



[SEO 2.0]

SEO services



Why do businesses order SEO services?

Businesses want to earn more money.

Businesses are not against paying some money to get more money.



What kind of services do businesses receive when they order SEO from an agency?

All agencies offer various services related to SEO. All these services mostly have the same name – SEO or website promotion. But services differ in their goals, in the way they are executed and in the type of work done.

Netpeak offers **[SEO 2.0]**, a unique service in the market that matches search engines' recommendations and ranking and indexing strategies.



What SEO services are available on the market?

To differentiate SEO services, we'll divide them into two groups:

1. **[SEO of the past].**
2. **[SEO of the present].**

[SEO of the past] is still very popular on the market. Let's have a look at the differences between the two.



What does an agency that offers [SEO of the past] do for the client's website in order to achieve the client's goals?

Improve a website's search engine ranking with predetermined queries.



Why is improving a website's search engine ranking with predetermined queries a misguided strategy?

To answer this question, it's enough to understand the search engine's perspective:

Google does not handle the site (pages) ranking keywords, and can neither ever sell them to anyone, nor guarantee their immutability.

We've always opposed the practice of offering guarantees on search engine rankings. We used to do that, but for the sole reason of market immaturity. Search engines do not belong to SEO specialists, there can be no guarantees here whatsoever.

~~100%~~



What does an agency that offers [SEO of the present] do for the client's website in order to achieve the client's goals?

Improve a website's visibility* for specific targeted niches (determined by consumer needs), and by utilizing search engine algorithms.

*A website's visibility is indicated by the proportion of relevant and popular keywords that can be used to find the website in the search engine. In other words, the more terms that can be used to find the website on the search engine results page, and the more universally used those terms are, the more visibility a website has.



What's the difference between [SEO of the past] and [SEO of the present]?

[SEO of the past] caters to search engine robots. A website's usability and comfort is considered less important.

[SEO of the present] always has the user in mind. At the same time, search engine recommendations are implemented whenever possible.



What actions does [SEO of the past] include?

1. Utilizing a small number of keywords.
2. Writing robot-friendly copy based on these keywords.
3. Performing some minor on-site optimization.
4. Automating off-site optimization (i.e. buying backlinks).



What actions does [SEO of the present] include?

1. Core enhancement: the analysis and refinement of the website's structure and the creation of targeted pages for specific groups of search queries.
2. Technical website audit.
3. Working with content factors:
 - 3.1. Paving the right direction for content improvement.
 - 3.2. Increasing targeted page relevance for search queries.



What actions does [SEO of the present] include?

4. Automatic monitoring of emergent technical problems on the website.
5. CRO (Conversion Rate Optimization).
6. Organic link building.
7. External backlink audit.
8. Working with commercially relevant factors: using search-engine-friendly markup to get noticed by search robots.



What actions does [SEO of the present] include?

9. Working with consumer behavior factors.
10. Working with social factors/social signals.
11. Paving the right direction for the business's marketers and managers to effectively improve their website.
12. A deep web-analysis system based on KPI and ROI factors.

[SEO 2.0]

service



NETPEAK



What is [SEO 2.0]?

[SEO 2.0] is a unique Netpeak service.

[SEO 2.0] = [SEO of the present] + [Netpeak's values]

[Netpeak's values] = [Leading methods for improving sales] + [Making client involvement a comfortable process] + [Netpeak's brand]





