

About Our Client:

While the company might be based in Miami, don't be fooled. The Model Machine books the best in trade show models, event models, spokesmodels, and runway models in over fifteen states. The Model Machine prides itself on the quality and professionalism of the talent they manage and have been a leader in the boutique model booking industry for years now, booking high-fashion models for luxury brands, designers, and corporations, as well as other high-end clients.

The Challenge:

The Model Machine was frustrated by their existing site's slow performance and low search engine rankings, as well as the many technical problems that had been left behind by a previous developer and a design that didn't reflect their core values as an agency. The company came to Creatuity for massive design and technical improvements to their WordPress site and for consulting on how to improve their search engine rankings.

The Solution:

While Creatuity first began this project by listening to The Model Machine's specific vision for the site, we also completed a review of their content and how it was ranking versus how the firm wanted it to be ranked. From there, the development team improved their HTML code and rearranged category structure to help the major search engines find their site with ease. In addition, Creatuity repaired a number of technical errors made by previous developers in order to increase the site's performance dramatically, which also led to an increase in search engine rankings. The Model Machine had also recently brought on a team of article writers, who Creatuity trained to write content that would not only improve their search engine rankings but that users would find useful. Continual fine-tuning was made to the site in order to achieve the complex task of creating a site with beautiful design that also ranked well. Finally, Creatuity delivered The Model Machine a highly functional site that not only ranked well but looked great and handed the site's maintenance over to The Model Machine, which was now confident in their ability to continue improving on and maintaining the site in the future.

The Results:

- Drastically improved performance that reduced loading time significantly
 - Redesigned WordPress site with pages to help boost search engine rankings
 - Trained article writers to improve search engine rankings while still providing quality content
 - Level of high-quality training that left The Model Machine confident in its ability to self-maintain the site.
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Client Profile

Founded: 2008

Location:
Miami, FL

Size:
11-50 employees

Industry:
Events Services

Services: WordPress
design and
development,
WordPress support,
eCommerce
Consulting