



# SEO Consulting for TV Network

## PROJECT DETAILS

 SEO & PPC

 Sep. 2020 - Ongoing

 Confidential



*"Our DM strategist has a tremendous personality and effortlessly conveys an impressive level of expertise."*

## PROJECT SUMMARY

Ignite Visibility provides ongoing SEO consulting for a TV network. The goal is to improve the client's SERP presence, drive downloads to their apps, and more views of their content.

## PROJECT FEEDBACK

Ignite Visibility manages to record an uptick on all key metrics ever since the partnership started. The team continues to exceed the client's expectations. Basecamp is the tool for their project management. They conduct a monthly meeting to review reports and quarterly business reviews.



## The Client

Please describe your company and your position there.

OWN is a TV network and I am the digital strategy manager responsible for managing this project with Ignite.

## The Challenge

For what projects/services did your company hire Ignite Visibility, and what were your goals?

We hired Ignite to help us optimize our site to improve our SERP presence and to help drive app downloads and views of our content. We also engaged them to help find other ways that SEO can help drive towards our business goals.



Digital Strategist, TV Network



Media



51-200 Employees



Los Angeles, California

### CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





## The Approach

How did you select Ignite Visibility and what were the deciding factors?

We had lengthy conversations with several similar agencies and spent most of H1 2020 considering our options. Ultimately, Ignite won us over due to a combo of personality, price and their perceived expertise in the space.

Describe the scope of work in detail, including the project steps, key deliverables, and campaigns.

Ignite started with a technical audit and followed that up with a roadmap of updates and implementations that we continue to work through. Additionally, they provide regular keyword audits/recommendations and other content related research. They have also done some backlink research and outreach for us.

How many people from the vendor's team worked with you, and what were their positions?

We meet weekly with a Digital Marketing Strategist and SEO coordinator. We also regularly interact with a Digital PR Manager and a Social Strategy Manager. Finally, their COO and Customer Success Manager routinely check in and make themselves available to us.

## The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

After the first 3 months, we saw a measurable uptick in all key metrics that are relevant to the work they are performing. Ignite has met or exceeded all expectations since we've begun working with them.





## Describe their project management style, including communication tools and timelines.

The project is managed via Basecamp in a very organized method. All related documents and info can easily be found via that portal. Ignite has also learned both our CMS and our project management platform, and uses both regularly. Finally, we have a monthly meeting to review a monthly report, along with a quarterly business review.

## What did you find most impressive or unique about this company?

Our DM strategist has a tremendous personality and effortlessly conveys an impressive level of expertise. He also does a fantastic job of responding and reacting to our ever changing needs and requests. That effort - combined with the efforts of the other key Ignite team members that we interact with - leads to them feeling like a true partner and an extension of our internal team.

## Are there any areas for improvement or something they could have done differently?

Not at this time.