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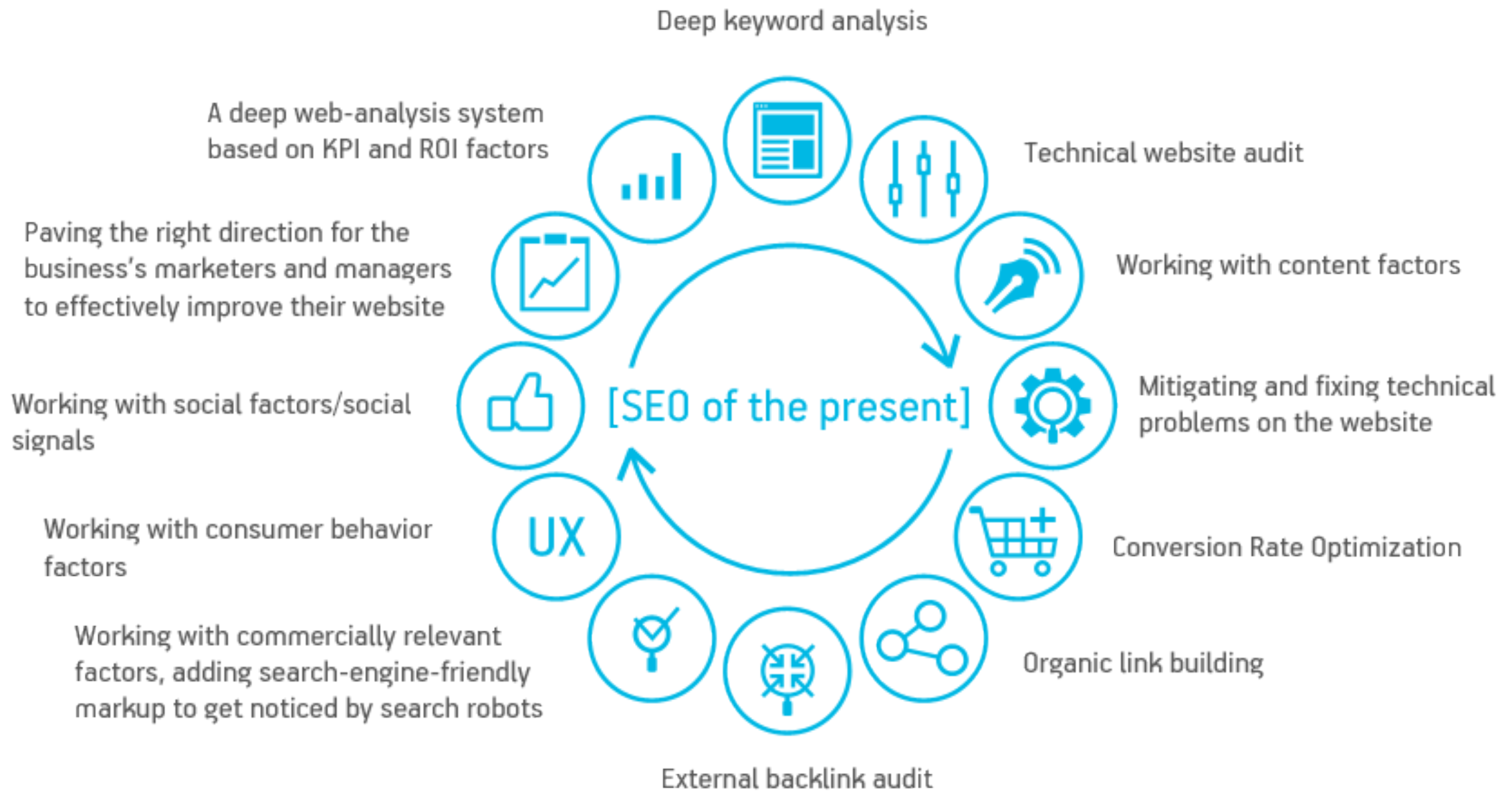
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NETPEAK

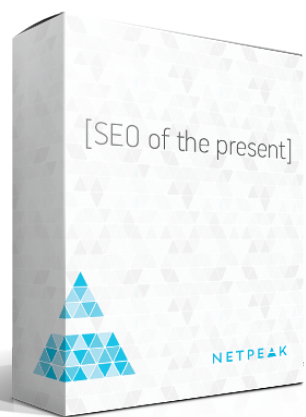


1. [SEO of the present] is:





ИЕЛЪЕЪК =



+



+



+



NETPEAK



2. [Leading methods for improving sales]:

We use tested best practice methods to improve a client's business.

We unify the most successful practices and employ them in our client's business.

For example, with our **[SEO 2.0]** service, our experts implement guerrilla marketing tactics to ensure the client gets results.





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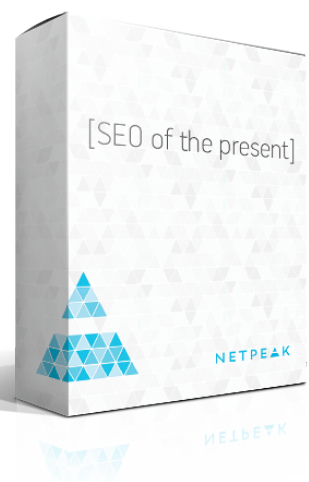


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3. [Making client involvement a comfortable process]:

- Control over the website's operability
- Prompt work progress notifications
- Advanced but easy-to-understand analytics
- Account balance notifications
- Ability to provide feedback on the project's progress
- Monthly KPI control



+



+



+



NETPEAK



4. [Netpeak's brand]:

[Netpeak's brand] is all the cultivated principles that have been with our company since 2006, which have become integral features in our services:

1. ROI-oriented.
2. Modern work environment.
3. Streamlined business process.
4. A system that works.
5. Experience.
6. Transparency.
7. Synergy.
8. Expert education.
9. Exclusive industry knowledge.
10. Organized workflow.

