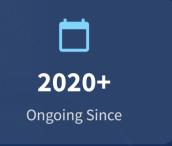
SEO Services & Web Maintenance for Coworking Space Company

A Case Study by Incrementors Web Solutions

Enhancing Organic Search Results and Website Performance









Executive Summary

Key achievements and project overview



5.0

Client Rating



2020+

Ongoing Since May 2020

\$

\$10K+

Investment



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

「用 Open Desks

Seating Areas

Community Spaces

The Challenge

Q 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

Q 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

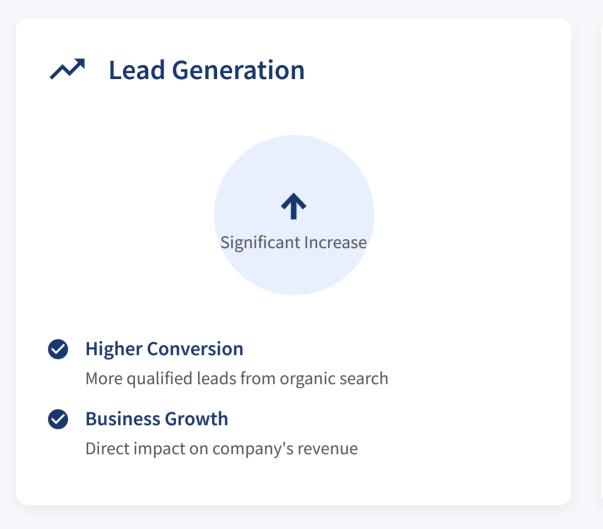
Main point of
communication

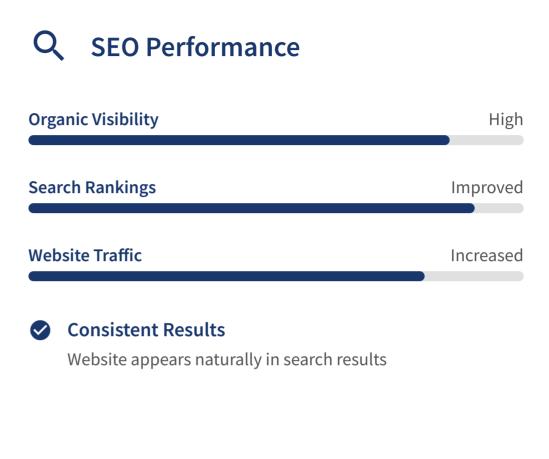


Support Team
Specialists working
behind the scenes

Results & Impact

Measurable outcomes of Incrementors' SEO services





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



"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."

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."



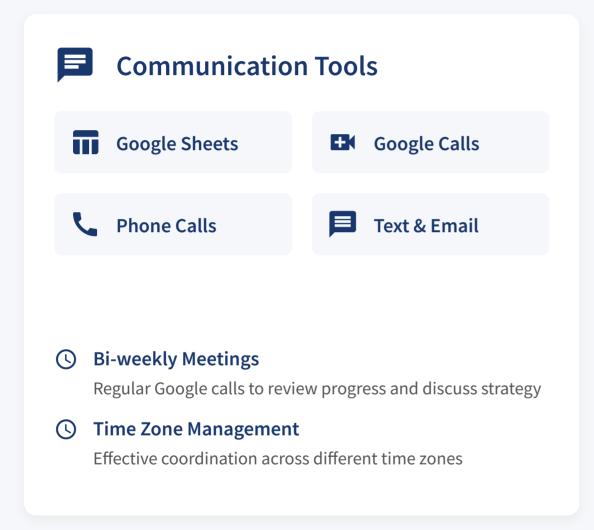
Allison Fortuna

Marketing Manager, Union Cowork



Project Management

Communication and reporting approach



- 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 followups 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

77

"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



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



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
- Account for **time zone differences** and plan communication accordingly
- Trust their expertise while providing clear business context







Implement

Apply improvement strategies



Monitor

Track ongoing progress



Optimize

Continuously improve results