


# Web Dev, SEO & Digital Marketing for Clothing Company

## PROJECT DETAILS

 Other Digital Marketing, Search Engine Optimization, Web Development

 Apr 2020 - Ongoing

 \$10,000 to \$49,999



*"Optimum7 is always there when I need them. They keep their promises."*

## PROJECT SUMMARY

Optimum7 has updated a clothing company's website, improving its design and SEO performance. They've also managed the client's digital marketing efforts on Facebook and Google.

## PROJECT FEEDBACK

Optimum7's efforts have improved the site's Google ranking and increased online leads. They facilitate a positive collaboration through a professional and responsive approach. A true partner, they are proactive, trustworthy, and constantly available.



## The Client

Please describe your company and your position there.

I am the owner.

## The Challenge

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

SEO, Web Design, and Facebook Marketing



Akin Inci

Owner, Organic Apparel USA



Manufacturing



Miami, Florida

### CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 4.5

Would Refer: 5.0



## The Approach

How did you select this vendor and what were the deciding factors?

We have researched sever internet marketing companies and selected 4 of them to contact for our needs. The deciding factor for Optimum7 is their past business portfolios and referrals. from their current clients.

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

We needed a full renewal of our website. Our previous Internet marketing company messed it up. Optimum7 has started with renewing the web design with the right SEO applications on our website plus our Facebook and google marketing.

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

We have worked with 1 SEO specialist 1 Web design specialist and 2 Facebook and google marketing specialists.

## The Outcome

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

After 1 month of the new implementations to our websites, we have started to see the ranking changes on google and we have started to receive more leads from our new website. In 3 months we have gained more than 50 new keywords on google page 1. Plus %90 more leads from our website compare to our old website.



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

Optimum7 has been very professional throughout and they have been a big help with implementing the changes to the website without any interruptions or issues. They were responsive when I needed them.

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

They foresee the problems before they even occur and take action accordingly. Also, Optimum7 is always there when I need them. They keep their promises.

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

Optimum7 has accomplished all we required for our website.

