

## **Recommendation for Bill Ross and Linchpin SEO**

- Jennifer King, Director of Marketing, Camargo Pharmaceutical Services

When facing the challenges of moving to a new website, we knew from the start Camargo had many issues to address. First, our blog, an important and widely-read resource for our niche in the pharmaceutical industry, was hosted at a different site than our company website, which meant that we were missing out on the organic search results of having quality information on our blog connected to our site. Second, our website had been built on a proprietary web design platform and hosted in an environment incompatible with WordPress, our blog's format. Third, our branding, though recently updated, didn't follow the direction the company was poised to grow. Fourth, one of our main goals for business and growth was to integrate our incoming contact form data with our CRM software housed internally, which had never been accomplished. As a result, we knew we needed a whole site re-do, from every aspect.

After interviewing local website redesign firms, small and large, and also having consultations with large national site redesign firms, we couldn't find a provider who could address all the challenges our website project had. Then we found Linchpin SEO. Not only did Linchpin SEO's former and existing clients recommend them enthusiastically, but the initial conversations indicated Bill Ross and his team at Linchpin SEO would be able to meet every challenge we faced. With positive due diligence in hand, we began work with Linchpin SEO.

From the very first, Linchpin SEO rose to every challenge and made every call and interaction positive (and fun) with a can-do spirit. When the science and technicalities behind what our company does would set most people back, Bill Ross quickly learned the nuances of our technical jargon and seamlessly generated web content. Even as the site proved to be a bigger challenge than first anticipated, Bill Ross has come through with the solution for obstacles and problems before they started.

Linchpin SEO met every need we had with our website redesign, site and blog integration, brand and look update, and forms-CRM assimilation. Bill Ross and his team have exceeded our expectations. We cannot recommend them highly enough. They are exceptional.

