

CLIENT CASE

SEO and result-focused collaboration with No Problem!

Studio Engarde



is a Ghent-based branding agency. They devise and create designs with personality, panache and presence. As sharp-witted as they are insane. One of their specialities is the development of efficient and striking websites in close consultation with the client.

Native speakers

As Studio Engarde places a strong focus on search engine optimisation (SEO), choosing the right keywords is crucial, also in foreign languages. For the launch of a new website for an international company they enlisted the services of No Problem!. "As a Dutch-speaking company we soon realised we needed native-speaker expertise to help us with this essential aspect of our project", says Broes Sanders, co-owner of Studio Engarde.

"Throughout the process we were confident that our project was in good hands and that No Problem! could be trusted to deliver the goods."



Broes Sanders, co-owner
Studio Engarde

"That is why we decided to call on No Problem! to assist us in this challenging process. The expertise of their native translators provided added value for our keyword research and the selection of the most relevant search terms in other languages. We needed a partner who understood just how important it was to ensure smoothless integration of SEO strategies in the translations."

From keyword research to targeted translations

Since No Problem! was already involved in the keyword research, Studio Engarde felt it was only natural for the Kortrijk-based translation and text agency to also take charge of the translations. "This way we could be certain that the texts wouldn't simply be transposed into a different language but that the content would be geared to the selected search terms. That synergy is vital to the success of our SEO efforts and therefore ensures that the website will rank high, both at home and abroad", Broes continues.

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A central point of contact

For Studio Engarde efficiency and transparent communication are deciding factors in their choice of partners. No Problem! assigns a project manager who acts as the link between the customer and the team of translators and proofreaders at No Problem!.

"All our questions and remarks were handled by a single person who was familiar with every aspect of the project, making for streamlined communication. Our contact relayed correct instructions to the respective translators and proofreaders so everyone was on the same page. Throughout the process we were confident that our project was in good hands and that No Problem! could be trusted to deliver the goods."

In closing, Broes concludes: "We are very satisfied with our collaboration with No Problem!. Not only did they contribute to the success of our project by selecting the right search terms and supplying accurate translations but they also proved themselves a reliable and efficient partner that understands our business."

Inspired by this story?

Contact us to discuss your project.

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 www.no-problem.be