

SEO Services & Web Maintenance for Coworking Space Company

A Case Study by Incrementors Web Solutions

Enhancing Organic Search Results and Website Performance



5.0

Client Rating



2020+

Ongoing Since



SEO

Organic Growth



6

Locations

Executive Summary

Key achievements and project overview



5.0

Client Rating



2020+

Ongoing Since May 2020



\$10K+

Investment



Enhanced SEO Performance

Improved organic search results through strategic backlinking and keyword research



Increased Lead Generation

Significant growth in number of leads for the coworking space company



Comprehensive Web Maintenance

Ongoing website management and maintenance ensuring optimal performance



Client Satisfaction

High-quality work delivered in a timely manner with excellent communication



Project Details

Scope, timeline, investment, and client information



Project Scope

SEO Services
Web Maintenance
Backlinking Strategy
Keyword Research



Timeline & Investment

Start Date: May 2020
Status: Ongoing
Investment: \$10,000 to \$49,999
Payment: Monthly basis



Client Information

Company: Union Cowork
Industry: Real Estate
Size: 1-10 Employees
Locations: 6 in Southern California
Contact: Allison Fortuna, Marketing Manager



Client Services

Private offices
Open desks
Seating areas
Community workspaces



Client Rating Breakdown

4.5

Quality



5.0

Schedule



5.0

Cost



5.0

Would Refer



Client Background & Challenge

Understanding Union Cowork's business and SEO needs



Client Background



Company

Union Cowork



Locations

6 in Southern California



Industry

Real Estate / Coworking



Team Size

1-10 Employees



Contact Person

Allison Fortuna, Marketing Manager

"We're a coworking space company, and we have a shared office building where there are private offices, open desks, and a seating area."

Services Offered



Private Offices



Open Desks



Seating Areas



Community Spaces



The Challenge



Need for Organic Search Results

Client recognized the importance of **organic search visibility** for their business growth



Limited SEO Expertise

Marketing manager had **basic SEO skills** but needed professional management



Competitive Market

Operating in competitive coworking space market across Southern California



Website Visibility

Needed to improve online presence to attract more potential customers





"I have some basic SEO skills, so we hired Incrementors to manage our SEO. It was important for us to have some organic search results."







The Approach

How Incrementors addressed the client's SEO needs

SEO Strategies

-  **Backlink Building**
Strategic link acquisition from authoritative sources
-  **Keyword Research**
Targeted keyword identification and optimization
-  **Third-party Websites**
Expanding online presence across relevant platforms
-  **Blog & Guest Posts**
Content creation for improved visibility and authority

Web Maintenance

-  **Website Management**
Ongoing oversight and optimization of website performance
-  **Regular Updates**
Keeping content fresh and technically up-to-date
-  **Security Monitoring**
Ensuring website security and data protection
-  **Performance Optimization**
Improving site speed and user experience

Main Focus: Increasing Organic SEO

Incrementors' primary objective was to enhance the client's **organic search visibility** through comprehensive SEO strategies and consistent website maintenance, resulting in improved lead generation and online presence.



Primary Contact
Main point of communication



Support Team
Specialists working behind the scenes

Results & Impact

Measurable outcomes of Incrementors' SEO services

Lead Generation



- ✓ **Higher Conversion**
More qualified leads from organic search
- ✓ **Business Growth**
Direct impact on company's revenue

SEO Performance



- ✓ **Consistent Results**
Website appears naturally in search results

Online Presence

- ✓ **Enhanced Visibility**
Improved website presence across search engines
- ✓ **Brand Authority**
Established credibility in coworking space market
- ✓ **Competitive Edge**
Standing out in Southern California market

Technical Excellence

- ✓ **Thorough SEO Handling**
Comprehensive approach to all SEO aspects
- ✓ **Website Maintenance**
Consistent upkeep and optimization
- ✓ **Content Strategy**
Effective blog and guest post implementation

” *"With Incrementors' work, the number of our leads has increased. They're thorough, and they do a great job of handling our SEO. The team clearly has expertise in SEO and helps us make our website come up as naturally and consistently as possible."*

— Allison Fortuna, Marketing Manager, Union Cowork

Client Testimonials

What Union Cowork says about our services

"Detailed and talented, Incrementors Web Solutions' **SEO expertise** has proven to be a key strength in the ongoing project."



Allison Fortuna

Marketing Manager, Union Cowork



"With the team's support, the company's number of **leads has soared**. They always look after the client's best interests and provide high caliber work in a timely manner."



Allison Fortuna

Marketing Manager, Union Cowork



"The Incrementors Web Solutions team **works fast and gets things done**. They seem to understand what we do without us having to explain it."



Allison Fortuna

Marketing Manager, Union Cowork



"They're excellent at **brainstorming**, and they share a lot of different ideas that allow us to improve our website."



Allison Fortuna

Marketing Manager, Union Cowork



Project Management

Communication and reporting approach



Communication Tools



Google Sheets



Google Calls



Phone Calls



Text & Email



Bi-weekly Meetings

Regular Google calls to review progress and discuss strategy



Time Zone Management

Effective coordination across different time zones



Reporting & Alignment



KPI Reporting

Comprehensive performance tracking through Google Sheets with detailed metrics



Impressive Communication

Clear, responsive and proactive communication throughout the project



Team Alignment

Ensuring all stakeholders remain on the same page with project goals



Timely Updates

Regular progress reports and prompt responses to queries



Planning

Clear roadmap definition



Execution

Consistent implementation



Monitoring

Performance tracking



Optimization

Continuous improvement

Key Strengths

What made Incrementors stand out to the client



Excellence in Follow-up

Going **above and beyond** in client service with consistent follow-ups and proactive communication



Strong Brainstorming

Generating **innovative ideas** and creative solutions to enhance website performance and SEO strategy



Business Understanding

Quickly grasping client business model and goals **without extensive explanation**, demonstrating industry knowledge



Research Talent

Exceptional ability to conduct **thorough research** and identify valuable insights for SEO optimization




” *"They're good at following up and going above and beyond. Above all, they're excellent at brainstorming, and they share a lot of different ideas that allow us to improve our website."*

— Allison Fortuna, Marketing Manager, Union Cowork

Recommendations & Next Steps

Future improvements and client advice





Potential Improvements

-  **Visual Reporting**
Implement programs with **graphs and charts** for results visualization
-  **Diverse Reporting Methods**
Try different approaches to present performance data
-  **Service Consistency**
Maintain high-quality, consistent delivery across all services

Future Opportunities

-  **Advanced Analytics**
Implement deeper data analysis for strategic insights
-  **Mobile Optimization**
Enhance mobile experience for growing user base
-  **Local SEO Expansion**
Strengthen presence across all Southern California locations

Advice for Potential Customers

-  Be **open and detailed** with your requirements and expectations
-  Maintain regular communication to ensure alignment between teams
-  Account for **time zone differences** and plan communication accordingly
-  Trust their expertise while providing clear business context



Analyze

Evaluate current performance



Implement

Apply improvement strategies



Monitor

Track ongoing progress



Optimize

Continuously improve results