



# Tangerine Marketing Case Studies

DTS moved their website from homegrown html to wordpress. The project was initiated in 2016 and Tangerine was contracted at the start of 2018 to guide the SEO optimization process assuring that the current webswite that had time in the sand box transferred all it's ranking to new site.

When the website started delaying the SEO project - DTS asked Tangerine to step in and manage the website project putting the SEO project on hold. We launched Fall 2018 with very little downtime and loss of ranking.

New site was build with strong SEO bones and a blog that could be easily updated. We then began the site optimization in earnest, building on the best practices we used to build the site, including post and blog training, and various other maintenance training videos (see [tangerinemarketing.com/Client-Training-Videos](http://tangerinemarketing.com/Client-Training-Videos)). DTS wanted all their current content transferred and accessible. They also wanted to be able to produce more content including pages, products, blog articles and categories.

The SEO project recommenced in January 2019 and has seen great organic growth.

