



In the fall of 2015 our marketing team was given the green light to being a months-long process of redesign and relaunching an entirely new website. We had previously decided to not renew the contract with our current SEO firm and realized we needed to start the search for a true SEO partner who could help us through the entire process and also give us deeper insights into SEO management. We evaluated a few firms, but none were as knowledgeable and flexible as Linchpin.

My coworkers and I worked with Bill from the beginning of our website redesign and relaunch to truly come up with a customized plan, and Bill was seen as a valued member of our team. None of us were SEO experts and without Bill's detailed help and suggestions we would never have been able to achieve the success we are having with our new site.

While we're only a month in post launch of our new site, we've already increased traffic to the site by 7%, and demo requests by 50% over last year. We're looking forward to continuing our relationship with Linchpin and Bill!

Sarah Leitz, Product Marketing Manager, LLamasoft, Inc.