

SEO for Electronic Weighing Systems Company

PROJECT DETAILS

 Search Engine Optimization

 Jan 2008 - Ongoing

 \$10,000 to \$49,999

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“They’re constantly innovating and changing their techniques.”

PROJECT SUMMARY

Optimum7 rebuilt a website and provides ongoing SEO services. After some difficulty performing as promised, they continued to adjust their approach. Ultimately, they figured out a successful strategy.

PROJECT FEEDBACK

Optimum7 delivered an upgraded website with increased search rankings. Their SEO expertise enables them to augment their approach and achieve the best results. Executive-level engagement ensures a communicative and flexible experience. They’re valuable long-term partners.



The Client

Introduce your business and what you do there.

I'm the president of Arlyn Scales. We design and manufacture industrial-grade weighing scales.

The Challenge

What

Our company has been in business for almost 40 years, and we've traditionally advertised through various types of print media. Once the internet became a mainstream facet of modern society, we wanted to use it to expand our marketing reach. After hiring several organizations for that purpose, we found that we'd see early improvements in our search rankings, but those positions would deteriorate quickly. We needed another firm to take our SEO efforts to the next level.



Arnie Gordon
President, Arlyn Scales



Manufacturing



New York City, New York

CLIENT RATING

4.5

Overall Score

Quality: 5.0

Schedule: 4.5

Cost: 4.5

Would Refer: 5.0



The Approach

What was the scope of their involvement?

This project goes back many years. The goal was to improve our website and search engine rankings. Optimum7 worked with us for many months without showing any progress. They upgraded our site, but the SEO ranking didn't improve at all. While we did not know it at the time, our website was being penalized by Google due to some questionable tactics that had been used by our previous web contractor.

Because we were paying Optimum7 primarily for their results, our expenditures at this point were quite modest. Many businesses in Optimum7's position would've stepped away from us as a client due to this lack of success. However, much to their credit, that's not what they did. They continued to work on the project and tried to understand why it hadn't been successful up to that point. They continued to make improvements and eventually achieved considerable success. They also earned our loyalty by doing so.

What is the team composition?

Arthur (President and CEO, Optimum7) and Duran (Co-Founder and COO, Optimum7) are my primary points of contact. Their other employees help implement programs.

How did you come to work with Optimum7?

I found them after searching online. We decided to hire them based on their payment structure, noted above. While there were certain fees associated with bringing Optimum7 onboard, we paid them the majority of their fees only when their performance improved to the agreed upon levels. If they weren't successful, they wouldn't be paid for the work.



How much have you invested

There were startup costs in the range of \$20,000–\$30,000. We currently spend \$5,000 each month for their services.

What is the status of this engagement?

We started working with them in 2008, and the engagement is ongoing.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

I don't have any metrics at hand, but they eventually achieved the results we wanted. That included getting us ranked at the top of many pages relating to industry-specific keywords.

How did Optimum7 perform from a project management standpoint?

They take some time to get things done. I'd prefer if they completed tasks faster, but I'm not sure that my wishes are reasonable. I'm not dissatisfied with Optimum7's responsiveness.

What did you find most impressive about them?

Optimum7 has a vested interest in our success, so they're willing to work hard until they achieve the project's goals. They're constantly innovating and changing their techniques.



Are there any areas they could improve?

One of the things they do for us is writing our news releases. Their writers aren't always up to speed with our products. Their turnover with writers is higher than I'd like to see, but they've dealt with that by working with their people until an adequate level of familiarity was reached. The same sentiment holds true for their website development staff. But again, they've worked to resolve that issue over time.

