



indigo digital

# How We've Helped Others



TripAdvisor is the largest travel community in the world, with more than 5 million unbiased reviews and opinions, covering 220,000+ hotels and attractions.

## Results

- Designed and produced co-branded sites generating over **\$150,000/month in revenue.**
- Site redesign that **increased email newsletter subscriptions by 51%.**
- Email newsletter redesign that **increased commerce clicks by 37%.**
- Created project management application that supported a 375% increase in engineering and marketing staff while maintaining QA staff levels and increasing production staff by only 33%.
- This application also supported a more than **three-fold increase in the number of projects** launched and reduced time-to-site by an average of 80%.



Berkleemusic is the online Extension School of Berklee College of Music, the world's premier institution for the study of contemporary music.

## Results

- Co-designed, produced and managed a massive update of their online course catalog which improved their Alexa position by approximately 30,000 spots and put them in the **top .0005% of all web sites.**
- Co-managed and co-produced a complete redevelopment of their online learning management system which allowed them to get the project done between semesters, **eliminating potential lost revenue.**
- Designed and co-produced a new content management system which streamlined editorial, administrative and marketing functions, decreasing time-to-site by 57%.

Title	How We've Helped Others
Version	1.02
Date	1/30/07
Contact	Jay Goldbach jaygoldbach@indigodigital.com (617) 820-5272



IdiotVox is a merit-based podcast directory with comprehensive top 10 lists in over 80 topics, listener and editor reviews and advanced searching features.

## Results

- **Increased Google page rank from 0 to 5 in under 5 months.**
- Consistently in **top five results in Google keyword searches** for topics (e.g., hip hop podcasts, tv podcasts).
- AdSense advertising campaign that **increased click through rate by 175%.**
- Email marketing campaign that improved Alexa position by 55,000 spots and put it in the **top .00045 of all web sites.**
- Search engine marketing campaign that **improved rank of nearly 200 interior pages to a Google page rank of 4 or higher.**

**Our mission is to transform your web site from an expense to an asset.** We listen carefully to understand your business, your audience and your vision. We translate that understanding into measurable tasks and campaigns that focus on the bottom line. Call us now to find out how we can help you.

**Call us: (617) 820-5272**

**It's not about being 'good enough.' It's about getting better.**

