



# SEO & PR Services for House Cleaning Service

## PROJECT DETAILS

 SEO & PPC

 Jan. 2019 - Ongoing

 \$10,000 to \$49,999



*"They stand out among all of our vendors as one we can trust to do what they claim in a timely fashion."*

## PROJECT SUMMARY

Ignite Visibility strategizes a cleaning service's SEO and PR efforts. Their goal is to increase their website's organic traffic.

## PROJECT FEEDBACK

Ignite Visibility doubled the client's traffic, growing over three thousand keywords on the first page of search engines. They lead a proactive approach for the project, making sure that deliverables are transparently seen in Basecamp. Their speed of service has also gained the client's trust.



## The Client

Please describe your company and your position there.

I am the Chief Development Officer at a residential cleaning franchise business operating over 180 locations in the US and Canada.

## The Challenge

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

We work with Ignite for our SEO strategy and related content needs as well as our PR efforts and outreach. Our goal was to increase the volume of keywords we were being found for as well as increase traffic to our website.



**Josh Minturn**  
CDO, The Maids International



**Business Services**



**11-50 Employees**



**Omaha, Nebraska**

### CLIENT RATING

**5.0**

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 4.5

Would Refer: 5.0





## The Approach

How did you select this vendor and what were the deciding factors?

The selection of this vendor predated my tenure with The Maids, however, the selection criteria was based around finding a vendor that could accommodate an enterprise level brand with many affiliate locations (franchisees) and build an effective strategy to get both our primary url and our franchisee landing pages found.

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

The scope of work is far too detailed to layout in this comment section, but I was pleased to discover Ignite has thought of literally everything we both requested and may have wanted (or not known we wanted). Ignite uses a very detailed project plan each month to ensure they are executing on their deliverables, and have always over delivered.

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

We have 3 of their team members working with us regularly. We have a Senior Director of Business Development, a Digital Strategist, and an SEO Content Specialist.

## The Outcome

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

In a year, we have doubled our website traffic and have grown to over 3K keywords on page one.





**Describe their project management style, including communication tools and timeliness.**

Ignite has effectively used a project management tool called Basecamp to aid in ensuring deliverables were met. The use of the tool has provided excellent transparency on what the company is actually doing for us.

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

Ignite continues to deliver above my expectations. They are proactive in their approach and always leave our reporting calls with recommendations for us to consider. They stand out among all of our vendors as one we can trust to do what they claim in a timely fashion.

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

I've been satisfied with the work Ignite has done.

