



CLIENT

Neff Associates

LOCATION

Philadelphia, PA.

INDUSTRY

Advertising Agency | Public Relations | Marketing Consultant

Overview

Neff Associates is a media firm in Philadelphia specializing in public relations and print, radio, and TV advertising. They have a growing client base in the greater Philadelphia area and they are highly regarded for their client-focused, results-driven approach to advertising. Neff Associates had a web presence before working with WebiMax, but they were not achieving the exposure online that they desired and felt they needed in order to grow their firm. Their main goal at the outset was to rank well for priority keywords that would bring additional search engine traffic from those seeking services the firm offers.

Project Summary Highlights – Digital Marketing

- Prioritized the optimization of key on-site elements
- Optimized the backend of the site for proper search engine crawling in addition to off-site outreach, content creation, and link building
- In the first 6 months WebiMax accomplished the following for Neff Associates: quadrupled the number of keywords ranking on page 1 of Google, increased the average ranking of priority keywords in Google by 18 positions, increased organic traffic by 65% and influenced a 78% overall increase in traffic