




SEO for Cake Company

PROJECT DETAILS

 Search Engine Optimization

 Feb. 2015 - Ongoing

 \$50,000 to \$199,999

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PROJECT SUMMARY

ShootOrder was hired to provide SEO [search engine optimization] services to ensure that the client was ranking for a specific set of keywords.

PROJECT FEEDBACK

The SEO work that ShootOrder did resulted in the client's company ranking at the top of the page for all its desired keywords. The client felt that ShootOrder did a great job at maintaining communication.



The Client

Introduce your business and what you do there.

CountryOven.com is in the bakery business. One of our verticals is the e-commerce vertical, where we provide gifting for consumers where people can buy gifts for their family and friends online. I am the Chief Executive Officer.

The Challenge

What challenge were you trying to address with ShootOrder?

Within e-commerce, there are major channels for which we get visitors to the website. SEM [search engine marketing] has provided for a large reason for our traffic. Before ShootOrder, we did not have these kinds of results.



Vamseedhar Reddy
CEO at CountryOven.com



IT Services



Hyderabad, India

CLIENT RATING

4.0

Overall Score

Quality: 4.0

Schedule: 4.5

Cost: 3.5

Would Refer: 4.5



The Approach

What was the scope of their involvement?

We work with them on SEO. They have helped us do much better in terms of ranking for specific keywords. They have helped us reach the top position for most of the cake related keywords. Cakes are more than 80% of our revenue. The services they are providing are SEO and SEM.

How much have you invested with ShootOrder?

We spend \$5,000 to \$10,000 per month.

What is the status of this engagement?

The relationship is ongoing. It's been a year and a half since we've been working with them.

The Outcome

Could you share any evidence that would demonstrate the productivity, quality of work, or the impact of the engagement?

We use Google Analytics to measure metrics. There has been good growth in our search engine traffic over a year on year basis. The numbers are much better now.

How did ShootOrder perform from a project management standpoint?

I feel they're well-organized, stick to the timelines, and their promises. They're very prompt. I email them and they respond quickly.

What did you find most impressive about ShootOrder?

The head of ShootOrder is a young guy and is very hungry for business. He's always on the go. He makes sure that he talks to



our team about the feedback once a month to make sure we are happy with them. They&also have a very good knowledge of their core business - SEO. They constantly work with our technology team about the new changes that are required.

Are there any areas ShootOrder could improve?

They could get into other areas of digital marketing. We haven't worked with them in other areas.

