effi work

SEOinhouse
marketing online solutions

"I would recommend WorkMeter not only because the improvement in terms of productivity with the tool is brutal, but because of its human team and the service they give you"

About Seo in House

At SEOinHouse we are a seo agency in Barcelona and Girona that was born in January 2018 as a spin-off from one of the oldest online marketing agencies in Barcelona. Behind our brand you can find a team of experts in different areas of SEO and Web Positioning with professional maturity and a young spirit, with years of experience in a wide range of projects in the most diverse sectors.

Throughout all this time, we have made our versatility one of our hallmarks. We have the technical knowledge and enthusiasm to always stay at the forefront of a sector as dynamic and changing as online marketing.

Industry: Marketing and publicity

Country: Spain

Company Size: 11-50 employees

Products: WorkProject - EffiWork

The Challenge

Starting a business project and doing so well that in a short time you have to double and even triple your staff seems like the dream of any entrepreneur. And that was exactly what happened to SEO in House, an SEO and online marketing agency that already has 28 workers and offices in Barcelona and Girona.

But such rapid growth is not without problems, in fact, it multiplies them exponentially. One of them was finding a system that would improve the management of the working time of its increasingly large team, in addition to helping them distribute tasks and projects efficiently and equitably.

Raquel Vidal, is its General Director, says "**We were going crazy driving a lot of excel documents with ambiguous and unreliable data. It was chaotic because we realized that what was recorded in the spreadsheets did not match the reality of the work done for the clients. The result was mistrust in the team and a lot of rotation**".

Seo In House needed to find a system to improve work time management and efficiently and equitably distribute tasks and projects.

The Solution

The solution came almost four years ago thanks to WorkMeter, and its EffiWork and WorkProject softwares that perfectly adapted to the needs of this young company.

"We were looking for a tool that was not out of control, pure and simple, but that would provide us relevant data to make better decisions. We liked the WorkMeter approach from the first moment because it was very focused on people. It is a tool that helps the human team to do their job better", says Vidal.

Although, as it happens with almost everything, the beginnings were not easy. "When you make a change in the management model, you have to explain it very well to avoid uncertainty in the workforce. There is a process during which, little by little, you get to know the advantages of the system and the resistances are overcome. "One of the good things about WorkMeter is that it has a very professional support system that trains you in the implementation and use of the tool" says the General Director.

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Goals

Currently, SEO in House is using the complete WorkMeter solution, for differences functionalities such as timekeeping, work time management and productivity improvement.

