

Custom Web Dev & Design for Affinity Group

PROJECT DETAILS

 Web Design, Web Development

 Jan 2021 - Mar 2021

 \$50,000 to \$199,999



"They were easy to work with and performed above and beyond our expectations."

PROJECT SUMMARY

Optimum7 helped develop a new website that's more SEO-friendly and had a better UI/UX design. They also created a new brand mock-up and implemented a database system to better handle leads.

PROJECT FEEDBACK

Key metrics such as CTR, search ranking, email open rate, and user session duration all improved. Optimum7 followed a hands-on approach, allowing them to stay constantly in touch with the client and in control of tasks. They also spent time understanding the business to ensure quality results.



The Client




Please describe your company and your position there.

We are an affinity group with hundreds of thousands of members world wide.

The Challenge

For what projects/services did your company hire Optimum7, and what were your goals?

We needed a website that was better optimized for search engines and had a more usable interface for our visitors.

-  CEO, Affinity Group
-  Advertising & marketing
-  Pittsburgh, Pennsylvania

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?

We researched several companies and choose Optimum 7 after seeing their past portfolio of clients.

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

Optimum created a new brand mock up as well as a complete website design with database system on the backend so we could easily manage and nurture our leads. They also made the website easily editable for our staff that aren't techies.

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

We worked with several of their staff - content writers, developers, designers, and project managers.

The Outcome

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

They were able to increase many of our KPIs right after launch including better click through ratios, higher search engine rankings, better email open rates, and users spend longer on the site.

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

The management was very hands on and would happily pull in anyone else we needed. I liked they stayed on the calls as well so management always knew what was happening.



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

I felt like Optimum 7 really took the time to understand my business which can be confusing to people that aren't familiar with it. This allowed them to provide very effective suggestions and feedback that I never would have thought of myself.

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

Honestly we were 100% happy with Optimum and the website so I wouldn't change anything. They were easy to work with and performed above and beyond our expectations.

