



SEO Consulting for Online Marketplace

PROJECT DETAILS

 SEO & PPC

 Aug. 2017 - Mar. 2019

 \$50,000 to \$199,999



"They are flexible with scheduling and sensitive to tight deadlines on urgent deliverables."

PROJECT SUMMARY

Ignite Visibility provided SEO consulting services for an online marketplace. They supplied metrics reports, SEO-friendly content, and link outreach. The work helped build links back to the client's website.

PROJECT FEEDBACK

Ignite Visibility's efforts have brought exponential growth; one site saw a 1,000% traffic increase. The client's global presence also expanded. Flexible, communicative, and available, their team hit all deadlines and regularly shared updates.



The Client

Please describe your company and your position there.

I was the Associate Director of SEO for an online marketplace business. I was responsible for the strategic direction and execution of our SEO program and partnered with internal stakeholders to ensure that new projects were carried out with SEO best practices in mind.



Associate Director of
SEO, Online
Marketplace



Consumer Products



1,001-5,000 Employees



Washington, District of
Columbia

The Challenge

For what projects/services did your company hire Ignite Visibility?

Ignite Visibility provided SEO consulting services - including monthly metrics reports for our US-based website. Additionally, Ignite Visibility supported the growth of new international domains by providing on-page requirements, SEO-friendly content and link outreach and procurement services.

What were your goals for this project?

For our US-based website, our goals were to improve rankings and traffic for our marketplace pages. Specifically for our international initiatives, our goal was to increase search engine rankings and traffic for target keywords. This was achieved by improving the domain authority of new ccTLDs, and introducing optimized content across our marketplace pages.

CLIENT RATING

5.0

Overall Score

Quality: 4.5

Schedule: 4.5

Cost: 5.0

Would Refer: 5.0





The Approach

How did you select this vendor?

Our relationship with Ignite Visibility goes back more than a decade. However, our decision to renew with Ignite Visibility was made due to their accommodation on budget and their flexibility in updating our agreement to focus on services that best fit our needs - such as link outreach and content development. As Ignite Visibility has grown, John has remained involved in our contract and has continued to provide valuable input that cannot be easily replaced.

Describe the project in detail.

Over the course of the project, we worked with Ignite Visibility on multiple initiatives to help improve our rankings and traffic. Specifically, they helped us revise and add new optimized content to our most valuable marketplace pages. They conducted link outreach by identifying relevant, high-authority blogs and websites to link back to our global sites. They also provided ongoing consultation related to site maintenance and various migrations.

What was the team composition?

Our direct line of communication was through a project manager, but we also remained in close contact with the owner. He always goes above and beyond to keep up-to-date with our business and provide input when needed. We also worked with a content editor, a copywriter and a linking specialist on an as-needed basis.





The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

Following targeted link campaigns for our international domains, we saw exponential growth - with one of our sites seeing YoY traffic growth of over 1000% later in the engagement. As a result, we were able to displace established brands in growth markets and expand our global presence. Ignite Visibility also helped us resolve a manual action penalty related to UGC spam, which had been in-effect for more than a year.

How effective was the workflow between your team and theirs?

The team has been great to work with. They are flexible with scheduling and sensitive to tight deadlines on urgent deliverables. Typically, we met weekly to check-in on various projects. We also used Google Docs, where we could see real-time updates for content and link-related projects. SEO reports were also shared on a monthly basis.

What did you find most impressive about this company?

The most impressive aspect has been John's involvement in our account. Having his historical knowledge of the site, his point of view and his passion for our business have been indispensable. While Ignite Visibility went through high growth over the course of our relationship, John always made himself available, and even came out to meet with us on-site.





Are there any areas for improvement?

As with many external partners, transparency into the team's process and proactive approach could stand to be improved. While we used Basecamp and Google Docs to track our projects, these were not always updated in real time. Status updates were otherwise provided during weekly calls.

