



# SEO & Content Creation Services for Robotics Company

## PROJECT DETAILS

 Content Marketing

 May 2020 - Ongoing

 Less than \$10,000



*"Their flexibility and ability to understand our needs set them apart from other companies."*

## PROJECT SUMMARY

Rosh Digital provides SEO and content creation services for a robotics and automation firm. Their tasks include optimizing the client's website as well as creating content for it.

## PROJECT FEEDBACK

Within a few months, the client's website doubled its organic traffic. The company has also been impressed with the team's understanding of business needs, enabling them to manage the project according to expectations. Overall, the Rosh Digital team has been professional and easy to work with.



## The Client

Introduce your business and what you do there.

Our company deals with robotics and automation systems, producing turnkey solutions for many types of industries. I'm the COO of the company, and I'm in charge of operation and procurement.

## The Challenge

What challenge were you trying to address with Rosh Digital?

We wanted to get more traffic to our website.



**Idan Rosental**  
COO, Robotics Company



**Manufacturing**

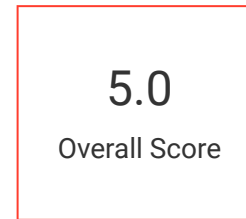


**11-50 Employees**



**Migdal HaEmek, Israel**

### CLIENT RATING



Quality: 4.5



Schedule: 5.0



Cost: 4.0



Would Refer: 5.0





## The Approach

### What was the scope of their involvement?

Rosh Digital provides standard SEO marketing services. They upload more content and update the information found on the website. They also optimize its performance by finding technical issues.

Every week, the Rosh Digital team conducts a call or Zoom meeting with our CEO, discussing what needs to be posted on the website. They then upload more content, articles, and blogs depending on the subject we choose or the industry we target.

For the more visual tasks, they bring their own photographers to take pictures of our machines, CEO, and similar things.

### What is the team composition?

Personally, I've worked with 3–4 people from their team, including Roy (Marketing Manager & Co-Founder). I've also worked with people in charge of content, social media, and web development.

### How did you come to work with Rosh Digital?

I found them through a recommendation from a colleague. During the interview, they tried to better understand our business. They also identified who our customers were and what markets we wanted to target. Since the interview went well, we decided to go for them.

### How much have you invested with them?

We invest around \$1,000–\$1,500 a month for their services.





## What is the status of this engagement?

We started working with them in May 2020, and the project isn't finished yet. We're still working with them on developing our LinkedIn platform.

## The Outcome

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

Our organic traffic has been doubled in a few months. We've also been satisfied with the content that Rosh Digital provides. If there's a new client, I'll recommend them – I actually already have, because they're doing well.

### How did Rosh Digital perform from a project management standpoint?

Everything has been fine. Since receiving access to our website, Rosh Digital has been doing whatever they need to do in terms of uploading content and optimizing the site.

They ask us questions, and we provide what they want. From there, they take full control of the website and content. This is an easier way for us to manage the website. We don't need any tools or plugins.

### What did you find most impressive about them?

Their flexibility and ability to understand our needs set them apart from other companies. On top of that, their team feels very human. They're professional, but they're also kind and nice. Overall, they provide a great working atmosphere.





## Are there any areas they could improve?

No, there aren't. I don't have much experience working with many companies, but I did work with another company before, and Rosh Digital has been much better than them.

I'm sure that the Rosh Digital team can improve on some things, but I can't point to anything specific for now.

## Do you have any advice for potential customers?

As long as the business is a small- or mid-sized company and they don't need a team of 100 developers, Rosh Digital can provide solutions.

