



Web Dev & SEO for Digital Marketing Company

PROJECT DETAILS

 Search Engine Optimization, Web Design, Web Development

 Mar 2020 - Ongoing

 \$10,000 to \$49,999

 *"Everyone on their team is involved, and they care about the outcome of their work."*

PROJECT SUMMARY

Anderson Collaborative is supporting a digital marketing company's website development project. They have built an interactive site using WordPress, and they are currently providing SEO services.

PROJECT FEEDBACK

Anderson Collaborative's work has received positive feedback from the end client. They are an attentive and reliable partner who can adapt to any circumstance. They've displayed versatility and worked hard to ensure a seamless process. Their dedication to the project's outcome is impressive.



The Client

Introduce your business and what you do there.

I'm the CEO of a digital marketing company. We handle branding, web design, SEO, paid ads, and strategic digital marketing.

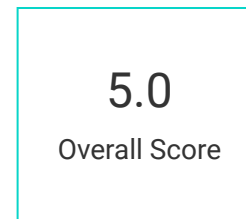
The Challenge

What challenge were you trying to address with Anderson Collaborative?

I had a large website development and design project. Since website development was outside of my expertise, I needed someone to implement my designs.

-  CEO, Digital Marketing Company
-  Advertising & marketing
-  Calgary, Alberta

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

What was the scope of their involvement?

We started by having an onboarding meeting with the end client to discuss their goals. The client wants to have a website for their fertilizer and agricultural technology company. They want it to be professional-looking but innovative, modern, and interactive at the same time.

Anderson Collaborative came up with the site's layout and new design. After that, they audited the client's website and poked all the holes and opportunities for growth, such as SEO and blog writing. They then did a complete website revamp and took it from a simple landing page to a large and immersive website. They used Figma for the site's design and framework, and they built the site using WordPress.

The end client has a lot of field trials and data. Anderson Collaborative came up with a way to incorporate that data by creating clean and interactive charts which had pop-ups of all the trials and products when clicked on.

Currently, Anderson Collaborative is handling the site's SEO and PPC. They're also putting a strategy to create video content for the site. In addition, they are updating the site's blog to help with its SEO efforts.

What is the team composition?

I work with Trevor (Founder & CEO) and a designer.



How did you come to work with Anderson Collaborative?

I knew Trevor after working with him before; I had always been blown away by the quality of his work and his ability to get things done fast. When this client came to me, I knew they required tasks outside of my wheelhouse. I thought of Trevor as the best for the job, so I recommended him to the client.

We decided to work with Anderson Collaborative because of their efficiency. They were very versatile and adaptive to any industry, and they were easy to work with. I also knew they would be reliable, which was important for me since I would be the one facing the client.

How much have you invested with them?

We've spent \$52,000 CAD (approximately \$42,000 USD) so far.

What is the status of this engagement?

We started working together in March 2020, and it's ongoing.

The Outcome

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

We launched the website a week ago, so I don't have any SEO metrics to share. That said, our end client is happy with Anderson Collaborative's work.



How did Anderson Collaborative perform from a project management standpoint?

Anderson Collaborative is good at project management. We initially encountered some issues from the client. We couldn't get work done for about two weeks and had problems with a member of the client's team's responsiveness. When Trevor became aware of that, they helped in getting the gears back in motion, and everything became easy from there.

After those initial hiccups, Anderson Collaborative has shown they are phenomenal at picking up tasks and moving forward. The process is seamless. We collaborate using Google Docs and Figma.

What did you find most impressive about them?

Anderson Collaborative's ability to quickly adapt to circumstances and their transparency is impressive. In addition, they're a smaller agency, and they have given so much attention to our project. Everyone on their team is involved, and they care about the outcome of their work.

Working with Anderson Collaborative feels like a personal experience since they are invested in the project and the people involved – they want to make everyone happy.

Are there any areas they could improve?

I can't think of anything.

Do you have any advice for potential customers?

Tell them every outcome you want out of the project – they will find a way to make it happen. Give them a timeline, so they have something to follow.