

# Website Redesign, SEO & PPC Success

Cloudverse Case Study

Transforming Digital Presence for a Technology Consulting Firm



A Partnership with Incrementors Web Solutions

# Project Overview

Key details about the Cloudverse engagement

## Client

### Cloudverse

Technology Consulting Company

California, USA

1-10 Employees

## Timeline

January 2021

To

Ongoing

## Budget

Less than

\$10,000

## Services

**Website Redesign** - Content, look, feel, and layout optimization

**SEO** - On-page and off-page optimization, metadata, guest posts

**PPC Management** - Paid ad campaigns, keyword research

## Team Approach

**Single Point of Contact**

Dedicated project manager

Streamlined communication

# The Challenge

What Cloudiverse needed to overcome

Cloudiverse approached Incrementors with **key digital challenges** that were limiting their business growth



## Better Digital Presence

Need for improved public digital presence using their website



## Increase Visitors

Desire to significantly increase the number of website visitors



## Generate Inbound Queries

Ultimate goal of getting more qualified inbound leads and inquiries

# Our Approach

How we transformed Cloudverse's digital presence

Incrementors implemented a **comprehensive strategy** addressing all aspects of Cloudverse's digital challenges



## Website Redesign

Optimized **content**  
Enhanced **look & feel**  
Improved **layout**



## Metadata Optimization

Strategic **meta tags**  
Enhanced **descriptions**  
Improved **site structure**



## Guest Posts

Created **quality content**  
Targeted **relevant platforms**  
Enhanced **brand visibility**



## Domain Authority

Built **online profiles**  
Established **quality backlinks**  
Increased **search ranking**



## Paid Ad Campaigns

Strategic **ad placement**  
Optimized **ad spend**  
Maximized **ROI**



## Keyword Research

Used **Google Analytics**  
Identified **high-value terms**  
Continuous **optimization**

# Results & Impact

Measurable success from our partnership

Our comprehensive strategy delivered **tangible results** across all key performance indicators



### Increased Website Traffic

**Steady growth** in the number of website visitors over time



### More Form Submissions

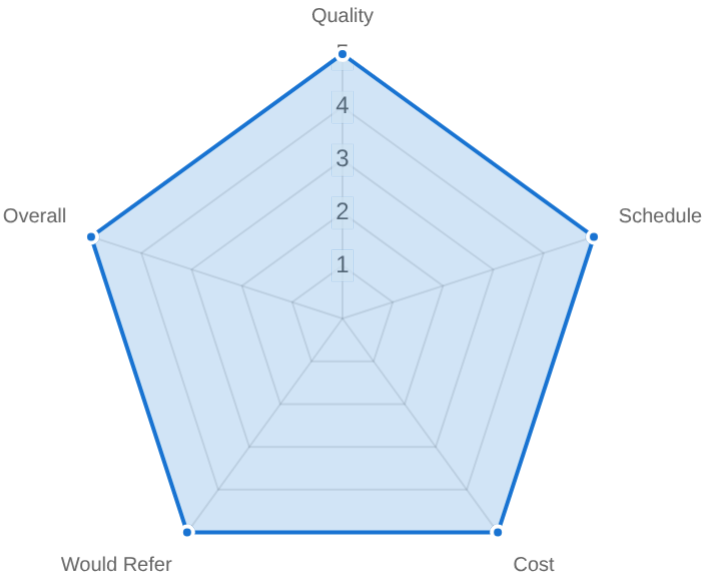
**Higher engagement** with more people filling out contact forms



### Improved Lead Generation

**Consistent increase** in qualified leads over past months

### Client Satisfaction Rating



**5.0**

Quality

**5.0**

Schedule

**5.0**

Cost

**5.0**

Would Refer

# Client Testimonial

What Cloudverse says about our partnership

Hear directly from our client about the **impact** and **quality** of our services



"Our contact person truly understands the job at hand."



CEO, Cloudverse  
Technology Consulting



"Incrementors' project management is great."



CEO, Cloudverse  
Technology Consulting



"The number of our website visitors has increased, and more people are filling up our forms."



CEO, Cloudverse  
Technology Consulting



# Transform Your Digital Presence

Take the next step in your digital journey



## Ready to achieve similar results?

Let's create a **customized strategy** for your company that drives growth and maximizes your online potential

[Schedule a Consultation](#)



Increase Traffic



Generate Leads



Expert Guidance