



# SEO-Friendly Web Redesign for Boutique Consulting Firm

## PROJECT DETAILS

 SEO & PPC

 Jan. 2018 - Ongoing

 Less than \$10,000

“

*"They lend personalized service and show that they really care about how our business is performing."*

## PROJECT SUMMARY

Perpetual Solution redesigned a website. Currently, they're focusing on SEO efforts and increasing website traffic. They're improving the use of keywords and evaluating the client's Google rankings.

## PROJECT FEEDBACK

Perpetual Solution has received positive feedback on their work so far and the client's internal team is happy. Always available and willing to help, they have exceptional project management skills. They give a customized experience and prove to understand the company's budget.



## The Client

Introduce your business and what you do there.

I'm the director of operations for a boutique consulting firm in the pharmaceutical space.

## The Challenge

What challenge were you trying to address with Perpetual Solution?

We had a website that was created by one of our own employees as a side project. We decided that we needed some outside help to clean it up and make some changes. As time went on we realized we needed more than just a little help and we wanted to do some SEO. We hired Perpetual Solution to take care of the website and work on SEO.

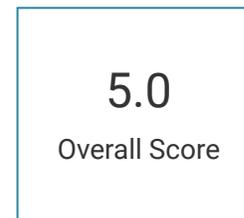
 Director of Operations, Boutique Consulting Firm

 Consulting

 11-50 Employees

 Mont-Royal, Quebec, Canada

### CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





## The Approach

### What was the scope of their involvement?

They evaluate our Google Ads and rankings. Focusing on keywords, they help to find a way to best optimize our Google SEO. Everything was very basic to start and they just walked us through it. They help us know which small changes to make that are still in our budget. In the past, our business was never channeled by our website, but with the changes they're making, we're looking to make it far more interactive and have a better online presence.

### What is the team composition?

We work directly with Geneviève (Owner).

### How did you come to work with Perpetual Solution?

I've done small jobs with them over the years, so when it came to this job it was a natural go-to for me.

### How much have you invested with them?

We've spent about \$2,000 so far on this project.

### What is the status of this engagement?

We began working together in January 2018 on this project and the work is currently ongoing.

## The Outcome

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

Everything has been really positive and our internal team is happy with their work.





# Perpetual Solution

## How did Perpetual Solution perform from a project management standpoint?

They're exceptional. When I have any questions or issues, Geneviève addresses them directly and doesn't pass them off to someone else. She's really responsive and open to whatever I need. I never feel like I've been lost in the process.

## What did you find most impressive about them?

With them being a relatively small company as well, they lend personalized service and show that they really care about how our business is performing. They give us customized choices and there's no pressure. Never once have they gone over budget or beyond the original estimate which has helped to build trust and confidence. I have nothing but good things to say. Geneviève never tries to oversell and she really understands our company budget.

## Are there any areas they could improve?

No, there's nothing.

## Do you have any advice for potential customers?

If you're a small or medium-sized business wondering if you should even have a website, give them a call. Get their thoughts on your particular business because they have a lot of insights. It's really worth it.



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