



# SEO for Advertising Agency

## PROJECT DETAILS

 Search Engine Optimization

 Jan 2022 - Ongoing

 Less than \$10,000

“  
*"Their transparent approach and ability to make even the most complex SEO projects understandable are impressive."*

## PROJECT SUMMARY

Yeseo has provided SEO and website audit services for an advertising agency. The goal is to improve the client's organic Google rankings.

## PROJECT FEEDBACK

A collaborative partner, Yeseo has worked hard to improve the client's organic ranking. The team has executed effective communication and delivered the project in a timely manner. Their ability to handle complex tasks and transparency have stood out in the partnership.



## The Client

Please describe your company and your position there.

I am the founder of Norris Media, an advertising agency. We specialise in low carbon performance marketing, therefore our SEO resource is limited, so we partner with Yeseo when delivering projects of this nature.

## The Challenge

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

We have worked with Yeseo on a variety of projects, including ongoing SEO support and full website audits. Always with the ultimate goal of improving organic Google rankings.



**Daniel Bowler**  
Founder, Norris Media



Advertising & marketing



London, United Kingdom

### CLIENT RATING

**5.0**

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 4.0

Would Refer: 5.0





## The Approach

How did you select Yeseo and what were the deciding factors?

The wealth of SEO knowledge and experience Yeseo have, along with their transparent approach, are the reasons we work with them.

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

We work with Yeseo on a range of SEO projects, from ongoing support to full site audits. These projects always include a deep understanding of a clients current position, along with steps on how it can be improved.

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

We have always dealt with Andrew Laws, who is the founder. He then seamlessly manages the workload between himself and his associates, whilst maintaining a single point of contact for us.

## The Outcome

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

We've always seen an improvement in organic rankings with any project Yeseo have been involved in.

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

Always a single and straight forward line of communication. Realistic timeframes are set and the work is always delivered within them.





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

Their transparent approach and ability to make even the most complex SEO projects understandable are impressive.

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

I can think of nothing!

