

Proper Connections Expands National Footprint With Mojenta

As a young company with a niche in the telecom and technology worlds, Proper Connections wanted to be visible on search engines. Mojenta helped Proper establish a presence on the web.

Proper Connections is a technology consulting firm that had built a business in USAC consulting and was seeing success helping healthcare providers take advantage of available funding. However, the company was invisible to those providers searching for such a service online.

The Challenge:

Proper had a sub-par website. The company had tried to cut corners by going with a low-cost, generic website that failed to show up on search engines or convey the right information.



Not enough data about Proper



Typos and poor design



Outdated design



Not optimized for search engines



“Once I had the initial conversation with Angela [Leavitt, CEO of Mojenta], I felt like Mojenta had outdone the competitors. Mojenta specializes in telecom, and that was really big for me. I felt like Mojenta could fulfill our wishes.”

Marci Proper, Director of Marketing, Proper Connections

The Action:

Mojenta started to build an SEO-driven, accurate, well-designed website for Proper Connections through:

- 1 In-depth conversations with Proper about its mission to establish direction
- 2 Analysis of Proper's vision for its brand to make sure the site matched its goals
- 3 Messaging exercises to hone in on the company's ideal target customer
- 4 Design exercises to land on the perfect aesthetic
- 5 SEO strategizing to engineer the website for keywords that would get picked up by Google and other search engines

“We knew we were going to have to spend money to produce results, but I just couldn't believe it. That lead was huge,” said Proper.

The Result:



Within 2 months of launching its new website, **Proper established deals with 20 hospitals — and has the potential for partnering with 200.**



A healthcare system called and said they found Proper through a search engine and were drawn to the company's specialization in USAC consulting for rural healthcare providers. That one lead from a simple search not only **paid for Proper's new website several times over**, it took the company's business to a **broader, national range.**



Proper Connections now has a **larger national footprint** and is reaching its target audience every day.

“Mojenta alleviates a lot of the pressures and stress that I have. The team is incredibly responsive in terms of answering questions and working on my needs every day.

- Marci Proper, Director of Marketing, Proper Connections