

LEADING COMPANY IN CONNECTIVITY  
AND HOSTING INFRASTRUCTURE  
IMPROVES SEO AND BRAND  
AWARENESS



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## THE CLIENT

The client is one of the fastest-growing connectivity and hosting infrastructure providers with extensive coverage across the USA and the rest of the world. Established in 2000, this green Data Center supplier provides flexible connectivity solutions, hosting, and security for SMEs in Romania and internationally. Our client is recognized as one of the leading connectivity and cloud services partners for growing businesses.

## CHALLENGES

We tried to tackle each challenge by setting a list of smart objectives for the time being:

1. The client wanted to improve its brand awareness and its indexation in search engines.
2. The client aimed for a 10% increase in website traffic/ month within the first 4 to 6 months of activity.
3. Secondary goals: increase its website visibility on the Romanian market and identify a strategy for a WordPress website that included eCommerce capabilities.

Both of the secondary objectives were directly and specifically related to SEO and strategy.

## SOLUTIONS

The solutions that we agreed to implement were set to impact the objectives directly:

1. The first step we took was to populate the website with specialized content such as blog posts, landing pages, case studies, whitepapers, and videos. Upon completion, we could see clearly what types of content got the most traction. This helped us have an overview of what needed to be optimized and what not.
2. To increase website traffic, we mixed SEO techniques and Google Ads services which had the objective of lead acquisition.
3. To generate awareness for our client on the Romanian market, we also implemented an outbound marketing strategy. We focused on different areas and industries that were of interest to our client and set up one-on-one meetings with key people in strategic positions.

## RESULTS

The collaboration, which lasted for one year, resulted in many improvements for our client, from which we mention a few below:

1. We have written more than 30 new marketing materials that were uploaded to the website. Our SEO optimized marketing materials included the following:
  - a. 16 industry landing pages
  - b. gated content - white papers
  - c. case studies
  - d. Black Friday campaigns

The website traffic of our client grew by 157% within half a year. Furthermore, our client's domain strength increased from 4.7 to 5.2.

2. Our Google Ads campaigns turned out to be a real success, as they accounted for 60% of the total website traffic. Additionally, our SEO activities increased brand awareness and visibility, particularly a 5% growth for online visibility. Moreover, with constant monitoring, we have managed to rank 168 keywords in the top 50.
3. Our lead generation efforts generated more than:
  - a. 2000 new prospects
  - b. 74 positive replies
  - c. 29 open opportunities

## Conclusion

Team effort, perseverance, and dedication are always factors that determine our success. We are committed to bringing the best results for our clients, regardless of their industry. We take one step at a time, and we constantly try to learn and evolve as individuals and as a team.

NNC Services offers marketing services dedicated to B2B IT and professional services companies. We integrate marketing solutions to guarantee measurable results at sales and communication levels. Additionally, NNC Services offers dedicated and specific SEO services for companies, like the one above, that want to improve their website, domain, and search rankings.

