

LINK INTERACTIVE is the leader in DIY security systems. Their innovative, customizable products and services enable consumers to receive the same quality protection of leading security companies, without having the risks associated with letting a stranger into your home.

When Kirk Brundage, General Manager of Link Interactive, approached Sellpoints, they were initially looking for assistance with their syndication across multiple retailers. Soon after, they quickly began to utilize Sellpoints' PMA services, and the results were a success!

Sellpoints provides transparency, knowledge and expertise. They supply real goals with timely reports and data detailing how their implementations are doing, and what the next actions should be.

Kirk Brundage
General Manager, Link Interactive



INITIAL TROUBLESHOOTING

“Everybody saying, ‘You have to build your online brand and image.’ But at our company we lacked the knowledge on where to start and what to do. Sellpoints assigned us an excellent account manager, Genice, who really kicked off the working relationship in the right direction. It’s nice to have someone—and now a whole team—who really understands our brand and goals.”

“It was so great to sit down with a group of experts who were able to find new things that we didn’t even know were going on, resolve those issues, and then get us on the right track.”

PROVIDING CLARITY

“SEO is not just a switch you can turn on, and any company that tells you they can get you on page-one overnight is lying. So I appreciate the straightforward, honest approach Sellpoints takes with our brand, and the positive results we’re seeing is the proof.”

“As a result of work done by a prior SEO company, we had some bad links on our site. It was causing us to be penalized by Google and we lost a lot of traffic. Through Sellpoints’ diligence and expertise, they not only located and fixed the bad links, but they gave further recommendations on what to fix, what to change, and what to keep working on in order to ensure the optimization of traffic to our site.”



UNDERSTANDING & RELIABILITY

“It is nice to be able to ask questions about specifics, whether it be about Google Analytics, PPC, or anything, and get exact answers with supporting data. Especially through our weekly calls, this team of professionals really goes the extra mile to help us understand the process and take ownership. I know, I’ve definitely learned a lot on my end.”

“I would definitely recommend Sellpoints. What sets them apart is their robust services and quality team of experts. They treat all the problems and correlated issues tactfully, and don’t cheat their way to the top.”

