

SEO & Digital Marketing for Knitting, Crochet & Yarn Store

PROJECT DETAILS

 Digital Marketing

 Oct. 2019 - Ongoing

 \$10,000 to \$49,999

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“SEO Discovery’s team members are very serious about their jobs.”

PROJECT SUMMARY

SEO Discovery provides SEO services to a knitting and crochet materials store. They create various content pieces to improve the client site’s positioning, including animated videos, articles, and blogs.

PROJECT FEEDBACK

Since working with SEO Discovery, the client has seen a 250% increase in their sales volume, and just in the last two weeks, they’ve gained almost 600 new users on their site. The team is qualified, knowledgeable, and responsive, and they always keep the project on time and within budget.



The Client

Introduce your business and what you do there.


I'm the COO of mindfulknits.store. We manufacture and sell knitting kits, crochet kits, and cotton and acrylic yarn for knitters and crocheters worldwide to promote the health benefits of these activities.


The Challenge


What challenge were you trying to address with SEO Discovery?

We needed help with our SEO.

 Taha Shipchandler
COO, mindfulknits.store

 Consumer Products

 1-10 Employees

 Katy, Texas

CLIENT RATING

4.5

Overall Score

Quality: 4.0

Schedule: 4.5

Cost: 5.0

Would Refer: 4.0



The Approach

What was the scope of their involvement?

SEO Discovery helps us with our SEO efforts. We plan the deliverables for each month, which can include articles, videos, slideshows, and blog posts. Before publishing anything, we proofread, edit, and approve the content. As for videos specifically, they create one animated video each quarter, which is usually around 2–3 minutes long.

SEO requires certain features in websites that ours didn't have. Thus, SEO Discovery initially recommended some changes to our website. They made the small tweaks themselves with my approval, and our own team made the bigger changes that required development work with SEO Discovery's guidance.

What is the team composition?

During the first year of our engagement, we typically worked with two people: a project manager and a developer. Now, we work with 3–4 people from SEO Discovery.

How did you come to work with SEO Discovery?

I found SEO Discovery through web research. They were rated as one of the top 50 SEO companies in India, and as I'm from India and I know the situation out there, I decided to call them. They explained their approach to SEO, and we discussed a rate for their services. When we were both on the same page, I hired them.

How much have you invested with them?

We've invested about \$15,000.





What is the status of this engagement?

We started working around October 2019, and our engagement is ongoing.

The Outcome

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

In the past two weeks, we've had 576 new users on our website. As for ROI, our sales volume has increased by approximately 250% since October 2019. I don't attribute these numbers entirely to SEO Discovery's work, but they've definitely helped. They offer excellent value for the money, so I'm 100% satisfied with their services.

How did SEO Discovery perform from a project management standpoint?

SEO Discovery has done a great job keeping everything on schedule and staying within budget. They use a project management site, where they put the plan and deliverables for each month. Additionally, they send us a bi-weekly email with a link to the dashboard that shows the progress of their work. We're also in contact with the project manager and the developer via Slack, and we have video calls through Skype.

What did you find most impressive about them?

I really like that SEO Discovery's team members are very serious about their jobs. The people I've interacted with are very qualified and knowledgeable about their areas of expertise, and they're very responsive as well.



Are there any areas they could improve?

I don't know how realistic my expectations were, but I was expecting to appear on the first page of search results with generic search terms a little bit faster. However, I know it is a difficult thing to achieve. Thus, I would only advise SEO Discovery to try to get their customers to the first page of Google for generic search terms faster.

Do you have any advice for potential customers?

Don't give up and stick to the engagement for the long term. SEO Discovery does their work, but you also need to do work on your own so that you can get results.

