

STRATEGIC PARTNERS FOR
YOUR INBOUND MARKETING



greenlane.
search marketing LLC

Est. 2005

greenlaneseo.com

info@greenlaneseo.com

610-973-7119

WHO ARE WE?

Greenlane Search Marketing, LLC is a boutique inbound marketing agency. Originally started in 2005 as a small practice, Greenlane was reborn as an agency in 2012 from a passion for digital innovation. Our approach is data-first, derived from our years with enterprise clients demanding extraordinary results. We are strategic partners.



- **Mind**

We identify the key opportunities to build your brand's digital marketing success and deliver results through big ideas that leave a positive impact on your customers and your bottom line.

- **Heart**

Your passion for your business and our passion for digital marketing mixes to create strategies. Each month we provide the direction to complete campaigns successfully, then start again next month.

- **Hands**

If needed, we can be your labor or partner with your team for implementation.

DEFINITION OF BOUTIQUE AGENCY:

bou-tique agen-cy \bū-'tēk\ 'ā-jən(t)-sē\

“A best of breed agency, highly specialized in their niche with top talent.”

As a boutique agency, Greenlane's focus is on inbound marketing. Our services support all the inbound channels including SEO, PPC, content strategy, analytics, and conversion rate optimization. We focus on branding and engagement, all the way to the conversion and ROI. Your business goals become our goals. We expect you to hold us to that!

WHY WE'RE DIFFERENT

We practice agile marketing. Search engines update 400 times a year - your search vendor should be just as fluid. Instead of 6-12 month project plans, we build monthly campaigns and strategies.

- To win with inbound marketing, you must iterate. Testing and experimenting is the key to learning a search engine's tolerance for your content.
- We optimize for search engines and your customers.
- We want true partnerships. We want clients to let us be a part of their team, to interact with the other marketing departments and vendors, while sharing and leveraging all the creative ideas needed for inbound marketing growth.



EXECUTIVE TEAM

Bill Sebald

- **MANAGING PARTNER**

He's been in the industry since 1997, started the SEO channel at GSI commerce (later eBay Enterprises), and is regularly featured in various online trade publications and journals, notably Moz and Search Engine Journal. If you've read about SEO online, you may have seen his face. Bill started Greenlane in 2005, and is known in the SEO space for his thought leadership. Working with huge brands like Calvin Klein, Toys R Us, PetSmart and the NBA. At Greenlane Bill leads the SEO and Marketing Technology departments. When he isn't using his talents for our clients, Bill can be found improving the industry as an educator, speaker and writer.

Keith Urban

- **MANAGING PARTNER**

Keith has had a unique path. He came up in analytics before entering the digital marketing and SEO world, which allowed him to see things differently than marketers-turned-analysts. Keith was the founding manager of the marketing analytics group at TrueAction where he was charged with the optimization of enterprise marketing campaigns and maximizing clients' ROI. He has worked with big brands like Ralph Lauren, Ricoh, Wolters Kluwer, and the American Medical Association. He excels in his ability to see the forest for the trees, approaching SEO challenges through an analytical lens to figure out where they fit within the overall marketing landscape. Keith heads our Accounts, Analytics and PPC departments.

Sean Malseed

- **Director of Technology**

Sean is a renaissance man that truly loves technology. Sean's no stranger to technical SEO, working previously as Director of Strategic Development at SEMrush and running his own successful agency. Sean loves to build technology and tools for his site RankTank.org, as well as mobile apps, games and software. He's spoken at conferences worldwide including SMX, Pubcon, SES, Wordcamp, SearchMarketing Day, and Online Marketing Summit.

Anthony Moore

- **SEO Director**

Anthony infiltrated the digital industry 10 years ago. Through the years, he's had the task of solving problems for some of the biggest enterprise brands around including: Levis, Ace Hardware, PetMD and Lucky Brand Jeans. As our SEO Director, his primary focus is developing and leading up the Outreach program, and managing our SEO associates.

Nicole Hess

- **Director of Strategy**

With deep roots in strategy and data analysis, her widely varied experience includes 100+ successful multi-channel marketing campaigns for Fortune 500 firms to local non-profits and everything in between. As a local SEO expert, Nicole has spoken at conferences in Miami and Philadelphia, and was featured on the cover of Philly Ad News Magazine.



CLIENTS

Experience Matters - *Brands we've worked with*



JOSEPH  ABBOUD



MEN'S WEARHOUSE



free people

CASE STUDIES

Search engines don't sit still, and neither do our methods. We are always testing, analyzing, and developing case studies to show our success.

The SEO industry knows Greenlane as thought leaders. We believe good work should be simple to measure.

- **Returning 30,000 Visits by Fixing a Site's Crawlability Problem**
Learn about a technical SEO fix that brought back 30,000 visits in 2 months.
- **Optimize Now for Entities and Relationships**
Want to be cutting edge and be relevant for a Post-Hummingbird Google? Here's what we discovered.
- **Out of the Penalty Box and Better Than Ever**
Read our case study about a manual penalty recovery and how we improved our client's natural search traffic and conversions in the days to follow.
- **How We Helped a Local Company Compete With the Big Brands**
See how we turned a small flower shop into a real online competitor to major eCommerce flower retailers.
- **The Word "Free", Thy Presence Can Really Do Wonders!**
Read our case study at VWO.com outlining one of our A/B tests.
- **Old School SEO Tests in Action**
A mix of experiment and case study, this article was mentioned at Moz and Mozcon by Rand Fishkin.

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