


# SEO, Branding & Web App Dev for Office Furniture Shop

## PROJECT DETAILS

 Branding, Search Engine Optimization, Web Development

 Jan 2022 - Ongoing

 Less than \$10,000



*"Over the last year, Optimum7 has done a great job."*

## PROJECT SUMMARY

Optimum7 is helping an office furniture shop re-establish their online presence by updating their web app, creating a branding strategy, improving their SEO, and implementing social media marketing campaigns.

## PROJECT FEEDBACK

Optimum7 has updated the client's web app and optimized its content, boosting their website traffic and conversions. Their team is very knowledgeable and has helped the client take their business to the next level. They also update the client about the project's progress every month.



## The Client

Please describe your company and your position there.

OfficeAnything.com provides affordable furniture and seating solutions for businesses of all sizes. We take pride in being a family owned business and building lasting relationships with our clients.

## The Challenge

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

We have been online for nearly 15 years. After trying several marketing companies, we found Optimum7. They've helped us with everything from SEO to branding. They provide a personal touch and results we can count on.



**Phil Swindle**  
Sales & Marketing Officer,  
OfficeAnything.com



Retail



Jacksonville, 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?

Optimum7 came highly recommended. When we migrated our website from an outdated platform, they handled everything. We have gradually increased our scale of operations with them and they continue to impress.

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

Optimum7 migrated our website, helped us with a full re-design, and so much more. Currently they handle our SEO and branding as well as our shopping feed.

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

We've worked with over 10 professionals from Optimum7 that specialize in SEO, site design, branding, and social media marketing. They are all very knowledgeable.

## The Outcome

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

After migrating our website we used Optimum7 for our SEO and saw major gains in both site traffic and conversions.

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

We use the Monday platform to communicate effectively. We also have monthly calls to check progress and stay on track.



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

When we first started working with Optimum7 the gains were quite impressive. It really helped us take our business to the next level.

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

Over the last year Optimum7 has done a great job. It's hard to criticize any company in that timespan as we've all dealt with challenging times .

