



SEO & Digital Marketing for Online Survey Software

PROJECT DETAILS

 Digital Marketing

 Jul. 2019 - Ongoing

 \$50,000 to \$199,999



"They are a company of substance that is backed up by the consistency of their actions."

PROJECT SUMMARY

Ignite Visibility is providing SEO consulting and marketing efforts. They're also helping the client build a better online presence.

PROJECT FEEDBACK

Ignite Visibility has been able to help the client build best practices to benefit them in the long run. So far, their work has contributed to better keyword performance. They perform with honesty and integrity. Always accountable, they have good project management skills and a great workflow.



The Client

Please describe your company and your position there.

SurveyPlanet is a provider of online survey software for organizations and individuals to gather feedback, research, and other data. I am the Chief Technology Officer.



CTO, Online Survey Software



Information technology



11-50 Employees

The Challenge

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

SurveyPlanet needed broad reaching SEO consulting and execution highlighting our robust set of free and paid features we offer to our customers. We also needed assistance in building out a larger online presence.

What were your goals for this project?

Our goals were to expand our keyword reach as well as increase our visibility in some of our stronger performing keywords.

CLIENT RATING

5.0

Overall Score

Quality: 4.5

Schedule: 5.0

Cost: 4.5

Would Refer: 5.0





The Approach

How did you select this vendor?

We found Ignite through a standard SEO search as they came up top of the list. We were impressed with their honest sales process, no year-long contracts, and genuine standards that they hold themselves to in delivering for their clients.

Describe the scope of their work in detail.

We worked with Jonathan Feingold who we can't recommend enough. He treated us more as business partner than just managing our account. His creativity and ideas he brought to the table were just what we needed. We started out with weekly calls and transitioned to calls every two weeks once our campaign was well under way.

What was the team composition?

We worked primarily with Jonathan and again, highly recommend him if you have a chance to request a specific rep for your account. He had others on the team that assisted with graphics, writing, and additional SEO content.

The Outcome

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

As you know, SEO is a long-game, and it's never a one-time shot. That said, Ignite was able to help us build best practices, see some nice gains in keyword performance, as well as expand our keyword scope. Their steady hand of helping us create valuable content laid a great foundation for everything we needed.





How effective was the workflow between your team and theirs?

Workflow was great. Project was managed through Basecamp. Jonathan and the team were always accountable and on top of current tasks they were working on.

What did you find most impressive about this company?

Their honesty and integrity. Their CEO even got on one of our calls to help steer us in the right direction. They are a company of substance that is backed up by the consistency of their actions.

Are there any areas for improvement?

We have a specific style to the design of our website, so we found some of the graphics designed for our posts wasn't consistent for our brand. They were more than open to that feedback and made necessary changes both for us and future clients.

