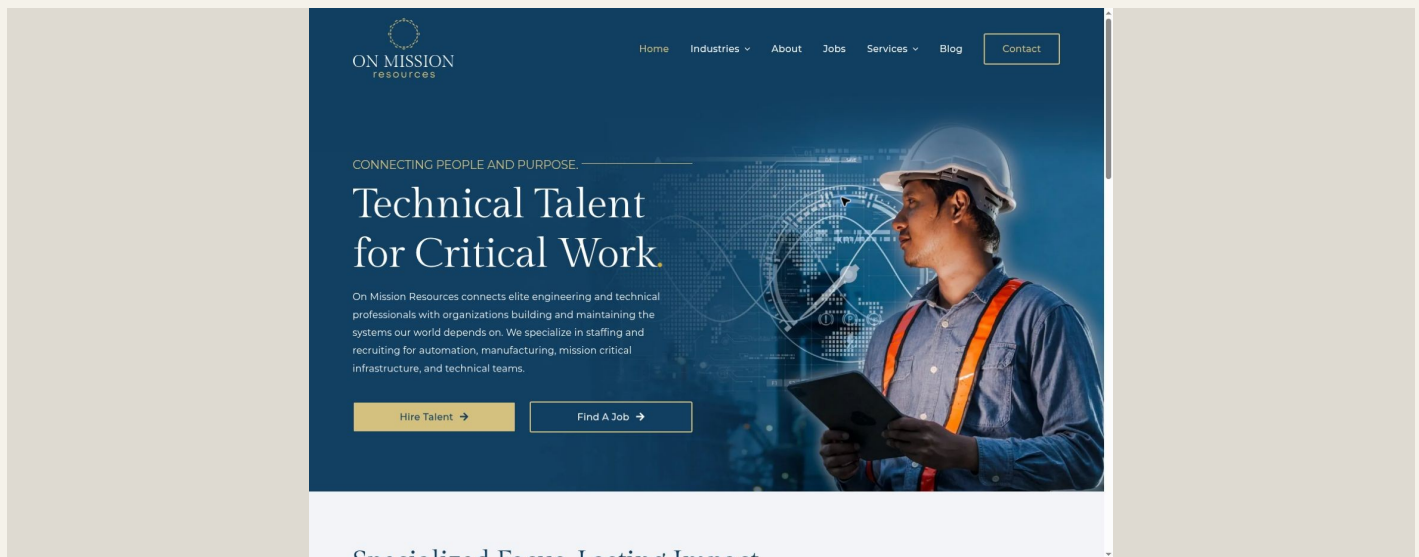


ON MISSION RESOURCES

Giving a specialist business a place to grow.

Brand, website and continuing marketing support for an engineering recruiting business, with growing search visibility along the way.



On Mission Resources | Official website, September 2026

728

Google search impressions

Seven days reported August 27, 2026

+70%

reported week-over-week
impressions

From the same client meeting

Launch onward

continuing marketing support

Brand, website, content and search

THE IDEA

Make specialist expertise easy for buyers to recognize.



ON MISSION RESOURCES

The work behind the result.

WHERE IT STARTED

On Mission needed to establish a new business and explain its focus in engineering and technical recruiting. A credible brand and website were the starting point. Building awareness with the right people required continued attention after launch.

THE RELATIONSHIP

Phil helped establish On Mission's website, brand design and marketing strategy. His ongoing work includes SEO, content, social media, website development and regular conversations with leadership about the next marketing priorities.

HOW THE WORK CONTINUES

Establish the foundation

Help the new business show up with a brand, website and marketing direction. Its public site explains the technical sectors it serves and gives employers and candidates distinct next steps.

Build subject-specific visibility

Develop content and search work around the business's technical focus. Review Search Console and other reporting so visibility work is connected to actual audience signals.

Keep improving the message

Continue publishing and refining website and social content with leadership. Recent discussions led toward shorter, more useful articles and clearer communication for the people the business wants to reach.

An established business with more visibility.

The August 27 marketing meeting recorded 728 Google Search Console impressions over seven days, up 70% week over week. Separately, Phil reports that the business has brought in hundreds of thousands of dollars in revenue since launch. The marketing foundation supports the company's sales and recruiting effort; the revenue figure is total business performance.

Bring your marketing question to Phil. hiddenlever.marketing/contact

SOURCES & MEASUREMENT

Search figures are reported in the On Mission marketing meeting of August 27, 2026, referring to the preceding seven days and a stated 70% week-over-week increase. The underlying Search Console export and precise range endpoints were not available for independent recalculation. Impressions are search appearances, not site visits or leads. Total business revenue is Phil's reported account, with no specific period or accounting verification; it is not attributed solely to marketing. A separate automation venture discussed in the same meetings is excluded from this case study.