

SEO Success Case Study

Marketing Platform Optimization

Incrementors Web Solutions



Executive Summary



Project Type

SEO & PPC for a Marketing Platform



Timeline

January - March 2021



Budget

Less than \$10,000



Client Satisfaction

5.0 Rating Across All Categories

15-20%

Increase in Organic Traffic

10%

Increase in Referral Traffic

3-4

Weeks to See Results



The Challenge



Client Background

Global intelligence platform with **integrated B2B solutions** for hundreds of the world's largest software technology companies



The Problem

Historical **SEO issues** with one of their product websites affecting visibility and traffic



The Goal

Optimize both **on-site and off-site SEO** to improve visibility and increase traffic



The Solution

Discovery Phase

Analyzed **industry position** and identified key competitors to inform strategy

On-site SEO

Keyword optimization to elevate content based on users' search language

Off-site SEO

Strategic **link building** approach to improve domain authority

Tools & Communication

Weekly **Zoom meetings** and email exchanges with full transparency



Implementation

 January - March 2021



Discovery

Industry analysis & competitor research



Planning

Strategy development & tool selection



On-site SEO

Keyword optimization & content enhancement






Off-site SEO

Link building & authority development






Communication

-  **Weekly** standing meetings via Zoom
-  Regular email exchanges
-  Response times **within an hour**



Transparency

-  Full **administrative access** to all tools
-  Shared records of all actions taken
-  Approval process before implementation

Results & Impact

15-20%

Organic Traffic

Increase

10%

Referral Traffic

Growth

Speed of Results



Visible impact within **3-4 weeks** — exceptionally fast for SEO services

Cost-Efficiency

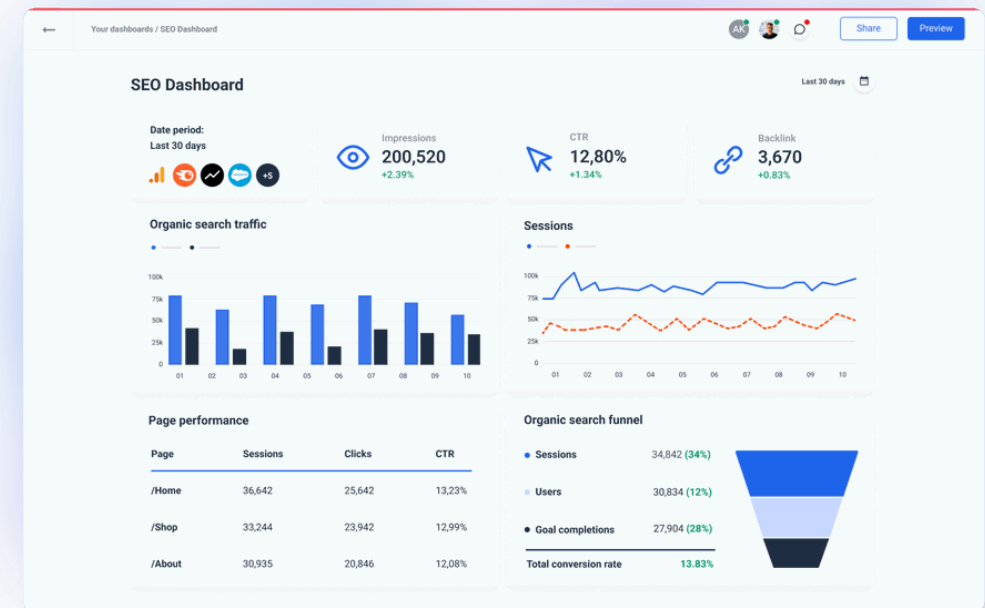


High-quality work delivered at **\$5,000** investment

Partnership Value



Client plans to **continue services** when budget allows



Client Testimonial

5.0 ★★★★★
Overall Score

Quality ★★★★★ Schedule ★★★★★
Cost ★★★★★ Would Refer ★★★★★

*It was a very easy relationship — the team was **personable**.*

- 👁 Transparency
- ⚡ Speed
- 💰 Cost-Efficiency
- ✅ Quality Work
- 🧠 Industry Understanding



Next Steps



Continued Partnership

Client plans to **resume services** when budget becomes available



Additional SEO Opportunities

Further optimization of **other product websites** to expand success



Long-term Strategy

Ongoing SEO **maintenance and improvement** to sustain growth



Client Advice

Best practices for maximizing SEO results



Weekly Meetings



Ask Questions



Quick Impact

Ready to Transform Your SEO Strategy?

Let's discuss how we can help your business achieve similar results



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