



# SEO & Content Revamp for E-Learning App

## A Success Story

Incrementors Web Solutions & Learn Safari

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Transforming Digital Presence for Educational Excellence

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# Executive Summary



## SEO & PPC

Services Provided



Sep 2020

Project Start (Ongoing)



\$10K-50K

Project Budget

### ★ Key Achievements

- 70% improvement in keyword rankings
- Complete website revamp
- Enhanced content strategy
- Optimized landing pages





### 🔧 Project Scope

- Structural website changes
- SEO implementation
- Content creation & optimization
- Keyword research

5.0 ★★★★★ Client Rating


# Client Background & Challenge

## Client Profile

-  **Company:** Learn Safari
-  **Industry:** Education
-  **Focus:** Educational apps for children
-  **Team Size:** 1-10 Employees
-  **Location:** Jacksonville, Florida
-  **Contact:** Keli Garcia Allen, Head of Content

## The Challenge

- Needed **SEO expertise** to improve online visibility
- Required **website optimization** for better search rankings
- Needed **content strategy** to attract target audience
- Sought to **increase sales** and grow market presence
- Limited budget required **cost-effective solutions**

 *"Incrementors really understood our company, and they are super flexible about our goals."*

— Keli Garcia Allen, Head of Content, Learn Safari

# Solution Approach



## Scope of Involvement

- ✓ Website **structural changes**
- ✓ Comprehensive **SEO implementation**
- ✓ Content **improvement** & optimization
- ✓ Landing page **tweaking** & enhancement



## Methodology

- ✓ In-depth **keyword research**
- ✓ Blog **improvement** strategy
- ✓ **Backlink** enhancement
- ✓ Landing page **optimization**



## Team Composition

- ✓ Direct work with dedicated **project manager**
- ✓ Support from specialized **team members**
- ✓ Regular **communication** through Discord
- ✓ Weekly **updates** via Google Meet



## Process

- ✓ Creating **new content** for the website
- ✓ Editing and **enhancing** existing content
- ✓ Teaching **SEO best practices** to client
- ✓ Providing **continued guidance** for future content

1



### Research

Keyword analysis & audit

2



### Implementation

Structural changes & SEO

3



### Content Creation

New & enhanced content

4



### Optimization

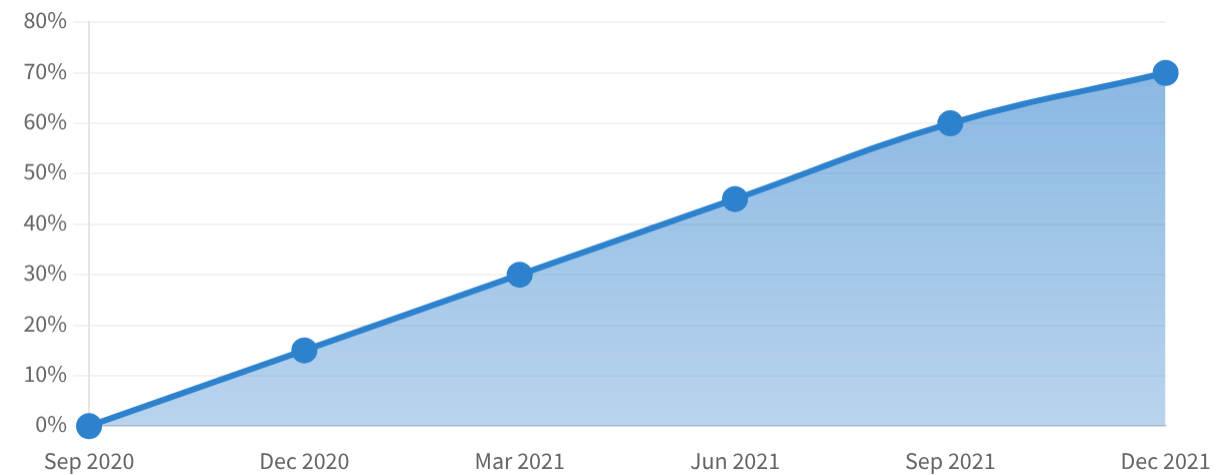
Continuous improvement

# Results & Impact

## 70%

Improvement in Keyword  
Rankings

Keyword Ranking Growth



### ★ Additional Benefits

- ✓ Increased sales potential through improved visibility
- ✓ Growing online presence in education sector
- ✓ Enhanced user experience on website
- ✓ Improved content quality & relevance

### 🛡️ Project Management Excellence

- 🕒 Consistently meeting deadlines & milestones
- 💬 Excellent communication through Discord
- ✉️ Weekly updates with detailed reports
- 👥 Regular Google Meet meetings

# Client Testimonial



*"Incrementors really understood our company, and they are super flexible about our goals. As a startup, we don't have the huge budget that other companies might have — it's a balancing act all the time of what we're going to be able to afford to do. Despite that, Incrementors has been very flexible working with us. They meet our goals and give us good advice on how to maximize our budget."*

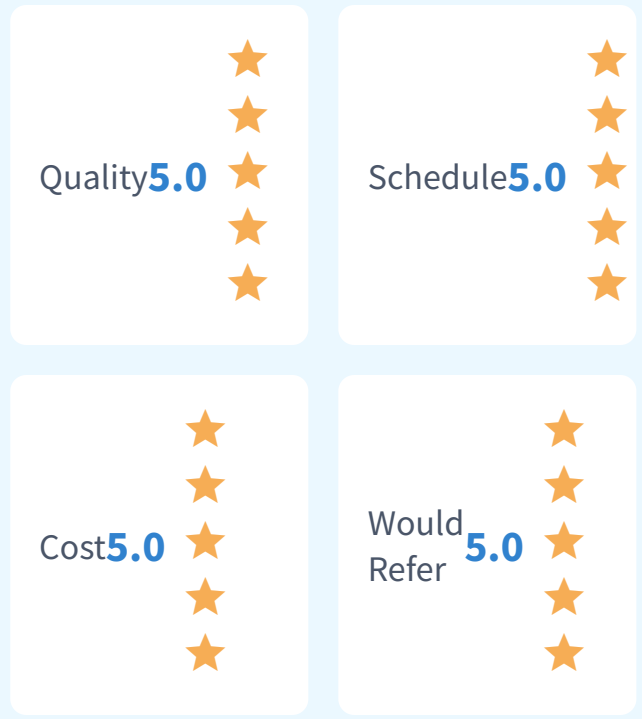


**Keli Garcia Allen**  
Head of Content, Learn Safari

## Key Feedback Points

- Deep **understanding** of client's business
- Flexibility** with budget constraints
- Strategic advice to **maximize** budget
- Consistently **meeting goals** & expectations

### Client Rating



# Key Takeaways & Next Steps

## Advice for Potential Customers



### Educate Yourself

Learn about **SEO fundamentals** and how they impact your business



### Ask Questions

Inquire about **specific strategies** and their expected impact



### Set Clear Expectations

Define **measurable goals** and realistic timelines



### Understand the Work

Recognize the **meaningful gains** you're making along the way

## SEO as a Long-Term Goal



### Patience & Consistency

SEO results **compound over time**. The most significant improvements come from consistent effort and strategic implementation.

## Ready to Transform Your Online Presence?

Contact Incrementors Web Solutions today for a customized SEO strategy that delivers measurable results.

[Get Started →](#)