



Web Dev & SEO for Publishing & Media Company

PROJECT DETAILS

 Other Digital Marketing, Search Engine Optimization, Web Design, Web Development

 Apr. 2023 - Jun. 2023

 \$10,000 to \$49,999



"The team had exceptional customer service and technical capabilities."

PROJECT SUMMARY

S.C. Enlivy S.R.L. provided web development and SEO services for a publishing and media company. The team focused on UX design and content promotion and helped enable marketing programs and SEO performance.

PROJECT FEEDBACK

Thanks to S.C. Enlivy S.R.L., the client saw an improvement in revenue performance, a 70% reduction in hosting fees, and enhanced UX scores. The team understood the client's goals and did their best to deliver their promises. Moreover, their communication and technical strength were outstanding.



The Client

Please describe your company and position.

I am the CEO of BWW Media Group

Describe what your company does in a single sentence.

Publisher / Media Company focused on IT Professionals



George Coll
CEO, BWW Media Group



Media



Chicago, Illinois

The Challenge

What specific goals or objectives did you hire S.C. Enlivy S.R.L. to accomplish?

Enlivy was hired in order to assist us with web design, web development and to improve our SEO performance.

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 4.5

Would Refer: 5.0





The Approach

How did you find S.C. Enlivity S.R.L.?

- Online Search
- Other

Why did you select S.C. Enlivity S.R.L. over others?

- High ratings
- Good value for cost
- Company values aligned
- Quality

How many teammates from S.C. Enlivity S.R.L. were assigned to this project?

2-5 Employees

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

There was a comprehensive set of goals as part of the Petri.com relaunch, focusing on User Experience, Content Promotion and Discovery, Enablement of Sponsor Marketing Programs, and SEO Performance while also enabling a foundation that enabled speed and agility for future improvements.

The Outcome

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

- Google PageSpeed Insights score of 90+
- Improved Revenue Performance for Onsite Ad Programs
- 70% Reduction in Site Hosting Fees
- Improved User Experience Scores





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

The team takes a serious approach to understanding the client's goals and business while living up to promises and time commitments. Exceptional communication coupled with the strongest technical strength of any partner we have ever worked with.

What was your primary form of communication with S.C. Enlivity S.R.L.?

- Virtual Meeting
- Email or Messaging App

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

The team had exceptional customer service and technical capabilities.

Are there any areas for improvement or something S.C. Enlivity S.R.L. could have done differently?

no

