# Lightkeeper

Client Reference

## MessageGears

I hired Brian Russell, owner of Lightkeeper, to improve SEO for MessageGears, a B2B martech company. He delivered measurable results quickly and was extremely self-sufficient, which granted me much-needed time to focus on other areas of the business. Brian fixed missing/weak page titles, strengthened metadata on key pages, and resolved several SEO and AI-readiness issues for us, including llms.txt and domain cleanup.

Our site health score instantly rose from 85% to 93%, and total site issues dropped 77%. At his one-month QA check afterward, clicks had rebounded roughly 20%, impressions held nearly level, and my overall click-through rate improved from 0.3% to 0.4%. Brian also made his work easy to act on. He closed our contract with a concise summary of what changed, what remained, and what would need a developer, which was invaluable for our lean marketing team. I’d recommend him without hesitation.

**Koertni Adams**

MessageGears