Web Development Success Story: Incrementors & ASG Networks

Building Geo-Targeted Landing Pages for Telecommunications Marketing

Client: ASG Networks

Industry: Telecommunications

Location: Bellingham, Washington

Project Timeline

Feb 2021 - Ongoing

Project Investment

$10,000 - $49,999
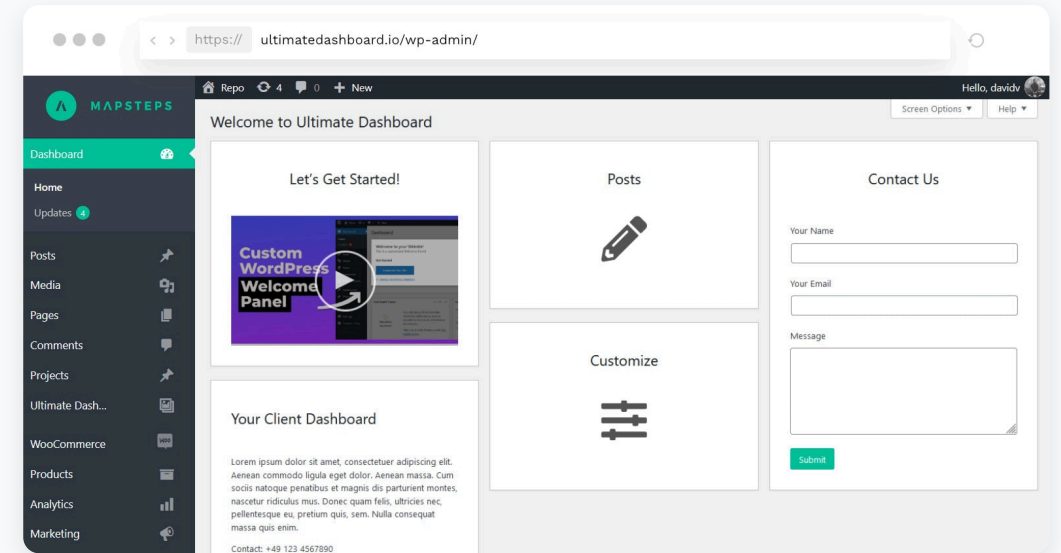
Client Rating

5.0 / 5.0

Executive Summary

- **WordPress website** built from scratch using WP Engine and Elementor theme

- Successfully created **geo-targeted landing pages** for various markets

- Project started **February 2021** and is ongoing

- Efficient project management with **Trello board** and weekly reviews

$43,000	**5.0/5.0**
Total Investment	Client Rating

The Challenge

ASG Networks needed a scalable solution to enhance their digital presence

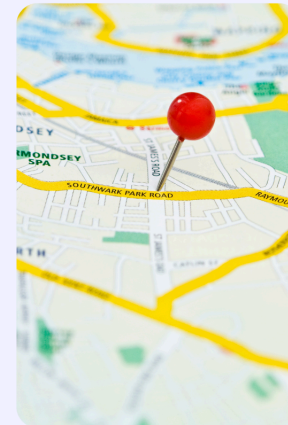🌐 Build **geo-targeted landing pages** in various markets

🏢 Create a system to efficiently generate pages for **different cities**

🏢 Establish a **robust web presence** for telecommunications marketing

◎ Effectively **target specific geographic markets**

ℹ **Client Background**

Marketing and market sales company servicing cable and telecommunications companies

AGENCY JET

DO GEO TARGETED LANDING PAGES HELP SEO?

