



CLIENT
School Outlet

LOCATION
Lake Tahoe, NV

INDUSTRY
Furniture

Overview

School Outlet, a provider of school furniture, came to WebiMax with the goal to figure out why their traffic had plummeted within a three month period.

Project Summary Highlights – Digital Marketing

- Analyzed all aspects of the website: on-site and off-site that could be causing any issues.
- Identified Google Penguin Penalty
- Identified any items not in line with Google’s best practices
- Got penalty lifted by leveraging relationship and understanding of Google.
- 500% increase in traffic. Steady increases in revenue.