Netpeak is online marketing for businesses.



[SEO 2.0]

is a new generation of SEO that has been developed in compliance with search engine standards



[SEO 2.0]

Netpeak doesn't do SEO.

Netpeak does **[SEO 2.0]**.



Examples of [SEO 2.0] effect



is one of the leading developers
of online logo design software.

[SEO] running time: 2 years



Goal 1: increase sales, get more visitor interaction;
Goal 2: become a leader in the logo creation niche.

The tools we used:



Netpeak Checker

A tool for mass website analysis and comparison.



Netpeak Spider

A tool for deep on-site SEO analysis.



Kamasutra

An internal service for automatically measuring a website's search engine visibility.



Auditka

Internal audit service for on-site SEO.

Additional services provided:

Content marketing, blogging, copywriting, social media marketing, and user support.



The results of our 2 years of cooperation with Logaster:

- Monthly visits from non-brand-related organic search traffic went **from 0 to 137,000**;
- Conversions for non-brand-related organic search traffic went **from 0 to 30,000** a month;
- Monthly branded traffic went **from non-existence to 3,000**;
- **500,000** new logos created by visitors;
- Created multi-language and multiregional versions of the site in English, Russian, Japanese and Spanish.



Car rental service promotion

Car Rentals Market



Targeting:

- USA
- Canada

[SEO] running time: 5 months



The tools we used:



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A tool for mass website analysis and comparison.



Netpeak Spider

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Kamasutra

An internal service for automatically measuring a website's search engine visibility.



Auditka

Internal audit service for on-site SEO.

Additional services provided:

Content marketing, link building, copywriting

The results of our 5 months of cooperation:

- Monthly visits from non-brand-related organic search traffic soared **1449% from just 510 to 8,000;**
- Website interactions went **from non-existence to 1,300 per month;**
- Page views per visitors per month increased **794% from 1,100 to 10,600.**

Zone of the Chernobyl disaster (Pripyat, Chernobyl) tour promotion

[SEO] running time: 2 years

Goal 1: increase the number of website visitors

Goal 2: attain the leading position in the target niche

The tools we used:



Netpeak Checker

A tool for mass website analysis and comparison.



Netpeak Spider

A tool for deep on-site SEO analysis.



Kamasutra

An internal service for automatically measuring a website's search engine visibility.



Auditka

Internal audit service for on-site SEO.

Additional services provided:

Link building, brand awareness, and content marketing



Results:

- Organic search traffic increased **from 1,800 to 17,500** visitors per month (from 60 to 580 per day);

● Sessions



- Tour reservations soared **from 30 to 200** per month;
- Average page views by visitors **increased fivefold**;
- The website gained **the leading position** in its niche and reached the top of the search results page for all main search queries.

[SEO of the past]

VS

[SEO of the present]

in detail

Evolution of SEO

[SEO of the past]

- Rank
- Copy for search robots
- Bought backlinks
- Simple optimization

[SEO of the present]

- | | |
|------------------------|------------------------------------|
| KPI, ROI | Cooperative work (client + agency) |
| Content+ | Keyword research+ |
| Organic link building | Error control |
| Optimization+ | CRO |
| External factors audit | Commercial factors |
| Social media factors | Behavioral factors |



[SEO of the past]

- Rank
- Copy for search robots
- Bought backlinks
- Simple optimization

Simple optimization

- duplicate content removal
- improvement of content relevance
- fixing noticeable technical mistakes

Bought backlinks

- relevant backlinks
- varying anchor text
- preference for temporary links

Copy for search robots

1. Unreadable:

Copy is written for search robots, not for readability.

2. Copy does not offer any valuable information:

The goal of the text is to contain the required keywords. It does not answer any of the reader's questions and is virtually empty of value or relevant meaning.

SEO-texts

Copy for search engine robots:

Millet is a big group of various grains that can grow in dry lands with high temperature. Want to buy millet? Many people want to know where to buy millet. You can find it in markets and supermarkets. Which types of millet exist? There are pearl millet, proso millet, foxtail millet, finger millet. The choice is up to you. If you have a question “Millet: where does it come from?”, we have an answer. People know millet since 8300 B.C.

