




SEO for Education Company

PROJECT DETAILS

 **SEO & PPC**

 **May. 2019 - Ongoing**

 **Confidential**

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PROJECT SUMMARY

An education company hired Ignite Visibility for their SEO services. The goal is to drive long-term sustainable growth for the client's business.

PROJECT FEEDBACK

The client noted that they are happy with the direction that Ignite Visibility is taking them. The team adopted the internal communications and project management tools for seamless and easy communication.



The Client

Please describe your company and your position there.

I am the senior marketing manager, overseeing SEO & content, for an education company, focused on healthcare and financial services.

The Challenge

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

Ignite has helped our teams with website migrations, SEO consulting and paid media. Our goal is to drive long-term, sustainable growth for the business.



Senior Manager of Marketing, Education Company



Education



1,001-5,000 Employees



Chicago, Illinois

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?

Ignite was selected before I was brought in, but we appreciate their strong reputation in the area and collaborative approach.

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

For our SEO engagement, Ignite helps guide our on-site content updates, off-site digital PR strategy and technical site needs.

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

Our main point of contact is a digital lead, with support from others on the team, including a project manager and digital PR manager.

The Outcome

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

While I can't share specifics, we're happy in the direction Ignite has taken us.

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

They adopted our internal communications and project management tools, allowing us to communicate easily without having to jump to a different system. We use these tools to house all work, and communicate throughout the week.





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

I appreciate their collaborative style, and willingness to adapt as our needs evolve. I really appreciate our digital lead - we trust him to provide a strong perspective on our questions, and he's extremely responsive.

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

Not at this time.

