




# SEO for Boutique Software Development Company

## PROJECT DETAILS

 SEO & PPC

 Mar. 2020 - Ongoing

 \$50,000 to \$199,999

 *"They are the definition of professionalism."*

## PROJECT SUMMARY

Ignite Visibility provided SEO services for a boutique software development company. The team reviewed two sites and provided recommendations for third-party clients.

## PROJECT FEEDBACK

The engagement helped the third-party clients meet their goals, strengthening their partnership with the internal team. Ignite Visibility consistently communicates with the client to ensure a smooth workflow. The team is hard-working, driven, and dedicated.



## The Client

Please describe your company and your position there.

CTO of boutique software development company in Bangkok.

## The Challenge

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

We had a major client who needed to launch two new properties which have particularly challenging SEO requirements due to the nature of the industry they're in.



**Jonathan Barratt**

CTO, Boutique Software Development Company



Information technology



51-200 Employees



Bangkok, Thailand

### 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 this vendor and what were the deciding factors?

Initial research included them in a group of highly-ranked SEO consultancies who included international services among their offerings. They then provided the most compelling service proposal.

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

IgniteVisibility did a thorough review of both sites and provided a detailed list of on-page fixes we needed to make and then provided a steady stream of both new and refreshed content to help the sites rank organically. Their process and team were top-notch, detailed and professional in all aspects of the work at hand.

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

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## The Outcome

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

The quality of the site has improved by orders of magnitude and SERP rankings are expected to improve as far as possible for the given market.

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

Highly timely, basecamp daily emails, weekly conference calls, consistently on-the-ball.





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

The lack of a weak spot. Every link in the chain is as solid as they come. They are the definition of professionalism.

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

When working on translated text, if there is a portion that has not been rewritten do not include it in the work product submitted. It's confusing to the client when garbled machine translation appears after well-crafted manual translation.

