



**CLIENT**  
NeoPost

**LOCATION**  
Milford CT

**INDUSTRY**  
Mailing and Shipping

### Overview

Founded in 1924, Neopost has grown to become a global leader in mailing solutions and a major player in digital communications and shipping services. NeoPost Inc. received a message in Google Webmaster Tools account that they had unnatural inbound links. The goal was to get the manual penalty removed so that their organic rankings would bounce back to where they were before.

### Project Summary Highlights – Digital Marketing

Google penalty lifted within 5 weeks. The penalty had caused a 62% drop in traffic. Performed an in-depth analysis to find the root cause of NeoPost Inc.'s penalty and loss in web rankings. This uncovered a large number of issues that were not in line with Google's current best practices. Worked diligently to address issues and optimize site to align with Google best practices. Got penalty lifted by leveraging relationship and understanding of Google. Rankings and organic traffic full rebound within 3 months and continued to climb.