



SEO & SMM Services for Nonprofit

PROJECT DETAILS

 Branding, Marketing Strategy, Search Engine Optimization, Social Media Marketing

 Mar. 2024 - Ongoing

 Confidential

 *“GYBO Digital Marketing has been excellent in all areas.”*

PROJECT SUMMARY

GYBO Digital Marketing provides SEO and SMM services for a nonprofit. The team has improved the client's website design and created web content, including new pages and blogs, to increase organic traffic.

PROJECT FEEDBACK

GYBO Digital Marketing has improved the client's visibility, and their website visitors have almost doubled. The team is timely, professional, knowledgeable, and responsive. The client is impressed with the results and how the team interacts with them. They're invested in their client's success.



The Client

Introduce your business and what you do there.

I'm the CEO and founder of Putnam Service Dogs, a nonprofit organization that trains and provides free service dogs, primarily rescued mixed breeds, to people with physical disabilities (excluding blindness) and veterans with PTSD, fostering life-changing partnerships and ongoing support.

The Challenge

What challenge were you trying to address with GYBO Digital Marketing?

We needed help improving our online visibility on Google and other social media platforms. We also needed help improving our website design and adding keywords.



Nancy Teague

CEO & Founder, Putnam Service Dogs



Non-profit



Brewster, New York

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 4.5

Would Refer: 5.0



The Approach

What was the scope of their involvement?

GYBO Digital Marketing provides SEO and social media management services and has improved our website design. The team has created web content, including new pages and blogs, to increase our website traffic organically.

What is the team composition?

We work with 2–5 teammates from GYBO Digital Marketing.

How did you come to work with GYBO Digital Marketing?

We found GYBO Digital Marketing through an online search. We chose them over other options because they had high ratings, were close to our geographic location, had pricing that fit our budget, had a great culture fit, offered good value for the cost, and had company values that aligned with ours.

What is the status of this engagement?

We started working with GYBO Digital Marketing in March 2024, and our engagement is ongoing.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

GYBO Digital Marketing has improved our visibility markedly in the time we've worked with them. Many of our most important keywords now land us on the first page of Google search, as opposed to pages 3–4. Our website visitors have almost doubled during the time we've been working with them. We've also seen an increase in the length of time people spend on our website and the





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number of people choosing our key targets, such as certain types of applications and donations.

How did GYBO Digital Marketing perform from a project management standpoint?

GYBO Digital Marketing's project management is timely, professional, knowledgeable, courteous, and responsive — everything we'd hope for and more. We communicate via email and messaging apps. The team meets with us for an hour monthly and provides a detailed, thorough report showing how we compare with the previous month and the same month of the previous year.

What did you find most impressive about them?

We're impressed with the results, the way GYBO Digital Marketing interacts with their customers, and their desire to do an excellent job for us. The team is totally invested in our success.

Are there any areas they could improve?

GYBO Digital Marketing has been excellent in all areas — they don't have any weak areas.



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