

CASE STUDY

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PRODUCTION

USING THIS EASY SEO CHECKLIST

CHECKLIST

WRITTEN BY



THE ESSENTIAL ELEMENTS OF CREATING A CASE STUDY

Case studies are based on the excellent work you do every day- but you have to document it. That means writing down key facts about a job from the first phone contact through delivering the solution. These facts form the basis of the story you're going to tell to visitors- in fact, all the information you need is probably in your head right now. Let's break it down to make it easy.

Who is your customer?

Knowing the customer and being able to talk about why the solution really worked for them brings a human element to each case study and helps visitors identify with the customer as being someone just like them.

What makes the customer like the visitor?

Different situations may bring you different customers, but outlining the situation the customer is in will allow you to paint a better picture. Finer details, maybe location for instance, will help the visitor identify with the customer in the case study.

When a visitor sees similarities between them and your customer, it will help them to realize you may be the company with the solution they are looking for.





Speak about the problems

When writing a case study, you want to make sure the reader understands why you were contacted about the problem, and why you settled on the solution you did. You want the reader who finds this case study to see their problems in your story. This helps with SEO, as well as giving the reader a solution.

You want to leave the impression that you and the customer together decided on a solution that would meet their needs, working within their budget or performance goals.



Be specific about what solution you are providing, and what problem you are fixing

Case studies are based on looking at a problem, and coming up with a solution. When a lead comes to you, what is their problem? You will want to describe it in detail.

Then what is the solution your company provided that turned this lead into a customer? How did your solution fix their problem? Highlighting all of this will help you tell the proper story, and generate better SEO.



Show Your Work: Take good pictures of the job

People respond to visuals, and the right photos can go a long way to helping you tell the story of your case study. This should be pictures of the problem, solution, and anything else familiar that could resonate with a reader.

For example, if you are working in a historic neighborhood, take a few fun pics of the street people may recognize. Sometimes the simplest images can go a long way!



Show Your Work: Take good pictures of the job (continued)

When you take pictures, do take a moment to remove any soda cans or other things from the picture in advance- that keeps the photos from looking cheap and unprofessional. Also be sure to use flash or proper lighting so the pictures look reasonable and can be used online.

Justify the Solution and detail the benefits

You want to wrap up the case study talking about how the solution you provided will benefit the customer. That might include smaller details, about the residual effects of your solution, but always the biggest problem and solution talking points.

Any details that can help potential customers see the value your company provided them, and the final outcome they can expect after you help them will be the message you want to leave your reader with!

