

SEO & Content Marketing for Oral Care Products Company

PROJECT DETAILS

Content Marketing, Conversion Optimization, E-Commerce Development, Search Engine Optimization, Web Development

📅 Jun 2019 - Ongoing

💰 \$50,000 to \$199,999

“*They're very friendly and always listen to everything we have to say.*”

PROJECT SUMMARY

Optimum7 provides SEO and digital marketing for an oral care products company. Using the results of a site audit, they've developed a keyword and content creation program for the client's site and socials.

PROJECT FEEDBACK

Creating photo and video content, as well as writing blogs, Optimum7 provides a human, personal engagement that has resulted in a 100% growth in traffic. As a collaborative partner, they support executive communication and proactively offer new ideas. Moreover, they are a highly creative partner.



The Client

Introduce your business and what you do there.

I'm the owner of an oral care products company.

The Challenge

What challenge were you trying to address with Optimum7?

We started with their team around three years ago to improve our brand recognition and website sales.



Clara Botero
Owner, Lucky Teeth



Consumer Products



Hallandale Beach, Florida

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

What was the scope of their involvement?

Optimum7's first task was SEO. They analyzed my website and made changes to ensure it appeared higher on Google, including improving page speed. They also identify keywords and create images and videos on our website. It's a collaborative relationship.

Other services include working on our blog and creating videos for Facebook.

What is the team composition?

We work with 4–5 people, including the CEO. The exact composition changed depending on what services we needed at the moment. I've consistently talked with three specific people, however.

How did you come to work with Optimum7?

A friend recommended them to me, and I saw those results, as well as their results working for a few other people I know. A lot of companies these days will promise a lot and then not deliver, but Optimum7 delivers. The CEO is very knowledgeable as well. He was very impressive in the videos I saw of him.

How much have you invested with them?

We've spent around \$100,000 with them.

What is the status of this engagement?

We've been working together since July 2019.



The Outcome

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

Customers return to our site more often than they used to, and our general exposure has definitely increased – traffic to our site has more than doubled, and that number continues to grow.

The strategies they've implemented have worked amazingly over the years; we've seen a huge change in our business, as in it's doing very well. We're very happy with their services.

How did Optimum7 perform from a project management standpoint?

They're very well organized and always reach our goals, which we discussed and set in monthly meetings. We collaborate on Monday.com. We can even speak with the CEO on the platform.

What did you find most impressive about them?

They're very friendly and always listen to everything we have to say. Moreover, whenever we have a question, we can get ahold of them. Their creativity stands out as well, in terms of finding new ways to put us in a better place.

Finally, they are on top of the industry trends. Competition is fierce nowadays, and a lot of vendors lack the human touch, but Optimum7 is always easy to communicate with. Our experience is nothing like the stories I've heard from people who work with other vendors. Optimum7 is friendly and always delivers.

Are there any areas they could improve?

I don't think so, as they're doing well. I don't have any complaints so far. When we have ideas of our own, we speak up, and Optimum7 implements them via whatever resource is right for the job. I don't have anything negative to say.



Do you have any advice for potential customers?

Know exactly where you want to go, as it will help them develop a clear strategy. There were many things to improve on our website in the beginning, and they were able to tell me exactly what I needed to do. I didn't know how to get to my goal, but I knew what my goal was.

Also, understand that results are going to take time. Working with a vendor is a commitment, but Optimum7 will guide you through it.