Buy millet

You can buy millet seeds almost everywhere. Millet seeds for sale offer most of supermarkets. But here come the next question – how to cook millet. Millet seeds can be boiled. It's better to buy millet whole grains as they are very useful for health. In the web here are hundreds of recipes of millet whole foods for everyone. You can use it in cooking of almost all meals.

Rank

1. Aiming for the top 10 spot in search results.
2. Working with a limited, unnatural keyword list.
3. The KPI is the website's SERP (search engine results page) rank.

The conclusion of the campaign's success is based on continuous rank tracking, where:

- TOP-1 position – excellent
- TOP-3 – good
- TOP-10 – OK
- > TOP-10 – bad
- > TOP-50 – very bad

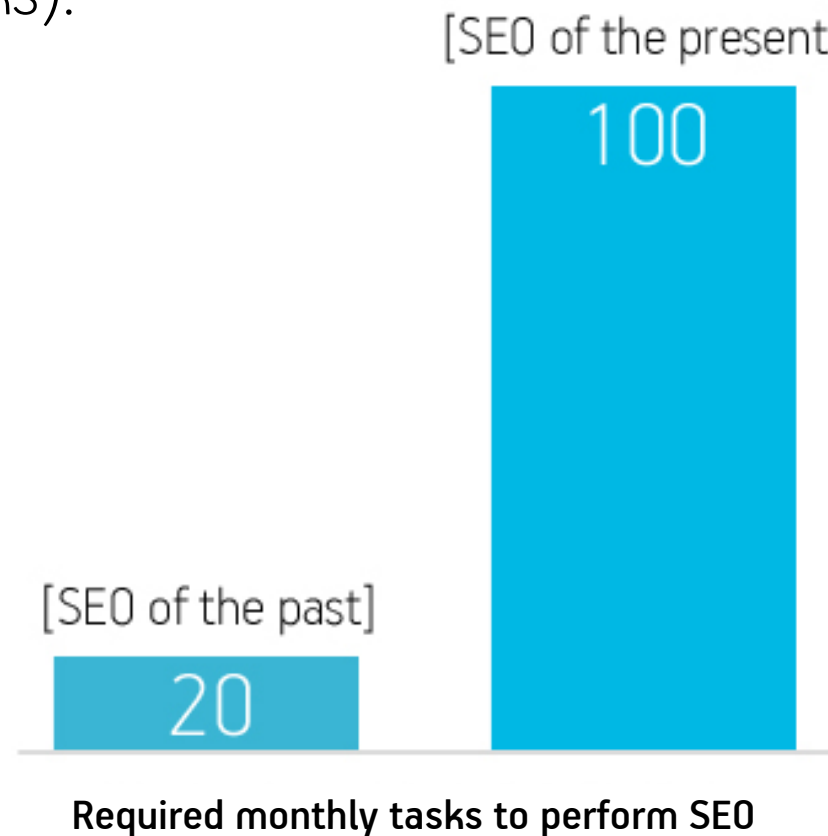
[SEO of the present]

- Optimization+
- Organic link building
- Content+
- KPI, ROI
- Keyword research+
- Error control
- CRO
- External factors audit
- Commercially relevant factors
- Behavioral factors
- Social media factors
- Cooperative work (client + agency)

Optimization+

Optimization+ has a heavier emphasis on on-site optimization. Its effect on ROI-growth has had a considerable increase over [SEO of the past].

Unlike **[SEO of the past]**, **[SEO of the present]** takes into account that it's not enough to simply perform a few basic tasks inside the website and put all hopes into external factors (such as backlinks).