The Solution

Incrementors delivered a comprehensive web solution

Built **WordPress website** from scratch

Utilized **WP Engine** for optimal performance

Implemented **Elementor theme** for flexible design

Created system for **geo-targeted landing pages**

Established **Trello-based** project management
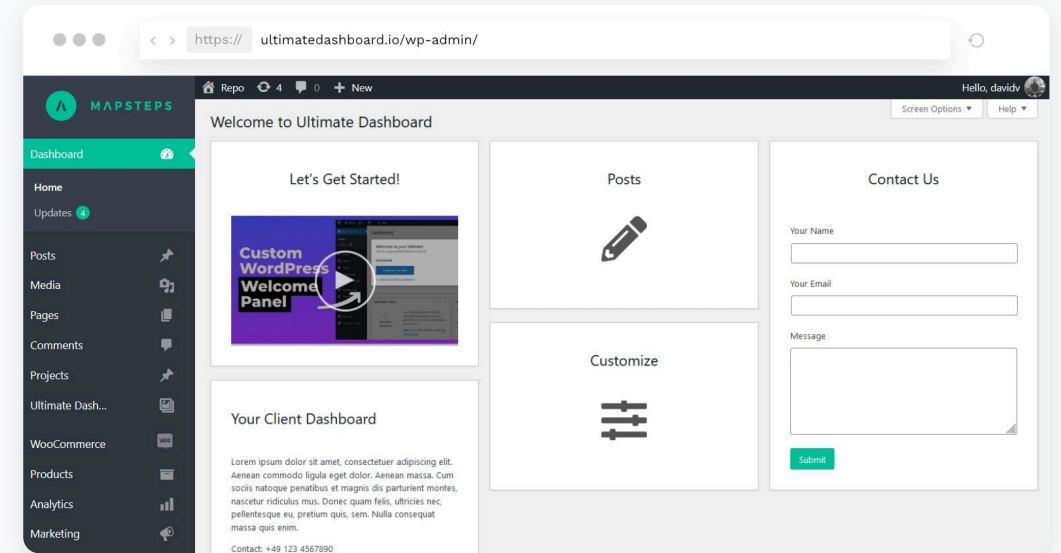
🔧 **Technology Stack**

🌐 **WordPress**   ☁️ **WP Engine**   ✏️ **Elementor**

📊 **Trello**

Implementation

Project execution and management approach

🕐 Timeline

Started **February 2021**
Ongoing relationship

💵 Cost Structure

$18/hour
10 hours/week
Total: **$43,000**

📋 Project Management

Weekly meetings
Trello board for task tracking
Tuesday progress reviews

💬 Communication

Skype calls
Messenger
Single point of contact: Rohit

🔄 Weekly Process

1. Incrementors works on different projects each week
2. Tasks tracked on Trello board
3. Weekly review meetings on Tuesdays
4. Client feedback and adjustments implemented

📈 Project Timeline   ✅ Active

Feb 2021

Project Kickoff
Initial planning and competitor analysis

Mar 2021

Website Development
WordPress setup with WP Engine and Elementor

Apr 2021

City Pages Creation
Geo-targeted landing pages for various markets

May 2021

Site Launch
Website went live with initial city pages

Jun - Aug

Ongoing Optimization
Continuous improvements and new features

$43K
Total Investment

6+
Months Partnership

10
Hours/Week

Results & Impact

Key outcomes delivered to ASG Networks

Quick Implementation
Successfully launched website and created **city pages quickly**

Geo-Targeting System
Established efficient system for **geo-targeted landing pages**

Enhanced Online Presence
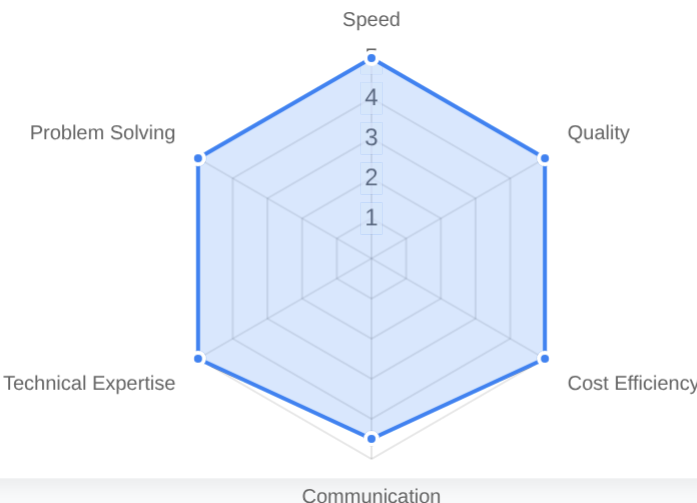Improved visibility for **targeting specific markets**

