



CLIENT
Seament

LOCATION
International

INDUSTRY
Concrete Product
Manufacturer

Overview

Seament, an international provider in bulk materials in all areas of manufacturing, bulk handling, shipping, and terminal management had a bad reputation within the SERPs. The goal was to get the right messaging out there by creating properties and content to replace the negative entities that exist.

Project Summary Highlights – Digital Marketing

- Performed an in-depth analysis to find the root cause of Seament's problem. Created a plan of action for the best strategy for results. Worked diligently to address the listings that were considered to be negative to the Seament brand. Within 6 months WebiMax had a handful of properties ranking on page 1 and 2 of Google, replacing a number of negative listings that previously existed. Within a year many more WebiMax-created properties were on page 1 and 2 of Google neutralizing most of the negative entities to Google page 2 and beyond. Seament's reputation has been cleared.