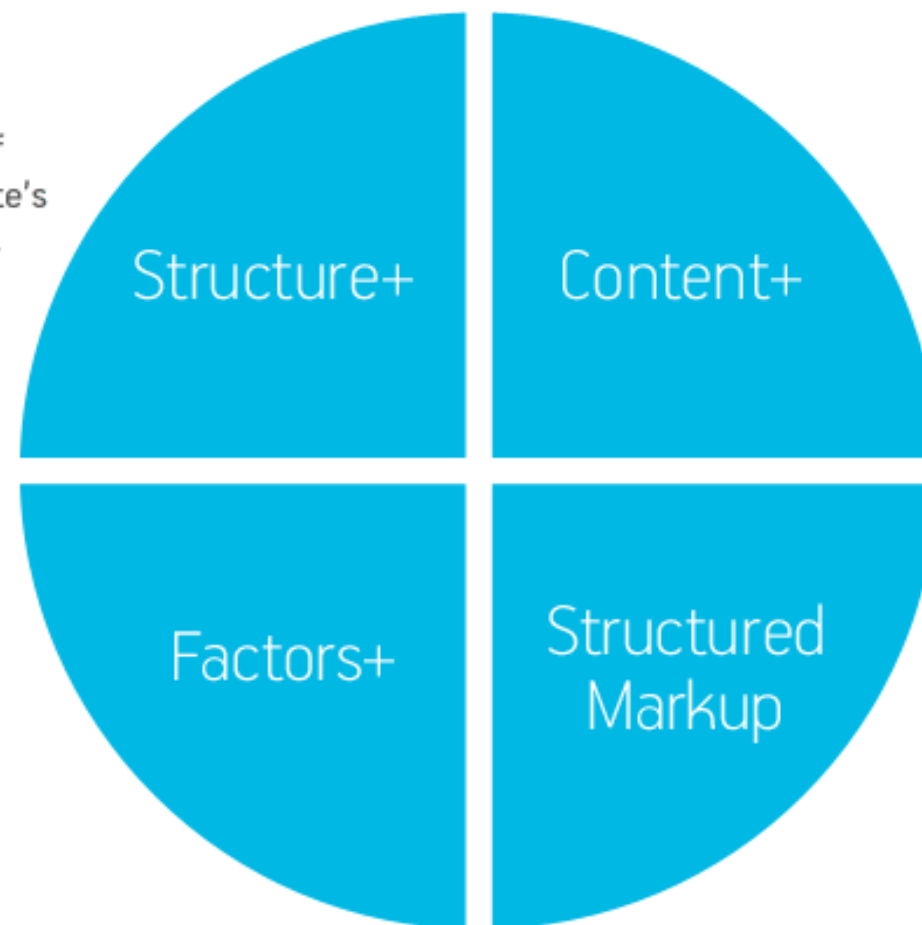


Optimization+

Along with the simple optimization of **[SEO of the past]**, **[SEO of the present]**'s technical audits add the following work:

- Optimizing the entire website.
- A maximum amount of appropriate targeted pages, and the creation of missing targeted pages. The website's goal is to answer user questions as clearly as possible.

- Additional ranking factors.

