

SEO & Web Dev for HealthTech Company

PROJECT DETAILS

 Search Engine Optimization, Web Development

 Jan 2022 - Ongoing

 \$50,000 to \$199,999

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"Their passion for their craft is impressive."

PROJECT SUMMARY

Optimum7 has crafted SEO and traffic-driving strategies for a heattech company. The team has also developed a website and transitioned it to WordPress and implemented a content strategy for the client.

PROJECT FEEDBACK

Thanks to Optimum7, the client has witnessed a notable boost in traffic and inquiries about their app. Optimum7 has gone above and beyond to actualize the client's ambition. They've also utilized monday.com for excellent project management. Their passion, promptness, and support are commendable.



The Client

Please describe your company and position.

I am the Founder of LeewardRails, Inc.

Describe what your company does in a single sentence.

Enhance healthcare treatments through a cutting-edge HIPAA-compliant platform that strengthens communication and engagement between healthcare providers and patients.

The Challenge



Eric Greene
Founder, LeewardRails, Inc.

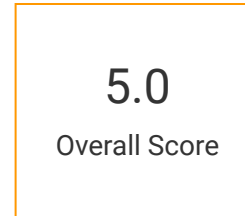


Information technology



Miami, Florida

CLIENT RATING



Quality: 5.0



Schedule: 5.0



Cost: 5.0



Would Refer: 5.0



The Approach

How did you find Optimum7?

Referral

How many teammates from Optimum7 were assigned to this project?

6-10 Employees

Describe the scope of work in detail. Please include a summary of key deliverables.

First we started with SEO and just basic traffic driving strategies. Within 6 months we continued and began some web development, mostly with content and strategy as to how to drive the most traffic and maximize conversion rates. Eventually we separated the site and web app from just React with Python to our site being on Word Press.

Along the way strategy was always at the heart of every single thing we did and in the end an idea I had that I started building myself, and then hired one person, and then more and more, we are now a thriving company very largely from the expertise and passion Optimum7 has for their craft.

I started my company thinking this was a maybe a long shot but hey okay, after almost 20 years in the business, but Optimum7 really helped me push through walls and barriers much more easily and smoothly than I would have thought.



The Outcome

What were the measurable outcomes from the project that demonstrate progress or success?

Massive traffic and inquiries to and about our application is the most obvious and measurable success they gave us, but personally knowing a very competent team that is also extremely passionate about what they do has brought me personally great relief in starting a company. Trust is everything and they have not only earned it but they have kept their eye on the ball and kept it; as simple as that sounds, that can be rare.

Describe their project management. Did they deliver items on time? How did they respond to your needs?

They use the Monday app and are extremely organized and have all of their "ducks in a row" so to speak so we move very quickly with everyone always in the know. Beyond trust, it is nice to have a team that you can log in and see exactly how and what they are doing to help push your business to the next level.

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

Their passion for their craft is impressive. There are lots of companies good at what they do, but finding a company that really stands behind and is driven by their performance I've found to be rare. With Optimum7, not just being another client (as a startup) really means a lot. And having a founder check in on you is really great but leadership starts at the top and that is crystal clear under Duran Inci.



Are there any areas for improvement or something Optimum7 could have done differently?

There were a couple hiccups but Optimum7 addressed them on their own and solved them; this in itself is an amazing aspect, almost every vendor I've ever worked with does not operate this way, I have to be the one to bring up performance issues and sometimes be the driving force to getting them fixed.

