



## How Emerald Digital Helped The Bid Lab Earn 7.7K Backlinks and Increase Organic Search Positions

# About the Client:



**THE BID LAB**  
YOUR RFP EXPERTS

## The Bid Lab:

The Bid Lab is a one-of-a-kind, RFP consultant firm founded by proposal experts. Tackling industries such as government projects, commercial development, education, and more, the firm prides itself on managing the entire bidding process for its clients. The Bid Lab boosts sales and contract values by analyzing up-sell and cross-sell opportunities, in addition to managing deadlines and milestones to ensure each of its clients bid is turned in on time, as the best looking bid in the stack.

**Industry:**

Business Solutions

**Location:**

United States

**Services:**

Digital Marketing

*SEO*

*Digital Marketing*

*Lead Generation*

*Website Development*

“ Emerald has transformed our business, since we’ve started working with them, our business has more than quadrupled.

- Maurice Harary  
Founder & CEO, The Bid Lab



# The Challenge:



## Increasing Search and Web Traffic for an RFP Firm

At the start of The Bid Lab campaign, Emerald Digital was challenged with the task of increasing organic search and web traffic for an RFP firm looking to key in on industries that need assistance finding, developing, and managing the entire RFP process.

Maurice Harary, Founder and CEO, knew he needed the help of a full-service digital marketing agency to provide an extensive SEO campaign which involved creating optimized content, backlinks, and local search parameters for The Bid Lab. The Bid Lab recognized that a heavy focus on a backlink campaign would quickly drive traffic, authority, and organic leads. This would allow The Bid Lab to become a natural competitor within the RFP space.

As a unique business solution vying for leads, The Bid Lab knew Emerald Digital was the Agency to produce substantial results and get them to the finish line with their SEO needs.

**“ When Emerald recommends a service we take it, because we know it will turn ROI.**

*- Maurice Harary, Founder & CEO, The Bid Lab*



# The Solution:



## Search Engine Optimization Experts with Proven Success

When Maurice Harary first met Matthew Berman, president of Emerald Digital, they spent hours flushing out the details of the best way to increase leads and organic search traffic within his respective industry. It was through a thorough conversation and ideation session that Maurice decided Emerald Digital was the best Agency to carry his vision for The Bid Lab to the finish line.

After understanding the strategy and internal workflow that goes into developing a successful Search Engine Optimization campaign, Maurice and his team placed their trust in Emerald Digital to implement and deploy a three-pronged strategy that involved website development, search engine optimization, and digital ads to influence organic search and traffic rates, in addition to targeting the right audiences that would utilize RFP solutions within their respective industries.

Emerald diligently pulled keywords and phrases relating to the request for proposal industry to aid in optimization efforts for The Bid Lab's landing pages, website copy, and Pay-Per-Click (PPC) Ads.

The Result: A fully-optimized website with on-site consultation abilities; an extensive backlink campaign that showcases continuous growth of the site; and an increasing authority score.



# The Result:



## A Backlink Campaign that Started at 0 and Soared to 7.7K

Since starting with Emerald Digital, The Bid Lab has continued to expand and reach new goals for its company. Not only is The Bid Lab equipped with a fully-optimized site working to its benefit, but its search engine optimization strategy has secured 7.7K backlinks, driving authority of the website substantially.

Alongside its growing authority score and backlinks, The Bid Lab has also doubled its clients quarter over quarter while working with Emerald, this is due in part to our in-depth optimized search engine optimization campaign coupled with our proactive digital ad campaign that seeks out The Bid Lab's niche audience.

Today, The Bid Lab, through its search engine optimization efforts with Emerald Digital is continuously growing its backlinks which is driving over 30K impressions to its website and landing pages monthly. The Bid Lab has gone from being ranked 30 for phrases such as "rfp response", "The Bid Lab," "RFP Cover Letters," and "how to find RFPs," to now ranking in the top 10 for each of these keywords.

The Bid Lab is now planning for the future and looking to expand its digital presence to maintain its growing business and become a leading provider of RFPs within the business solutions sector.

**“ Any online ads Emerald now manages for us and our team couldn't be more grateful.**

*- Maurice Harary, Founder & CEO, The Bid Lab*



**Is your lead generation strategy  
creating immediate conversions?  
It should be.**

Emerald Digital offers strategic social and digital marketing plans that work to move the needle forward for your business.



**CONTACT US**