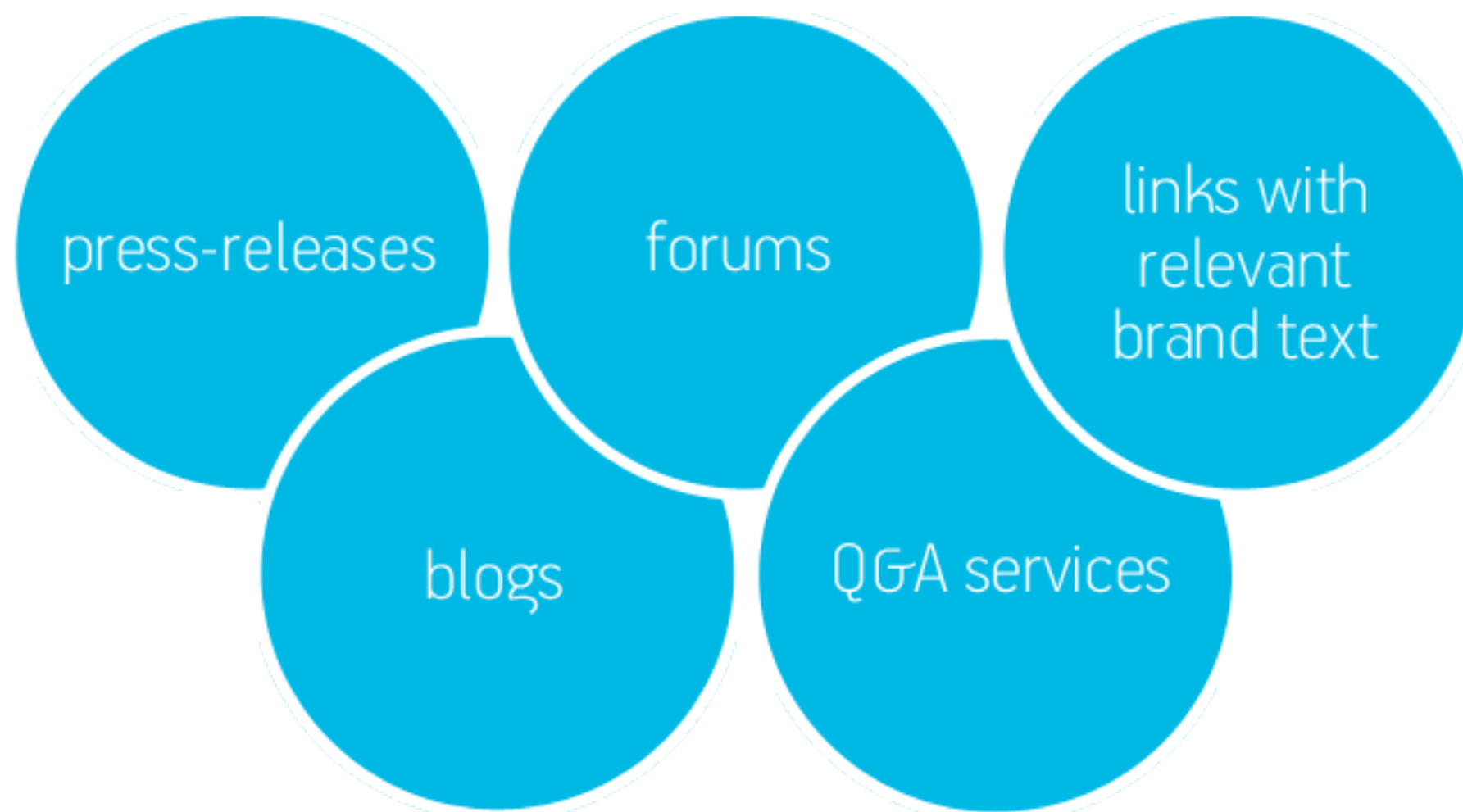


- Content audit – overview of the website text from the reader's point of view.
- Meta tags that contain the appropriate unique sales proposition.
- Interlinking for increased sales.

- Page descriptions in compliance with Schema.org.
- Microdata format.

Organic link building

Real backlinks to relevant websites:



Organic link building

Links+

[SEO of the past]



A large part of the client's budget was allocated to automated, low-quality backlinks.



[SEO of the present]

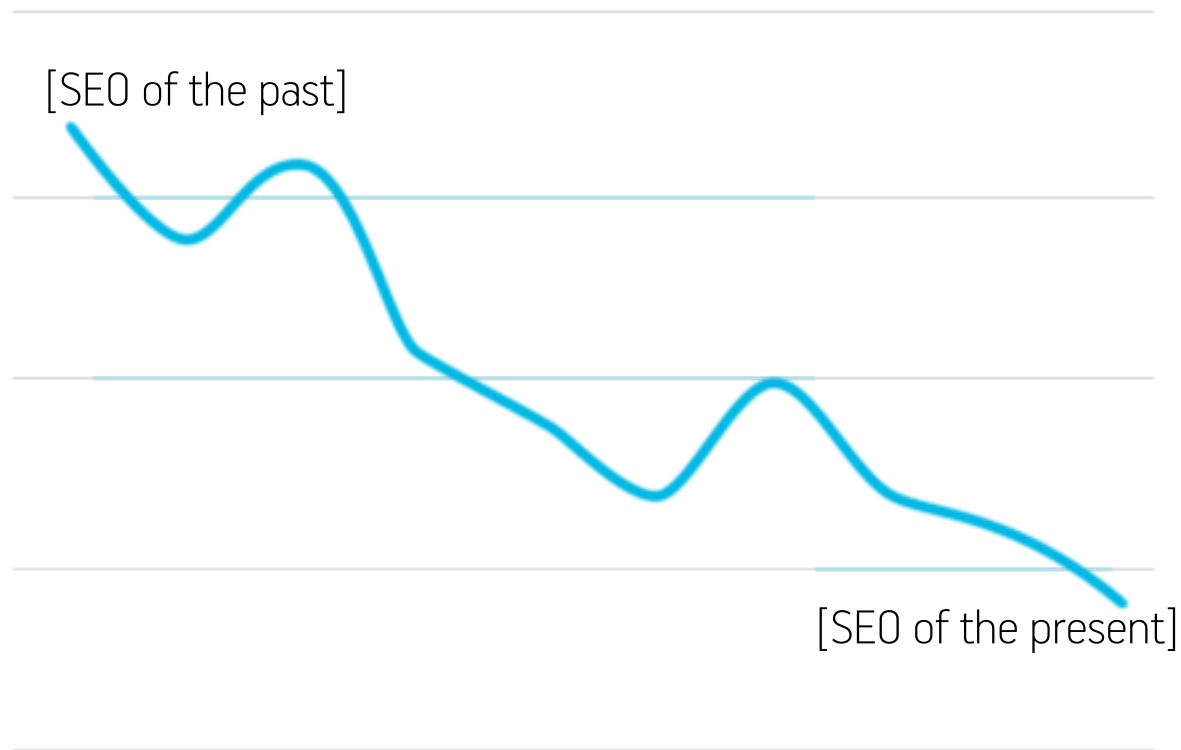


Even if the backlinks are bought, their quality is strictly controlled.