Prompt Delivery
Client satisfaction with **timely project completion**

> "They were able to get the site up and create the city pages fairly quickly. They get the job done fairly quickly. Also, they're affordable and easy to work with."
>
> **Kyle Weiss, CMO at ASG Networks**

Project Performance Metrics

Radar chart axes: Speed, Quality, Cost Efficiency, Communication, Technical Expertise, Problem Solving (scale 1–5)

Fast
Implementation Speed

$43K
Total Investment

5.0
Client Rating
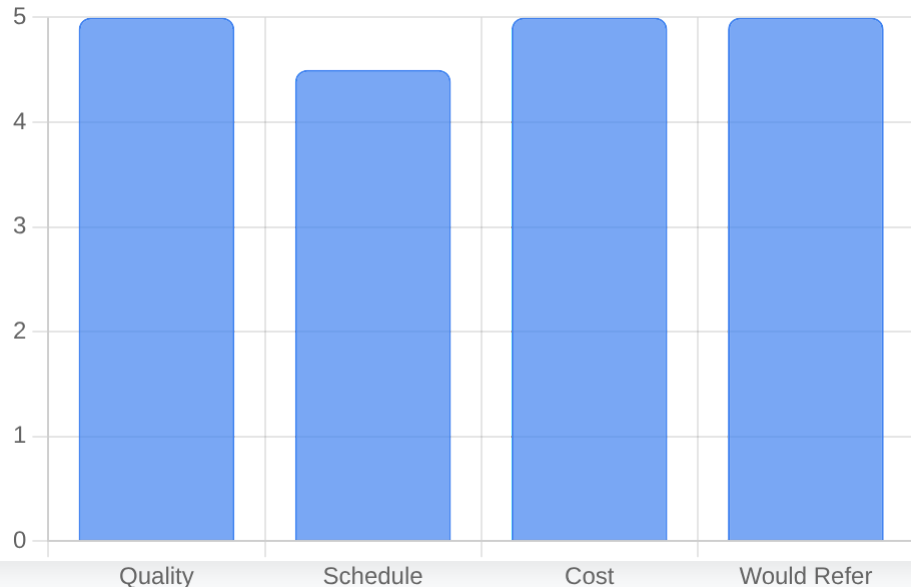
Client Testimonial

What our client says about us

"They were able to get the site up and create the city pages fairly quickly."

"They get the job done fairly quickly. Also, they're affordable and easy to work with."

KW

Kyle Weiss
CMO, ASG Networks

★ Client Satisfaction Ratings

Quality   Schedule   Cost   Would Refer

★

5.0

Overall Score

👍

5.0

Would Refer

Next Steps

Ongoing Engagement

Continued Partnership
Maintaining strong collaboration with **ASG Networks** for ongoing development

Weekly Reviews
Regular **project adjustments** and optimization based on performance data

Page Optimization
Further refinement of **geo-targeted landing pages** for better conversion

Market Expansion
Extending reach to **additional markets** with proven landing page system

Ready to Start Your Project?
Contact Incrementors Web Solutions to discuss how we can help you achieve similar results for your business.

www.incrementors.com

Future Opportunities

Enhanced Functionality
Adding advanced features to improve user engagement and conversion rates

User Experience
Optimizing navigation and interface design for better customer journey

Marketing Tools
Integrating analytics and automation tools for data-driven decisions

Solution Scaling
Adapting the geo-targeting system for broader business applications

Upcoming Milestones

1 Performance Analysis
Reviewing landing page metrics and user behavior

2 Feature Enhancement
Implementing new functionality based on feedback

3 Market Expansion
Launching pages for additional target markets