

**“gShift Labs reports are easy to produce and easy to digest for our clients.”**  
**James Craig, Marketing Project Manager**

## Digital Marketing Agency uses gShift Labs to Reduce SEO Reporting Time by 80% & Increase Productivity

Co-founded by Patricia Brusha and Alicia Whalen, **A Couple of Chicks** is a full service digital marketing agency that focuses on providing online marketing services to the travel, tourism and hospitality industry. For over seven years they have been managing all aspects of their clients' web presence such as: new website development, writing and optimizing content, publishing online press releases, executing paid campaigns on Google and Facebook, and search engine optimization (SEO) reporting.

### **The SEO Challenge**

In the past, SEO reporting was a manual process for A Couple of Chicks. Producing SEO reports was a major problem and extremely time consuming because all of the data had to be pulled from multiple sources including: Google Analytics statistics; rank checker reports; backlinking sources; and social media data. As a result, the reports weren't consistent, and there was more information than needed.

"When it came time for monthly reports it was just a crushing amount of work to get done in a few days," said James Craig, Marketing Project Manager at A Couple of Chicks. "If we wanted to make any keyword recommendations, we had to look at the rankings for keywords in one place, then go look at the traffic for keywords someplace else."

### **The SEO Solution**

It was a collaborative decision to use **gShift Labs' Web Presence Optimizer™** - the whole team at A Couple of Chicks had a demo and decided it was definitely something that would work for them. It is a cost effective SEO solution for agencies that provides a breadth of flexibility and scalability, with the ability to add and remove domains, clients and pages as needed.

### **About A Couple of Chicks**

Since 2005, A Couple of Chicks e-Marketing has been providing clients with digital marketing strategy, guidance, execution and measurement to ensure success on the web. A digital marketing agency focused on travel and tourism marketing, A Couple of Chicks e-Marketing brings together social media strategists, web copy writers, search specialists, SEO marketing experts, online PR, and travel industry professionals with proven strategies for building successful online brands in a fun and non-intimidating way.  
<http://www.acoupleofchicks.com/>

### **Goals**

- Reduce SEO reporting time and effort
- Increase digital marketing agency productivity
- Simplify web presence optimization

### **Approach**

- SEO reporting and monitoring software
- Automate SEO management
- Optimize clients' web presence and manage data all in one place

### **Results**

- Reduced SEO reporting time by 80%
- Making better SEO and content marketing decisions around keywords
- Helping clients better understand their web presence
- Cost effective, flexible and scalable SEO software solution

The pricing model really made sense too. "Within our plan we have the flexibility to add new hotels or enter a new set of keywords or a new campaign for an existing client," said Craig.

### **The SEO Results**

gShift has added a lot of value to A Couple of Chicks services. One huge benefit is that they get keyword rankings for Google, Yahoo and Bing pulled right into their reports, as well as the traffic that each of those keywords is driving, allowing them to make better SEO decisions about which keywords to target with their optimized content marketing strategies.

The fact that gShift brings all of the relevant SEO data together – keyword rankings, keyword traffic, backlinks, competitive data, social signals – all in one place in a simplified format is a big advantage for a digital marketing agency.

"It would take me 5 days to produce reports, and in those 5 days I couldn't work on anything else," said Craig. "Now I can produce, analyze and summarize all of our reports for all of our clients in one day. That's the biggest challenge that we faced that gShift has helped us overcome."

According to Craig, "gShift Labs reports are easy to produce and easy to digest for our clients." gShift reports help their clients to better understand what's going on with their web presence. They are not interested in going through pages and lists of words and numbers and percentages extracted from Google Analytics. A Couple of Chicks has always had the challenge of highlighting the most important points, and gShift does a really good job of simplifying the SEO data.

### **About gShift Labs**

gShift Labs' industry leading SEO software system, **Web Presence Optimizer™ (WPO)**, helps marketers and agencies more efficiently and effectively monitor and report on SEO campaigns.

gShift's patent-pending WPO software provides insight into an entire web presence – website, blogs, press releases, social media and analytics - by reporting organic rank data, backlinks, social signals and competitive intelligence, all of which contributes to the goal of ranking higher organically in the search engines.

Organizations of all sizes benefit by reducing the time and resources required to analyze and improve organic search optimization. Companies across North America are getting to Page One because of gShift's WPO software.

Winner of the **Digital Media category at the 2010 CIX Awards** and **Best New Start-up of the 2010 York Technology Alliance Technology Leadership Awards**, gShift Labs is considered one of the hottest innovative companies in Canada to watch and follow.

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