

SEO

Search Engine  
Optimization

KEYWORDS

Lorem ipsum dolor sit amet,  
per id commodo incommpte  
consequuntur. His te velit  
nominati. Sumo melius  
definiebas te mei. Volumus  
argumentum eam cu. Omnis  
veniam nonummy eos.



# SEO & Backlinking for Digital Marketing Agency

A Case Study by Incrementors Web Solutions

BACKLINK

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WEB

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Jan. - Mar. 2021



Confidential

TRAFFIC

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ANALYSIS

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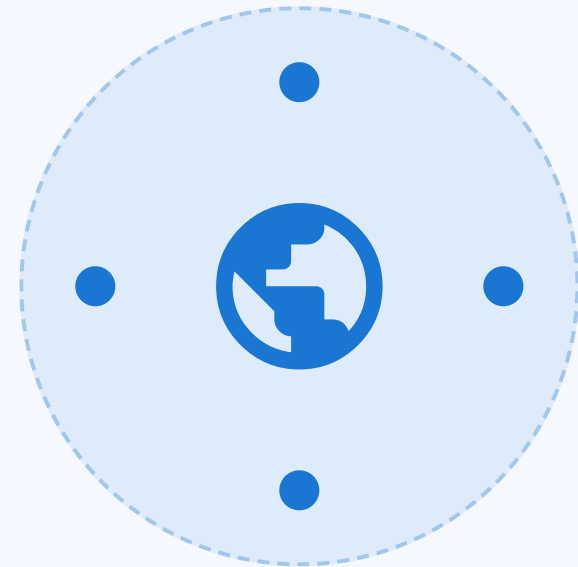
INFOGRAPH

Design Template



# Project Overview

- 🔍 **SEO & backlinking project** for digital marketing agency to improve online visibility
- 🌐 Managed **20 websites** to boost online presence and search rankings
- 📅 Project period: **January - March 2021**
- 💰 Total investment: **\$350**




# Client Information & Challenge

## Client Information


 Founder of **digital marketing agency**

 Location: **New York, New York**

 Company size: **11-50 Employees**

 Industry: **Advertising & Marketing**

## The Challenge

 Several websites needing **better rankings**

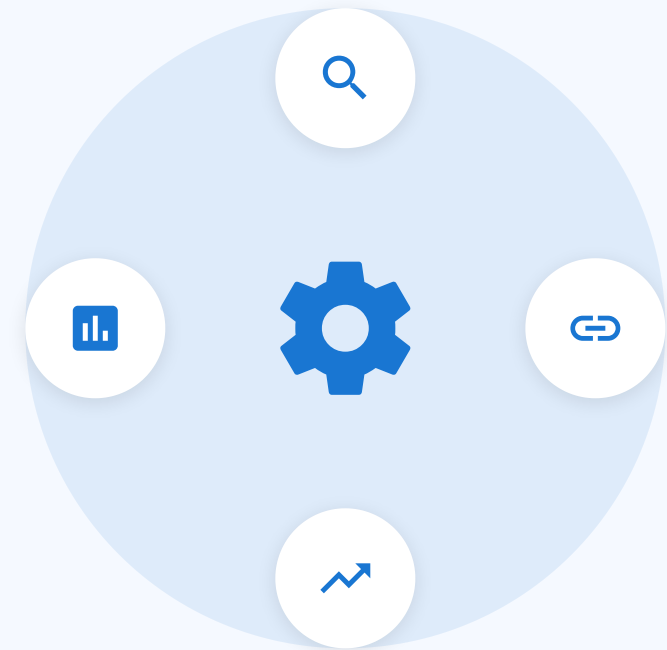
 Need to **boost online presence**

 Required **comprehensive website revamp**

# Solution Approach & Methodology

## Key Implementation Strategies

- 🔗 Focused on **backlinking process** (linking sites and blogs)
- 📄 Worked on **20 sites** from scratch
- 👤 Set up each **website's profile**
- 👥 Team composition: **One dedicated specialist**
- 💬 Communication: **Upwork messenger, email, and Skype**
- 📊 Provided **weekly reports**
- ✅ **Proactive and fast** approach



# Results & Impact

## Key Outcomes

📅 Engagement cut short due to **COVID-19** (lasted ~1 month)

🕒 SEO efforts typically take **6+ months** to show results

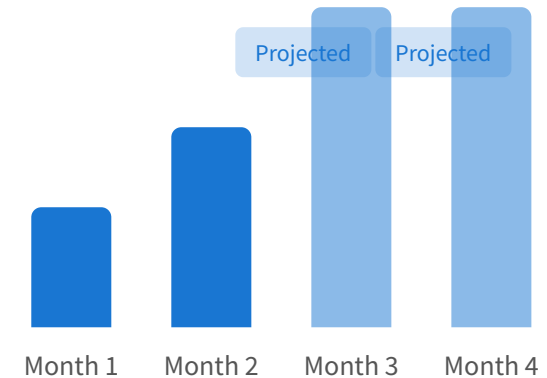
📈 Approach was **on track** to meet expectations

↔️ Client impressed with **multitasking ability**

📋 Successfully managed **20 sites** within budget

★ Expected results would likely have been **achieved** without interruption

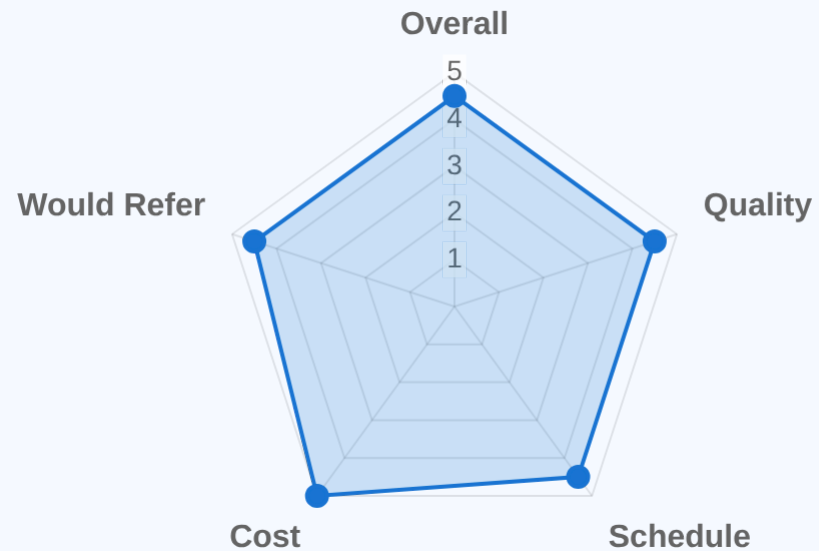
### Projected SEO Performance



📘 Project interrupted after Month 1

# Client Feedback & Ratings

## ★ Client Ratings



*"I applaud him for doing a good job in all aspects."*

## 👍 Positive Feedback

- 💬 Proactive and communicative process
- ↔️ Impressive multitasking ability
- ⚙️ Adapted to client needs
- ✅ Great project management

## 💡 Area for Improvement

More consistent communication throughout the project

# Contact Us

## Incrementors Web Solutions

 [www.incrementors.com](http://www.incrementors.com)

### Ready to boost your online presence?

Expert SEO and backlinking solutions tailored to your business needs.

