



Web Dev & SEO for Environmental Consulting Firm

PROJECT DETAILS

 Web Development

 Oct. 2018 - Ongoing

 Less than \$10,000



"Perpetual Solution is very quick to get back to me and answer questions or deal with problems."

PROJECT SUMMARY

Perpetual Solution designed and built a mobile-friendly website for an environmental investigator. They then implemented SEO and Google Ads to increase search visibility.

PROJECT FEEDBACK

The client's company now has top search rankings for common industry keywords, which has brought in more customers. Perpetual Solution delivered a quality website redesign and continues to provide SEO services. Their prompt responses and knack for problem-solving stand out.



The Client

Introduce your business and what you do there.

I'm the president and lead investigator of Enviroperfect. We do indoor environmental investigations of residential, commercial, and institutional buildings for all kinds of air quality and environmental concerns.

The Challenge

What challenge were you trying to address with Perpetual Solution?

We lacked a web presence to advertise on.



Rod Thorpe
President, Enviroperfect, Inc.



Environmental Services

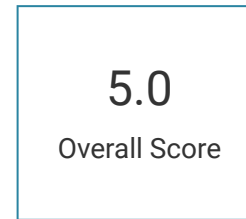


1-10 Employees



Duffield, Canada

CLIENT RATING



Quality: 5.0



Schedule: 5.0



Cost: 4.5



Would Refer: 5.0





The Approach

What was the scope of their involvement?

Perpetual Solution helped us develop a new modern-looking website and take advantage of Google to make sure we show up when people search for air quality and environmental problems.

The website needed to be fresh, modern, and appealing to people who are more familiar with doing searches via either phone or web. However, it was also important to me that traditional information about our business that could be found in the yellow pages would also be on our site.

Once, the site was ready, Perpetual Solution then started SEO efforts. they continually make sure that we're prominently featured on our Google Ads and that we land at the top of searches.

What is the team composition?

I only work with Geneviève (Owner). I don't know if she worked with anyone else.

How did you come to work with Perpetual Solution?

Geneviève was recommended to me by an associate. I did an interview with her and found her to be straightforward and up-to-date. She told me right away the pricing for her services, so it was clear what I was getting into. Because of that, I decided to start working with her.

How much have you invested with them?

I spent \$300-\$400 to set up the website and now pay a monthly charge of \$30.





What is the status of this engagement?

We started working together in October 2018, and the partnership is ongoing.

The Outcome

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

For the services I'm getting and the number of clients that come to me from our Google Ads and web redesign, the price is well worth it. Before, I felt quite behind compared to my competitors. Now, I feel like my website stands up very well. I've also noticed that when I do common searches using terms that people might be using, my company is either first or among the top few entries. I'm very happy with the way things have worked out.

How did Perpetual Solution perform from a project management standpoint?

After a few verbal conversations, we've communicated mostly via email. That let me look at things at my convenience, and Geneviève always responds quickly to whatever questions or changes I have. She's also helped me work on a couple of new programs now to react to the coronavirus.

What did you find most impressive about them?

Perpetual Solution is very quick to get back to me and answer questions or deal with problems. I had someone phishing my email, and she worked with me and my web host to resolve that quickly. She's able to solve problems quickly without passing them onto others.





Perpetual Solution

Are there any areas they could improve?

Nothing really comes to mind. Geneviève has been able to meet and solve everything I've been looking for.

Any advice for potential customers?

Lay out exactly what you want to do. So long as that's clear, it'll be easy for Geneviève to come up with a solution to make it happen. Make sure you also tell her about the most important parts of your business, services, and customers. One can't expect a marketing specialist to know everything about one's particular business. If you can explain those aspects to her, she'll maximize your presentation to the world and bring the most people possible to your site.



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