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About Seo in House

At Seo in House, we are an SEO agency based in Barcelona and Girona, founded in January 2018 as a spin-off from one of the oldest online marketing agencies in Barcelona.

Behind our brand, you will find a team of experts in various areas of SEO and web positioning, combining professional maturity with a youthful spirit. Our team has years of experience working on a wide range of projects across diverse sectors.

Industry: Marketing & Advertising

Region: Spain

Company size: 11-50 employee

WorkMeter products: [Performance management software](#)

The challenge

Starting a business and seeing it grow so quickly that you need to double and even triple your staff sounds like a dream for any entrepreneur. This is exactly what happened to SEO in House, an SEO and online marketing agency that now has 28 employees and offices in Barcelona and Girona.

However, such rapid growth is not without its problems; in fact, it multiplies them exponentially. One major issue was finding a system that would improve the management of their increasingly numerous team's work time, as well as help them distribute tasks and projects effectively and equitably.

"We were going crazy managing a bunch of Excel documents with ambiguous and unreliable data. It was chaos because we realized that what was recorded in the spreadsheets did not match the reality of the work done for clients. The result was a lack of trust in the team and high turnover," recalls Raquel Vidal, General Director of SEO in House.

SEO in House needed to find a system to improve work time management and effectively and equitably distribute tasks and projects.

The solution

The solution arrived almost four years ago, thanks to WorkMeter and its productivity and project management software, which perfectly met the needs of this young company.

"We were looking for a tool that wasn't just about strict control, but one that would provide relevant data to make better decisions. We liked WorkMeter's approach from the start because it was very people-focused. It's a tool that helps the human team do their job better," highlights Raquel Vidal.

However, as is often the case, the beginnings were not easy. Raquel Vidal comments, "When you change the management model, you have to explain it very well to avoid uncertainty among the staff. There is a process during which you gradually get to know the advantages of the system and overcome resistance. 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."



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Results

SEO in House is using the complete [WorkMeter](#) solution, which includes the three integrated software products. Currently, they use it for various functionalities such as time tracking, work time management, and productivity improvement.

Another application that has been particularly useful to them is the one that measures the amount of internal resources dedicated to each client's projects. "This way, we know exactly how many hours we dedicate to each one, we can report that time to clients, and adjust projects based on that data."

