



# SEO, CRO, & PPC for Test Prep Company

## PROJECT DETAILS

 SEO & PPC

 Sep. 2018 - Ongoing

 Confidential



*"They have a lot of great tools and are transparent about what they do."*

## PROJECT SUMMARY

Ignite Visibility provides SEO, CRO, and PPC services, expanding the online reach of a website. They began with SEO focused on several keywords, and then expanded the scope to conversion optimization.

## PROJECT FEEDBACK

The services provided by Ignite Visibility have contributed to an increasing number of keywords appearing at the top of Google and Bing results, while conversion rates and the return on ad spend have also improved. The team is dedicated and transparent, offering excellent communication and reports.



## The Client

Introduce your business and what you do there.

Our company is an online test preparation provider, offering tests ranging from nursing and teaching certifications to human resources and medical assistance. I'm the owner and president.

## The Challenge

### What

Our initial engagement was to get organic keywords higher on Google and Bing. We've since expanded the work into other areas.



Owner, Test Prep Company



Education



1-10 Employees



Pennsylvania, United States

### CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



## The Approach

### What was the scope of their involvement?

They initially worked on our SEO. We recently added a CRO (conversion rate optimization) service from them, as well as a PPC service. They manage our paid Google, Bing, and Facebook advertising.

A lot of people from our company come from a programming background, but we're less knowledgeable about the presentation layer. Ignite has given us some great ideas on how to optimize conversion rates, including changes for our shopping cart funnels and increases to our overall sales.

### What is

We work with three teams, each with a project lead. The SEO team is led by Burkan (Director of Digital Strategy, Ignite Visibility) as a technical project manager, who's one of the best people I've ever worked with. He understands our business completely and goes out of his way to make sure that everything is done promptly.

We also have a CRO specialist who comes up with wireframes detailing how they think our site should look on mobile versus desktop, but in blueprint fashion. He does a great job of explaining the psychology and rationale of why we'd want things to flow in a certain way.

Finally, the PPC manager has also produced some good results from them so far. Everything's trending in the upward direction.





## How did you come to work with Ignite Visibility?

We'd never used an SEO provider before, although we have worked with PPC companies. We weren't satisfied with our provider at the time, then Ignite was the first result we came across on Google—we figured that they must be doing something right.

We interviewed them and 3–4 other companies. What impressed us the most about Ignite was that they kept a smaller number of clients per project manager so that we would get more personalized attention. They did a free audit of our website and gave us a PowerPoint presentation on how they could improve it. It was clearly better than the other options, and we've been very happy with the service so far.

## What is the status of this engagement?

We started working with Ignite in September 2018, and the collaboration is ongoing.





## The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Ignite is the most productive subcontractor we're working with, and this is why I agreed to review them. They've made a significant impact on the SEO side. Each month, more and more of our keywords are in the top 10, and they've more than doubled the keywords that are on the first page of Google and Bing. We're now making more than what we're paying them. In other words, it's well worth the money. It's hard to make a direct correlation between the changes they've made and the evolution of our Google keywords, but, given how many of them have moved up, there's no question that our revenue is higher.

It's the same with CRO. We've seen a bump since the work started, so we'll be working with Ignite indefinitely. We're very happy. The PPC is also trending in the right direction. Our click-through rates are up, and the return on ad spend has increased by about 15%.

How did Ignite Visibility perform from a project management standpoint?

They're excellent. In fact, we're slower to get back to them than they are to send information to us. They use an application called Basecamp, which keeps everyone in the loop—they assign to-dos to us, and we do the same. All the people who are supposed to get the information, get it.

There has been a little turnover on their side; it hasn't really affected us, but it did worry me. It seems to have settled down, and they've told me that it's something that typically happens in Q1 with companies like theirs. The core team of project managers has been steady, and there was no performance drop-off after they hired new people. Burkan is their strongest member, in my opinion.





## What did you find most impressive about them?

I appreciate the weekly calls. With the other companies we've used, there was nothing scheduled, and we'd have to proactively call them. Every week, Ignite goes over our metrics and performance, and they've given us an online dashboard so that we have to wait for the weekly meeting. They have a lot of great tools and are transparent about what they do. They'll even tell us what software they use to retrieve this information. Their transparency is definitely top-notch, above our old company's.

## Are there any areas they could improve?

The turnover was the only thing that concerned me. It affected the SEO and the PPC work, but it couldn't be avoided. In an ideal world, we'd like to work with the same people all the time, but that doesn't happen. It's the fact that there are dozens and dozens of SEO companies near each other in the California region.

## Do you have any advice for future clients of theirs?

Listen to what they say as they really know their stuff and do a great job of maintaining communication. Weekly meetings aren't just optional; we have them on our calendars as a recurring event, with all three teams. Using Basecamp streamlines that whole process. They do a good job of enabling us to see what's going on, while not being inundated. So far, we've achieved results in all three projects we've engaged with them on.

