



SEO Services for Fintech Company

PROJECT DETAILS

 Content Marketing, Other Digital Marketing, Search Engine Optimization

 Jan 2021 - Ongoing

 Less than \$10,000



"Their level of professionalism and overall knowledge within the industry stands out."

PROJECT SUMMARY

Earned Media has been hired by a fintech company for SEO services in order to grow their organic traffic. Their scope of work includes content production and onsite and offsite optimization.

PROJECT FEEDBACK

Through their partnership with Earned Media, the client has achieved significant organic traffic growth. The team regularly communicates their progress and has adapted the client's communication and management tools. Moreover, the client values their diligence, willingness to deliver, and expertise.

The Client


Please describe your company and your position there.

Growth Marketing Manager at an AU based fintech.


The Challenge

For what projects/services did your company hire Earned Media, and what were your goals?


We hired Earned Media to assist us with implementing an SEO program to grow our organic traffic, particularly for non-brand terms.



Growth Marketing Manager, Fintech Company



Software



Sydney, Australia

CLIENT RATING

5.0

Overall Score

Quality:	5.0
Schedule:	5.0
Cost:	5.0
Would Refer:	5.0

The Approach

How did you select this vendor and what were the deciding factors?

Earned were recommended to us from an industry contact. Nick and Shawn were very approachable from the outset, demonstrating clear subject matter expertise. They also had financial services industry experience which made the decision to move ahead with them easy.

Describe the scope of work in detail, including the project steps, key deliverables, and campaigns.

Our engagement began with a research and discovery phase where we deep dived into the competitive landscape and established clear goals regarding queries to rank for and how to achieve top 3 positions. We agreed on an approach encompassing content production, onsite and offsite optimisation.

How many people from the vendor's team worked with you, and what were their positions?

Nick lead the account and worked with their in-house onsite optimisation and content specialists

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

We have achieved considerable organic traffic growth, now ranking high for a number of key high intent non-brand terms.





Describe their project management style, including communication tools and timeliness.

Nick and Shawn communicate regularly with progress updates and monthly reporting. They are flexible in their ways of working and happy to work with our internal comms & project management tools.

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

Their level of professionalism and overall knowledge within the industry stands out. They put in a lot of due diligence before getting started, and it's ensured we've had a smooth project. Also, I really appreciate their follow-through and willingness to deliver.

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

While not a criticism, I'd love to see a few more proactive ideas for our business. Also, the response times to some messages/inquiries has a little room for improvement - even if just to acknowledge and then follow up at a later stage.

