

## Case Study Robins Consulting

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|  | <p style="text-align: center;"><b>eBrandz Appraisal:</b></p> <p>"Because my industry is so specialized I did not have the competition that some companies might have. I was told I would start seeing results in a few months but I actually started seeing results in just a few weeks. We have picked up many new clients and candidates because of our search engine placement that eBrandz helped us with"</p> <p style="text-align: right;">- Craig Robins, Owner of Robins Consulting</p> |
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### eBrandz helps Robins Consulting increase sales by 100 %

**Client:** Robins Consulting has made its mark in employment recruitment by focusing solely on jobs in transportation, logistics and supply chain. At Robins Consulting, the mission is simple: to make precise matches and build long-lasting relationships. In short, they pride themselves on being industry insiders.

**Challenge:** Reading a few newspaper articles about how SEO can help small businesses grow, Craig Robins started search for an SEO company. However, his budget was limited and even one man SEO specialists he consulted were charging in the region of \$50 to \$500 per hour for SEO work. The challenge was to find a good SEO vendor who would fit into the small budget which Robins Consulting had for internet marketing.

**Solution:** Based on Robins Consulting requirements, eBrandz recommended its Bronze SEO service. After some initial consultation, eBrandz team began working on this project. Craig was initially concerned, but the customer service was great from day one and since then all his fears have been forgotten. The eBrandz technical team was very experienced and knowledgeable and explained everything very systematically. Overall everything was excellent.

**Results:** Says Craig, "Because my industry is so specialized I did not have the competition that some companies might have. I was told I would start seeing results in a few months but I actually started seeing results in just a few weeks. We have picked up many new clients and candidates because of our search engine placement that eBrandz helped us with. Our visibility increased dramatically and the results have paid for themselves many times over. Having a website is great but if no one can find you it really can't help your business".

So would you recommend eBrandz to others? "Our sales have increased by 100 % since we partnered with eBrandz. So yes. Absolutely. Give them a try and see the results for yourself."



| Search                        | Google |
|-------------------------------|--------|
| logistics headhunter          | # 1    |
| supply chain management jobs  | # 2    |
| transportation headhunter     | # 2    |
| transportation management job | # 2    |
| logistics recruitment         | # 3    |
| transportation logistics job  | # 3    |
| warehousing jobs              | # 3    |
| jobs in logistics             | # 4    |
| supply chain jobs             | # 4    |
| trucking employment           | # 4    |
| transportation job            | # 5    |
| transportation jobs           | # 5    |
| logistics job                 | # 7    |
| logistics jobs                | # 8    |
| trucking jobs                 | # 13   |
| transportation recruiter      | # 16   |
| trucking job                  | # 18   |
| logistics recruiters          | # 19   |
| supply chain recruiters       | # 20   |



| Search                        | MSN  |
|-------------------------------|------|
| logistics headhunter          | # 1  |
| supply chain jobs             | # 1  |
| supply chain management jobs  | # 1  |
| transportation headhunter     | # 1  |
| transportation management job | # 1  |
| warehousing jobs              | # 1  |
| supply chain recruiters       | # 2  |
| logistics jobs                | # 3  |
| logistics recruiters          | # 3  |
| trucking employment           | # 3  |
| jobs in logistics             | # 4  |
| logistics recruitment         | # 4  |
| transportation jobs           | # 9  |
| supply chain resume           | # 14 |
| transportation recruiter      | # 14 |
| transportation resumes        | # 16 |
| trucking broker               | # 16 |



| Search                        | YAHOO |
|-------------------------------|-------|
| logistics headhunter          | # 1   |
| transportation jobs           | # 1   |
| warehousing jobs              | # 1   |
| logistics jobs                | # 2   |
| supply chain management jobs  | # 2   |
| transportation recruiter      | # 2   |
| transportation headhunter     | # 3   |
| transportation management job | # 3   |
| logistics recruitment         | # 4   |
| transportation recruiters     | # 4   |
| logistics job                 | # 5   |
| transportation logistics job  | # 5   |
| supply chain jobs             | # 6   |
| transportation job            | # 6   |
| transportation resumes        | # 7   |
| logistics recruiter           | # 14  |
| logistics recruiters          | # 15  |
| jobs in logistics             | # 16  |
| supply chain recruiters       | # 19  |