Another of the applications, that is most useful to them, is the one that allows them to measure the amount of internal resources that they dedicate to each client's projects. "In this way we know with certainty the number of hours we dedicate to each of project, we can report that time to clients and readjust projects based on that data." Raquel Vidal defines the application as "an integral tool that offers you a gale of useful data in real time".
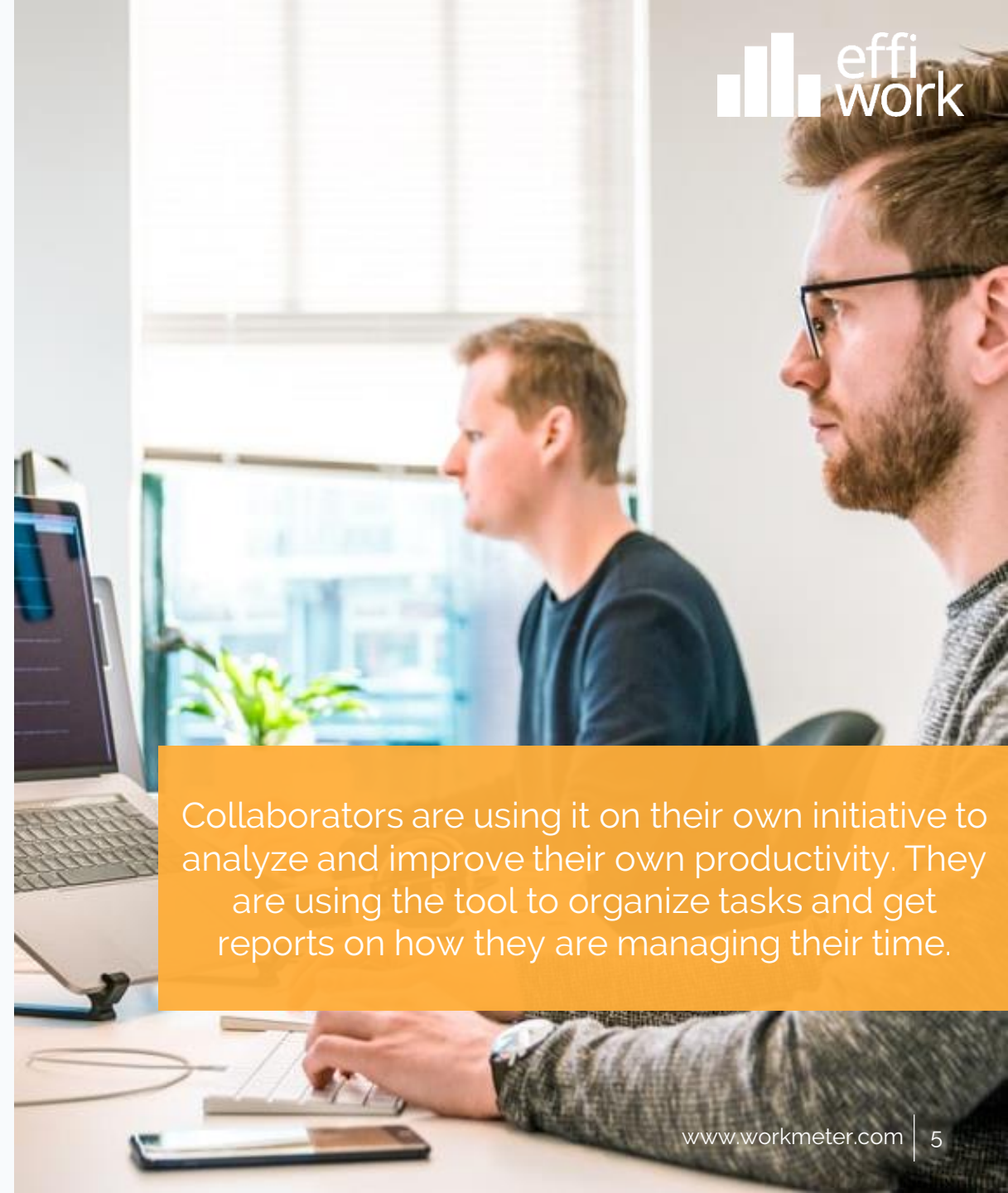
"Whether you choose the basic or the most complete function, **it provides you a lot of reliable and scientific information in a single application**. Before, we had many tools, each one to measure a different thing, and without the rigor that WorkMeter offers us, " says the General Director.

Allows to measure the amount of internal resources that they dedicate to each client's projects.

Another aspect that has surprised those responsible for this young company is the ease with which its workers have made the application their own and use it on their own initiative for their personal improvement. "At first some employees, especially those who had been the longest, were reticent because they felt controlled. But now collaborators are using it on their own initiative to analyze and improve their own productivity. **They are using the tool to organize tasks and get reports on how they are managing their time**. In this way they avoid work accumulations and are better organized ", explains Vidal.

A point of improvement? "Perhaps, to be perfectly perfect, it would be interesting to incorporate an interface that allows managing not only the time but the tasks themselves, since sometimes a client can require up to 500 tasks in a single month." For Vidal, the tool has been 90% adapted to her company needs. "**Thanks to WorkMeter we have been able to implement a flexible work system in the company**. **We have flexible and intensive hours, we know the productivity of our team and we have teleworkers at both locations**". Some improvements that, and this is the key, are proven by irrefutable data. "Only the first year we managed to **improve our productivity by 80%**," she argues.

Collaborators are using it on their own initiative to analyze and improve their own productivity. They are using the tool to organize tasks and get reports on how they are managing their time.

Time Control

The versatility of the tool was recently demonstrated when the company received an unexpected visit from a labor inspector who asked about its schedule control system, expanding on the new Law about the obligation to register employee working time. WorkMeter, through its software product Time@Work, not only allows an accurate record of the working time of all its professionals, including those who work flexible hours or work from home, but also offers this information in real time. In fact, Raquel Vidal recalls, **"we gave the inspector an excel print of the information that he required at the same time." Test passed!**

Would I recommend WorkMeter?

"Of course! Not only because the improvement in terms of productivity with the tool is brutal, but because of its human team and the service they give you. They are very decisive. As soon as you have an incident, in less than 24 hours they have solved it. I recommend it without a doubt ".

| +80% of productivity | Better costs control | Time tracking reports |

Discover what EffiWork can do for your organization

Try it free 15 days