



# SEO for Gaming System Integrator

## PROJECT DETAILS

 SEO & PPC

 Nov. 2019 - Ongoing

 \$50,000 to \$199,999



*"We've been impressed by the talent and specialization of the consultants."*

## PROJECT FEEDBACK

Internal stakeholders have seen noteworthy growth in a variety of areas. Customers can expect a knowledgeable, timely, and dedicated team.

## PROJECT SUMMARY

Ignite Visibility delivers SEO consulting and services for a gaming system integration company.



## The Client

Please describe your company and your position there.

iBUYPOWER is a Systems Integrator that builds custom and prebuilt gaming computers by assembling parts & components from top industry brands.

## The Challenge

For what projects/services did your company hire Ignite Visibility?

iBUYPOWER needed granular SEO advice and implementation as we transitioned our website. Ignite's services, lead by Khalil and his team, helped us diagnose several issues regarding the back-end web development, ultimately boosting our SEO, while going above and beyond to transfer knowledge share to ensure our long-term success.

What were your goals for this project?

To diagnose fundamental SEO issues, while ensuring effective knowledge share. To increase and sustain our top ranking pages and keywords. To coordinate reach-out/PR campaigns for industry-related editorials.



**Tristan Ackley**  
Digital Marketing Specialist,  
iBUYPOWER



**Gaming**

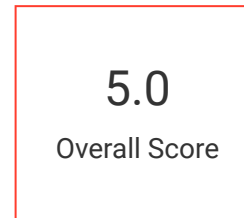


**201-500 Employees**



**Baldwin Park, California**

### CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





## The Approach

### How did you select this vendor?

Our Web Development team had been speaking with Ignite for some time. When I was brought onto the Marketing team August 2019, the responsibility of the project was handed over to me for execution.

### Describe the project in detail.

Khalil coordinated weekly calls and daily incremental improvements right from the beginning. His organization and patience with our workflow capabilities was essential to incremental growth of our SEO rankings.

### What was the team composition?

Khalil lead a team that included: Digital PR Coordinator SEO Assistant Premium Content Creators

## The Outcome

### Can you share any outcomes from the project that demonstrate progress or success?

Significant growth in primary keyword/landing page needs, as well as backlink audits, toxic URL redirects. However, the greatest value has been the knowledge share, as Khalil thoroughly demonstrated the proverb "Give a man a fish, and he eats for a day. Teach a man to fish, and he eats for a lifetime."

### How effective was the workflow between your team and theirs?

Highly efficient and effective.





What did you find most impressive about this company?

We've been impressed by the talent and specialization of the consultants.

Are there any areas for improvement?

N/A

