

SEO Services for Footwear Brand

PROJECT DETAILS

 Search Engine Optimization

 Jan 2021 - Mar 2022

 \$10,000 to \$49,999



"We were impressed with their attention to detail."

PROJECT SUMMARY

Optimum7 handled a footwear brand's SEO initiatives. They conducted a site analysis before developing and helping execute an SEO strategy for the client's site migration.

PROJECT FEEDBACK

Optimum7's support helped the client maintain their rankings despite migrating to another e-commerce platform, thanks to their excellent SEO work. The reliable team's attention to detail and genuine interest in the client's success was reflected in the great results of the project.



The Client

Please describe your company and your position there.

Founder of a direct to consumer footwear brand.

The Challenge

For what projects/services did your company hire Optimum7?

We were migrating to Shopify from Magento and had concerns around maintaining our SEO positioning after the migration.

 Founder & CEO,
Footwear Brand

 Consumer Products

 Miami, Florida

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?

Word of mouth. The team at Optimum7 made us feel like they care from day 1, and they maintained that rapport with us throughout the project.

Describe the project in detail and walk through the stages of the project.

In migrating from Magento to Shopify we were concerned that the SEO that we built through many years of being in business would be lost. Optimum7 did a thorough evaluation of our site structure, site copy, links, etc. And then put together a detailed step-by-step strategy needed to be followed as we went through the process of migrating to Shopify. They also helped the development team execute the strategy and advised every step of the way.

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

Account manager and 2 specialists.

The Outcome

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

Ultimately, we did not lose ranking for any longer than the expected time frame that happens when we undertaking a major migration like we did. The results were exactly as expected and the nightmare scenario that we were very concerned about never came to fruition thanks to their work.



How effective was the workflow between your team and theirs?

Very effective.

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

We were impressed with their attention to detail and ability to make us feel like they care about our project and our success as if our business was their own.

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

Nothing of note.

