

# Case Study: Medium Enterprise Computer Software Company

## Introduction

This case study of a medium enterprise computer software company is based on a April 2015 survey of TopSpot Internet Marketing customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“TopSpot Internet Marketing understands my business goals and I consider them a partner in my business.”

## Challenges

Faced the following **marketing challenge** before choosing TopSpot Internet Marketing:

- Incomplete analytics/website data

Faced the following **website challenge** before choosing TopSpot Internet Marketing:

- An ineffective website

## Use Case

TopSpot Internet Marketing Services:

- Paid Search (PPC) Strategies
- Search Engine Optimization (SEO) Strategies
- Analytics/Reporting Data
- Website Development and Design

Values the following unique approaches of TopSpot Internet Marketing:

- Collaborative team approach
- Availability to discuss their comprehensive analyses
- Development of new marketing/website strategies and ideas for business development

## Results

Experienced the following as a result of TopSpot Internet Marketing strategies and solutions:

- Increased online visibility (Ads, Rankings)
- Met their business goals

**Noticed an impact on their business immediately after implementing their TopSpot Internet Marketing strategy.**

**Increased their quality leads by 75-100% since implementing TopSpot Internet Marketing.**

### Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:  
**Medium Enterprise**

Industry:  
**Computer Software**

### About TopSpot Internet Marketing

Started in 2003 with 5 original team members, TopSpot has been one of the fastest growing search marketing firms in Houston, Texas. With over 75 employees based in the home office and 20 sales representatives around the country, TopSpot's current customer base exceeds 700.

**Learn More:**

[TopSpot Internet Marketing](#)