


SEO Campaigns for Crypto Software Company

PROJECT DETAILS

 Search Engine Optimization

 Jan 2020 - Ongoing

 Less than \$10,000

 *"I like their transparency."*

PROJECT SUMMARY

Earned Media provides ongoing SEO services for a crypto software company. The team works on content optimization and link-building efforts and provides regular consultations.

PROJECT FEEDBACK

With Earned Media's help, the client has managed to rank on the first page of Google search results for their main keywords. The team works in an organized and transparent manner — they use a Google spreadsheet to create reports and input pending links that can be reviewed by both parties.

The Client


Please describe your company and position.


I am the Communications of HollaEx


Describe what your company does in a single sentence.

Software as a Sevice

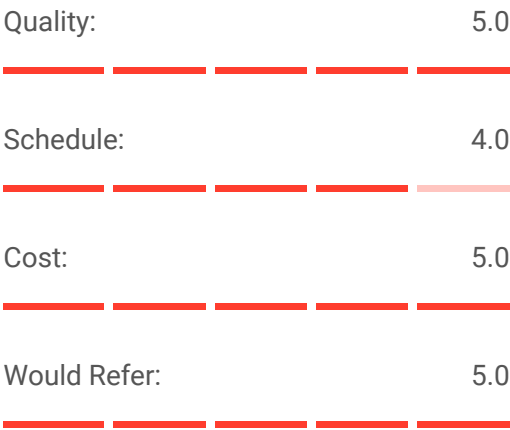
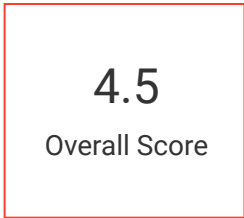
The Challenge

 **Simon Gegen**
Communications, HollaEx

 **Software**

 **South Korea**

CLIENT RATING



The Approach

How did you find Earned Media?

They reached out to us

How many teammates from Earned Media were assigned to this project?

1 Employee

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

We began services with Earned Media with the primary goal to get just one new/media mention per month. During the engagement, the team got us brand mentions most months, and sometimes, in some instances, they were short a month. If they ever did fall short in one month, they always caught it up pretty quickly.

The SEO campaign had three elements (content optimization, link building, and ongoing consultations) — with the goal to rank our main keyword on page 1 of Google Search before the next crypto bull run begins. Currently, in the U.S., Canada, and Australia, we rank in position 2 for our main keyword and position 1 for the U.K.

The Outcome

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

We primarily communicated with the Head of Link Building, who manages a team of 20+ link builders.



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

Earned Media used a Google Spreadsheet for reporting that contained all live and pending links. I like their transparency; I could check the spreadsheet to see what work was in progress. In terms of communication, we used a mix of email, Telegram, and Zoom to communicate. For the most part, it was pretty organized.

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

Quality, results, and price. It's pretty hard to find a reputable SEO agency that can deliver quality at reasonable prices and get insane results. The most impressive thing was our Google rankings. Our main goal was to rank on page 1 of Google Search for our primary keyword within 12 months (before the next crypto bull run), and they did it in less than 6 months, which puts our company in a really good position from a sales and marketing perspective.

We also got a lot of SEO recommendations that were outside the scope of work. For example, they recently did an E-E-A-T audit on our website, highlighting strategic things our main competitors are doing, with technical changes we can make to our website to maintain our competitive advantage.

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

They could add more link-building and content building as more is always better. Understandably this isn't easy.