Client Feedback

” Testimonial

// *The Incrementors team is definitely **more experienced** than some of the other competing companies out there. It is the primary reason we chose to work with them in the first place.*

Overall Rating: ★ ★ ★ ★ ★

🔧 Areas for Improvement

- 💬 **Communication** could be improved
- 📄 Good at **reporting** but need more customer interaction
- 🧠 Better explanation of **research methodology** needed

💡 Client Advice

- 🔄 **Constantly engage** with Incrementors team
- 📅 Schedule **regular meetings** to discuss project progress
- ↗️ Collaborate on planning **improvements** and next steps