



SEO Services for Software Development Company

PROJECT DETAILS

 SEO & PPC

 Apr. 2019 - Ongoing

 \$50,000 to \$199,999



"I've experienced nothing but complete professionalism from Ignite Visibility."

PROJECT SUMMARY

Ignite Visibility manages organic SEO campaigns to improve visibility for an outsourced development services provider. The team executes backlinking initiatives and optimizes pages based on keyword research.

PROJECT FEEDBACK





Ignite Visibility delivers effective SEO initiatives that lead to notable increases in organic website traffic. The team is transparent and receptive to feedback, adapting products to ensure their successful performance in the market. They are dedicated and capable, which secures ongoing engagement.



The Client

Introduce your business and what you do there.

Tiempo Development's a software outsourcing company that operates according to a near-shore model. We have four development centers in Mexico with over 400 engineers. Our clients engage us to reduce development costs but also leverage the collaboration and communication offered by our team that develops in the same time zone.

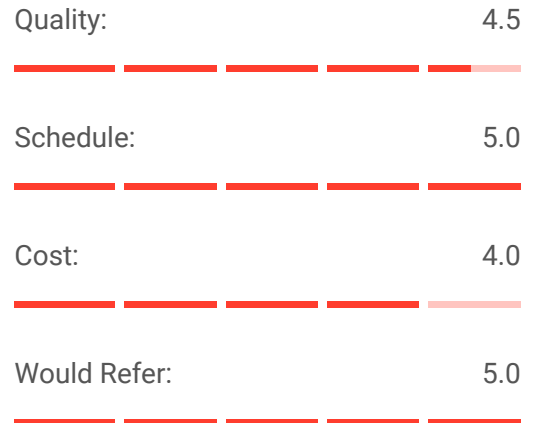
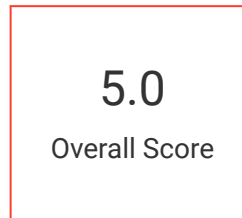
-  **Phil Wittmer**
Digital Marketing Manager,
Tiempo Development
-  **Software**
-  **201-500 Employees**
-  **Phoenix, Arizona**

The Challenge

What challenge were you trying to address with Ignite Visibility?

We needed help with our SEO efforts.

CLIENT RATING





The Approach

What was the scope of their involvement?

We outsource our SEO initiatives to Ignite Visibility. Their team focuses their efforts on organic traffic following a list of terms that are important to our business. They optimize specific pages for those keywords and secure backlinks for us.

What is the team composition?

I work with Luz (Project Manager, Ignite Visibility).

How did you come to work with Ignite Visibility?

I found Ignite Visibility on Clutch.

How much have you invested with them?

We set the contract for \$65,000.

What is the status of this engagement?

We contacted Ignite Visibility in April 2019 but didn't start the project until a couple of months later because we were in the middle of a website build. Our relationship's ongoing.

The Outcome

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

We're still ramping up but our organic traffic's up over 600% from the year prior, which is positive.





How did Ignite Visibility perform from a project management standpoint?

Ignite Visibility's responsive and willing to change direction at a moment's notice. Their team implements feedback to the best of their ability. They're more geared towards B2C companies, so the technical nature of our services can be a challenge. If their copy isn't at an acceptable level, they'll work on it without an issue. Their team's willing to put in the time and effort necessary to make sure a task's done right.

What did you find most impressive about them?

I've experienced nothing but complete professionalism from Ignite Visibility. Their team delivers on the services that we agreed to in our contract. I've worked with a lot of SEO companies in the past that weren't trustworthy. These service providers weren't accessible, secured low-quality backlinks, and engaged in deceptive practices.

Are there any areas they could improve?

It's a challenge for them to employ strategies that are more suited for the B2B space. The only improvement that their team could make is to hire individuals that are more fluent in B2B marketing. When you create something for a B2B buyer, it needs to be thoroughly researched. It needs to be written at a higher-level because B2B buyers are knowledgeable. It would be helpful to have someone that's more versed in B2B marketing and takes the time to interview subject matter experts.





Do you have any advice for potential customers?

When you engage any SEO or PPC company, engage a company with domain experience. This will reduce their learning curve on your product. Look at their case studies and ask about their past clients to see if they've had success working with an organization like yours.

