










The background features a large, stylized cloud shape in the center. Surrounding the cloud are several icons and text labels: a bar chart labeled 'MEASURE' at the top; a group of people labeled 'IDENTIFY YOUR CUSTOMERS' at the top right; a person running labeled 'IDENTIFY YOUR COMPETITORS' at the top right; a person with a checkmark labeled 'DECIDE THE ROLE' at the bottom right; a laptop labeled 'MOBILE MARKETING' at the bottom left; and an email icon labeled 'E-MAIL MARKETING' at the top left. The central cloud contains the text 'DIGITAL marketing services' in a light blue font.

SEO & Web Development Success: Tech Recruitment Case Study

Incrementors Web Solutions

Transforming Online Presence for Tech Recruitment





Project Highlights

-  **Client:** Tech recruitment firm in Boston, MA
-  **Challenge:** Migration issues, lack of keyword optimization, not mobile-friendly
-  **Solution:** SEO optimization, sitemap improvement, schema markup, URL structure fixes
-  **Results:** Increased organic traffic, more form submissions
-  **Investment:** \$1,500
-  **Timeline:** May 2021
-  **Client Rating:** 5.0/5.0








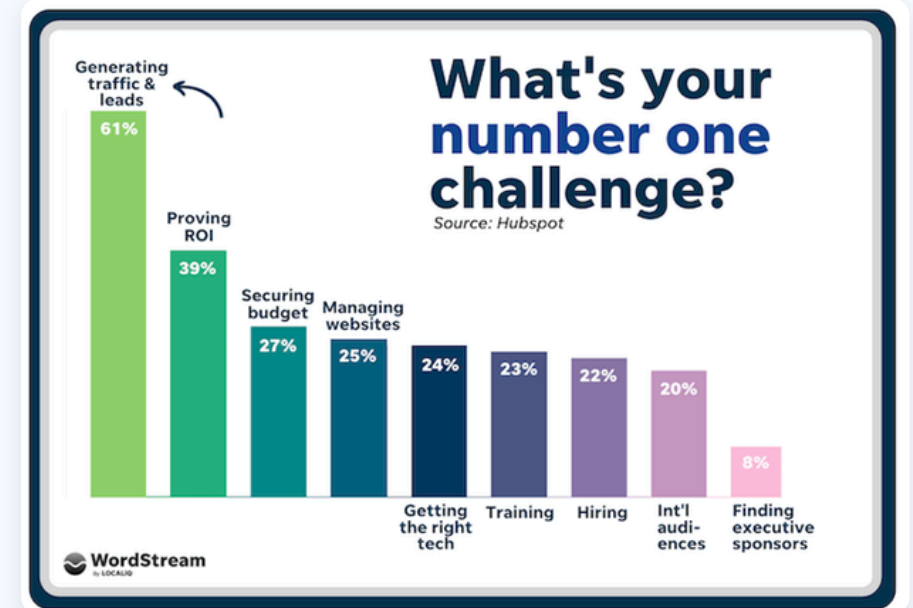
Client Background & Challenge

Client Background

-  Tech recruitment company in **Boston, MA**
-  Helps companies streamline recruitment process
-  Makes referral programs easier
-  11-50 employees

The Challenge

-  Migrated blog from WordPress to another platform
-  Formatting issues after migration
-  Blog posts not optimized for keywords
-  Site not mobile-friendly
-  Needed better rankings and more traffic








Our Approach

- 1 **In-depth discovery phase** to understand client needs
- 2 Client provided keyword research and company background
- 3 Comprehensive site analysis to identify issues
- 4 Prepared detailed issues document with recommendations
- 5 **Expanded beyond initial scope** of on-page optimization
- 6 Collaborative process with regular feedback loops



Implementation Details

Services Provided

-  Applied **specific keywords** to site
 -  Improved sitemap and schema markup
-  Repaired URL structures and redirection
-  Fixed 404 errors
-  Enhanced mobile-friendliness

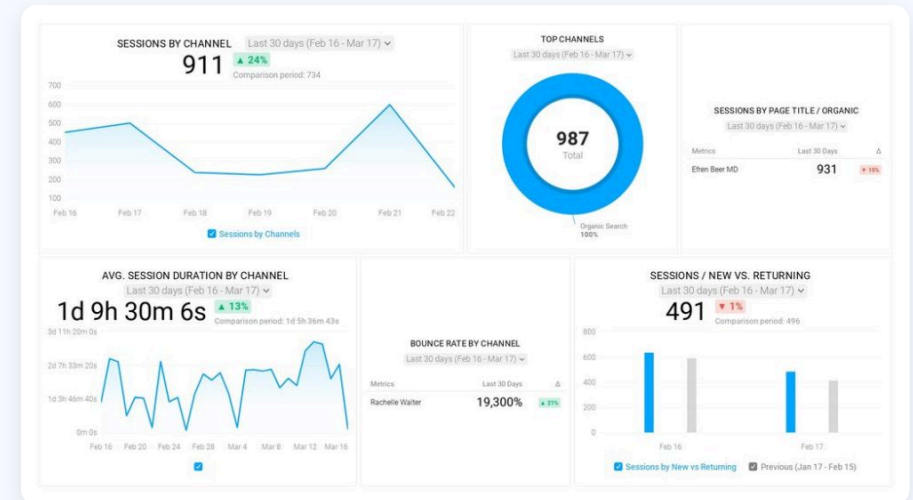
Project Details

-  Timeline: **May 2021**
-  Investment: \$1,500
-  Team: One dedicated specialist
-  Communication: Weekly reviews via Slack



Results & Impact

- 1 **Significant increase** in organic traffic to blog
- 2 Higher form submissions for gated content
- 3 Improved search engine rankings
- 4 Enhanced mobile user experience
- 5 Fixed technical SEO issues



” As a result of our engagement, we saw an increase in our organic traffic to our blog. Consequently, we also saw an increase in people filling out our forms to access gated content.

Client Feedback

★ Overall Rating

5.0 ★ ★ ★ ★ ★

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would
Refer: 5.0

” Testimonials

”They took it a step further and **over-delivered**. It was a great experience.

”Incrementors did really well with project management... they got everything done in the allotted time.

”I was super impressed by the **value they provided**... the quality they delivered was high.

”They went above and beyond the initial scope.



Ready to Transform Your Online Presence?

- 1 Comprehensive SEO analysis and strategy
- 2 Technical SEO optimization
- 3 Content optimization for better rankings
- 4 Improved user experience and mobile-friendliness
- 5 Measurable results and regular reporting

” Be communicative and make sure to provide them with the information they need to be successful. At the end of the day, no one knows your business as much as you do, so make sure you're prepared to answer any questions they may have.

- Client Advice

