



manta™

CASE STUDY

How marketgoo helps Agency & Online
Directory Manta generate 600+
monthly sales opportunities.

marketgoo

The Challenge

Manta provides digital marketing services for businesses to help them grow online. Their expert team delivers effective and easy-to-understand products, services, and educational opportunities that help businesses become more competitive, with a track record of helping 86% of their clients reach the top 10 Google results within the first 6 months.

Before partnering with marketgoo, Manta was looking for a robust website analysis tool to provide value to potential customers, and help closing sales, generating leads and driving website traffic.

The Outcome

A consistent stream of leads, a sales-assist tool helping to regularly close those leads and strengthened relationships with customers while showcasing Manta's value as SEO and marketing leaders.



Kristine Pratt
Director of marketing @Manta

“Our organic lead volumes continue to go up month after month. These top of funnel leads are instrumental and make a difference in our overall monthly lead metrics”



About Manta:

Founded: **1997**

Marketgoo Partner Since: **1 Year**

Core Business: **Digital Agency Services**

HQ: **United States**

Employees: **403**

Ownership: **Privately Held**

More than just a vendor

Website audits are essential for evaluating and improving a site's performance in search engine results, and are especially important for prospective agency clients. Before they convert, you're already showing how valuable your work can be and the depth of your SEO and digital marketing knowledge.

Manta recognizes this and has made the marketgoo website report a critical tool that serves as a lead magnet, and for closing sales.

One of the things they most value about their partnership with marketgoo is the immediate support and dedication shown by the marketgoo team, which was especially helpful during a time of rapid change and growth for their company.



"The product reflected exactly what we needed and wanted to provide to our customers. But the relationships and level of support is something very hard to find in any other provider."

Kristine Pratt

Director of marketing @Manta



Improving sales by delivering value

Before partnering with marketgoo, Manta was rapidly moving toward a new product and brand launch. They were looking for a solution to help close in on two main business goals:

- Offering a website analyzer that was robust and reliable, providing tangible benefits to potential customers.
- Support for the Sales Team: improving numbers around closed sales, leads generated, organic traffic and inbound interest to their website.

This one analysis tool from marketgoo accomplishes both those things.

“The marketgoo team has stepped up and gone above and beyond for any technical issues we’ve come across. Meaning that we can continue to seamlessly accomplish two of our main sales and marketing objectives.”

Kristine Pratt

Director of marketing @Manta

The screenshot shows a web browser at <https://manta.com>. The dashboard includes a navigation bar with the Manta logo and various utility icons. A red button labeled "Improve your results" is in the top right. The main content area is divided into two sections: "Top Keywords" and "Site Review".

Top Keywords

Ranking shows the position that your site is listed in Google when a user searches a word or phrase and how many searches are made every month.

What words or phrases do visitors use to find you in Google?

Words that give you more visits	Position in Google	Monthly Searches
brilliant startup	84	30
culture of recognition in the workplace	68	20

Site Review

Your website should provide the best possible experience for users and search engines. We look for a fast-loading website with very little coding errors and no obstacles for search engines. This is what we have discovered when looking at your site.

Does your website load quickly?
YES

Do you have an SSL certificate?

Outcome

Partnering with marketgoo has helped Manta reach their goals and positively influence some of their most important business metrics.

“The tools allow us to regularly close leads because of a tangible report where we can walk through a customer’s weak spots on their website and talk through how our product can improve those errors and more”

Kristine Pratt
Director of marketing @Manta

Impacted metrics

- **Organic lead volume**

Since they have the Free Website Analysis tool on their site's home page, their organic leads have grown an average of 21.38% month-over-month, with a workability rate of about 60%.

- **Top of Funnel numbers**

Well over 600 leads come in every month and while it can take some time to work down the funnel and close them, this consistent top of funnel stream is instrumental in improving overall lead metrics every month.

- **Closing Leads**

The free report enables the sales team to walk through a prospect's website weak spots and talk through how their product and services can improve those errors (and more), resulting in a lead conversion rate above industry average.

- **Improved Customer Relationships**

The website analysis tool sets the stage for the agency to build successful relationships with customers because they can see exactly what needs to be done and have a benchmark to measure progress.

I would absolutely recommend marketgoo as a solution for agencies who want to add a relatable report for their customers or potential customers. It's a wonderful and in-depth tool that provides many recommendations and solutions of what it will take to help a website rank.

Kristine Pratt

Director of marketing @Manta

What's next in the Partnership?

"We look forward to new tools and innovations marketgoo will deliver to us and will absolutely continue to work with them for several reasons:

- *The people & support*
- *The product and it's continued value to our business*
- *The innovation the marketgoo team provides in regularly providing updates and enhancements*
- *The robust nature of the Website Analysis tool and the information it provides*

Kristine Pratt

Director of marketing @Manta



Interested in leveraging a white label website audit tool?

Contact Us today for a discovery call and demo.

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