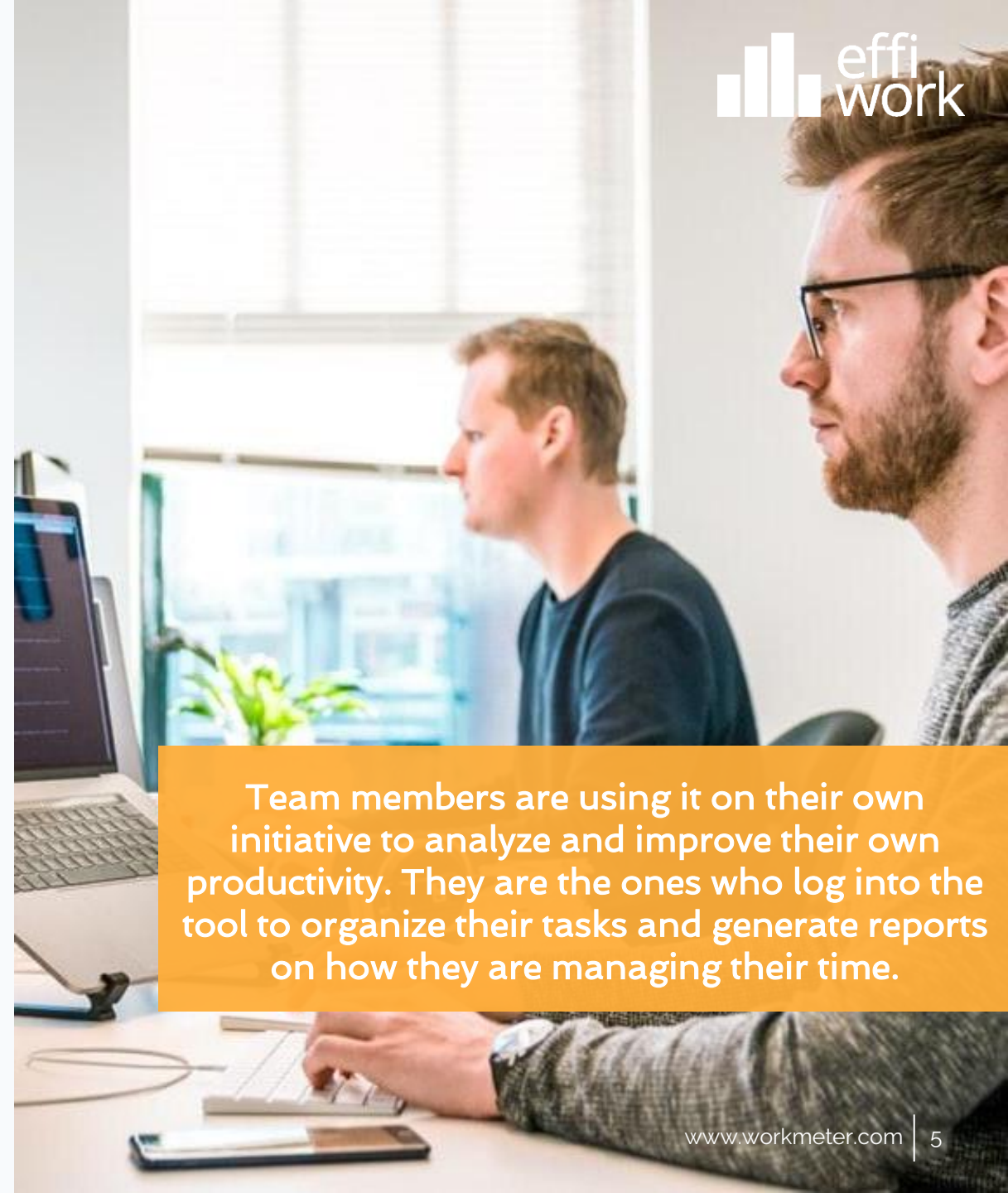
Raquel Vidal describes [WorkMeter's](#) complete solution as **"an integral tool that offers a wealth of useful, real-time data. Whether you choose the basic function or the most comprehensive one, it provides a vast amount of scientific and reliable information in a single application. Before, we had many tools, each measuring different things, and without the rigor that [WorkMeter](#) provides."**

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Another aspect that has surprised the leaders of this young company is how easily their employees have embraced the application and use it on their own initiative for personal improvement. **“At first, some employees, especially those who had been with us longer, were hesitant because they felt monitored. But now, team members are using it on their own initiative to analyze and improve their own productivity. They are the ones who log into the tool to organize their tasks and generate reports on how they are managing their time. This way, they avoid work overloads and organize themselves better,”** explains Raquel Vidal.

A point for improvement? “Perhaps, to be absolutely perfect, it would be interesting if it incorporated an interface that allowed managing not only time but also tasks themselves, as sometimes a client can require up to 500 tasks in a single month.”

For Vidal, the tool has met 90% of their needs. “Thanks to [WorkMeter](#), we have been able to implement a flexible working system in the company. We have flexible and intensive hours, we know our team's productivity, and we have teleworkers in both locations.” Improvements that, and this is the key, are backed by irrefutable data. **“In the first year alone, we managed to improve our productivity by 80%,”** she argues.



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Time tracking

The versatility of the tool was recently demonstrated when the company received an unexpected visit from a labor inspector who asked about their time tracking system, citing the new Working Hours Register Law. **WorkMeter**, through its time management functionality, not only allows for an accurate record of the working hours of all their professionals, including those with flexible schedules or who work from home, but also provides that information in real time. In fact, Raquel Vidal recalls, **"we handed the inspector an Excel printout of the required information right there and then."** Test passed!

Would you recommend WorkMeter?

"Absolutely! Not only because the improvement in productivity with the tool is tremendous, but also because of their human team and the excellent service they provide. They are very responsive. Whenever you have an issue, they solve it in less than 24 hours. I recommend it without hesitation."

+80%
productivity

Better cost
control

Working
hours
register

Discover everything WorkMeter can do for your organization.

Try it free for 15 days