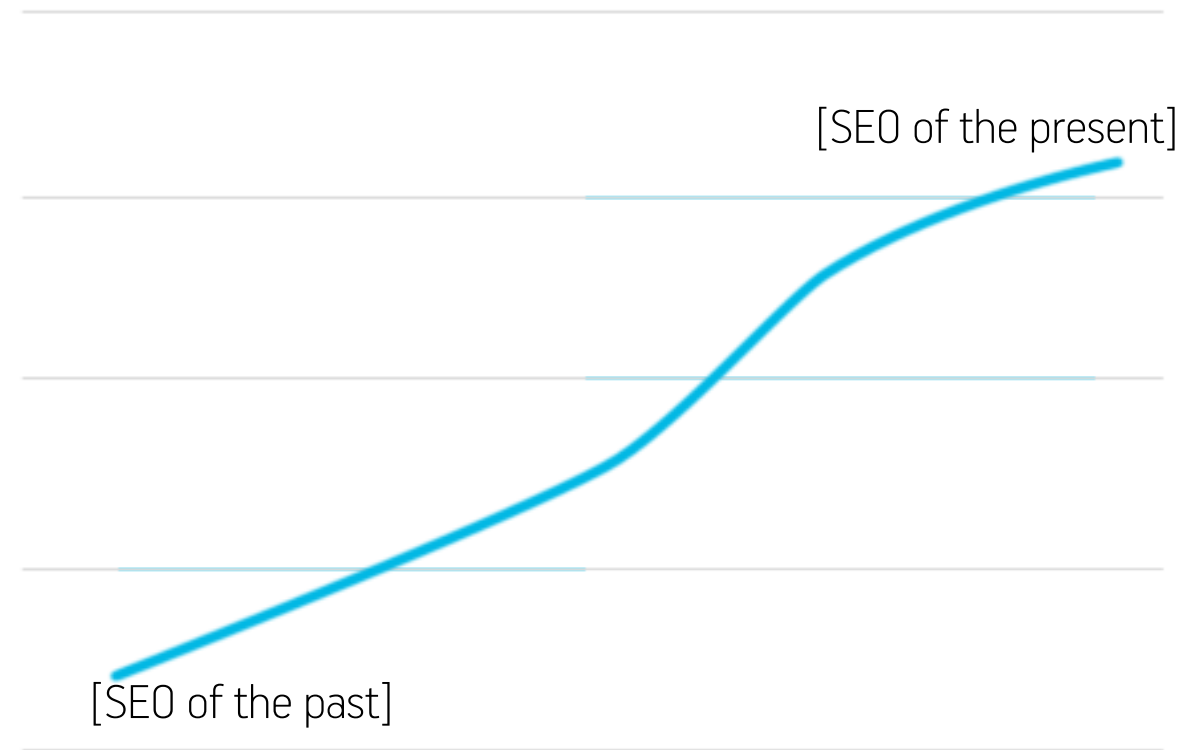
Organic link building

Spending on SEO backlinks

Spending on bought backlinks

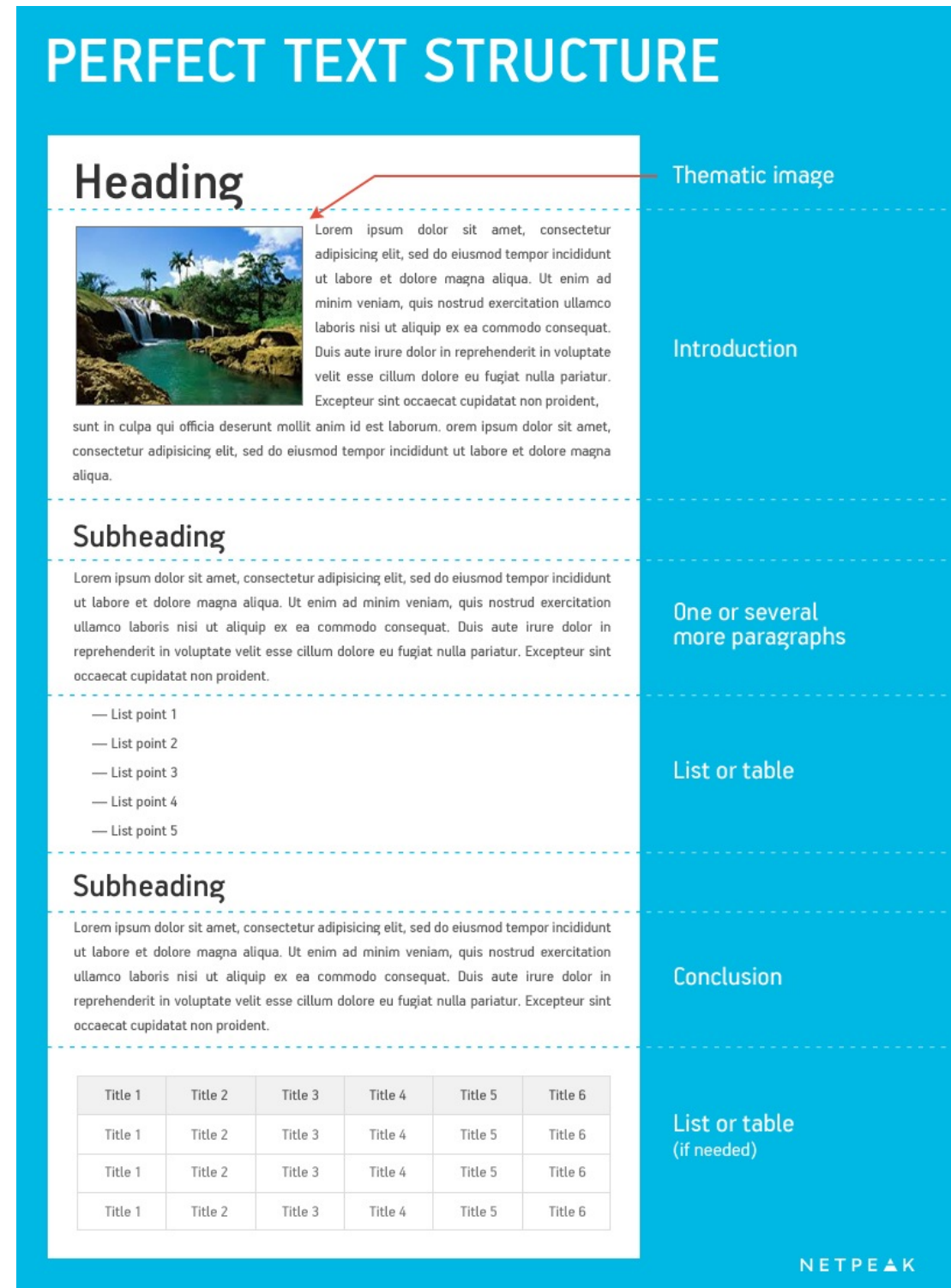


Spending on organic link building



Content+

Designed for a structured and interesting reading experience:



Content+

Copy designed for humans, not search robots:



Coriander is thought to be one of the oldest spices in the world. You can find mentions of this seed even in Old Testament, and archaeologists found it in the tombs of Egyptian Pharaohs.

Coriander plant is an annual herb about 50 cm height. Its flowers turn into seeds, which are then dried and used as a spice, and leaves are called cilantro and are widely used in traditional cuisine of Latin America, China and India.

Coriander health benefits

Since ancient time this plant is known for its medical properties and nutritional benefits. Because of its analgesic, stomachic and anti-spasmodic features it has been used by physicians, including Hippocrates, all over the world.

According to various researches, coriander is useful for:

- lowering sugar level in blood;
- total detoxifying, especially after alcohol use or smoking;
- reducing amount of a «bad» cholesterol in a body.

It is a good source of vitamin A and K. It also has a lot of iron, calcium, magnesium and manganese and is non-allergic. In India roasted coriander seeds is a very popular snack. As well as [flax seeds](#), it contains antioxidants that lower the risk of cancer.

Researches of American and Mexican universities have shown that coriander is quite a powerful antibiotic and it does a great job of killing Salmonella — dangerous bacteria that causes foodborne illnesses that can lead to death.

Content+

Increasing the relevance of targeted pages.

Making sure the search engine knows exactly what the website is talking about.

Fair

We make it clear that the page is about a trading exhibition, not just being trustworthy.

March

We make it clear that the page is about marching, not about the month.

Bear

We make it clear that the page is about the animal, not about carrying something.

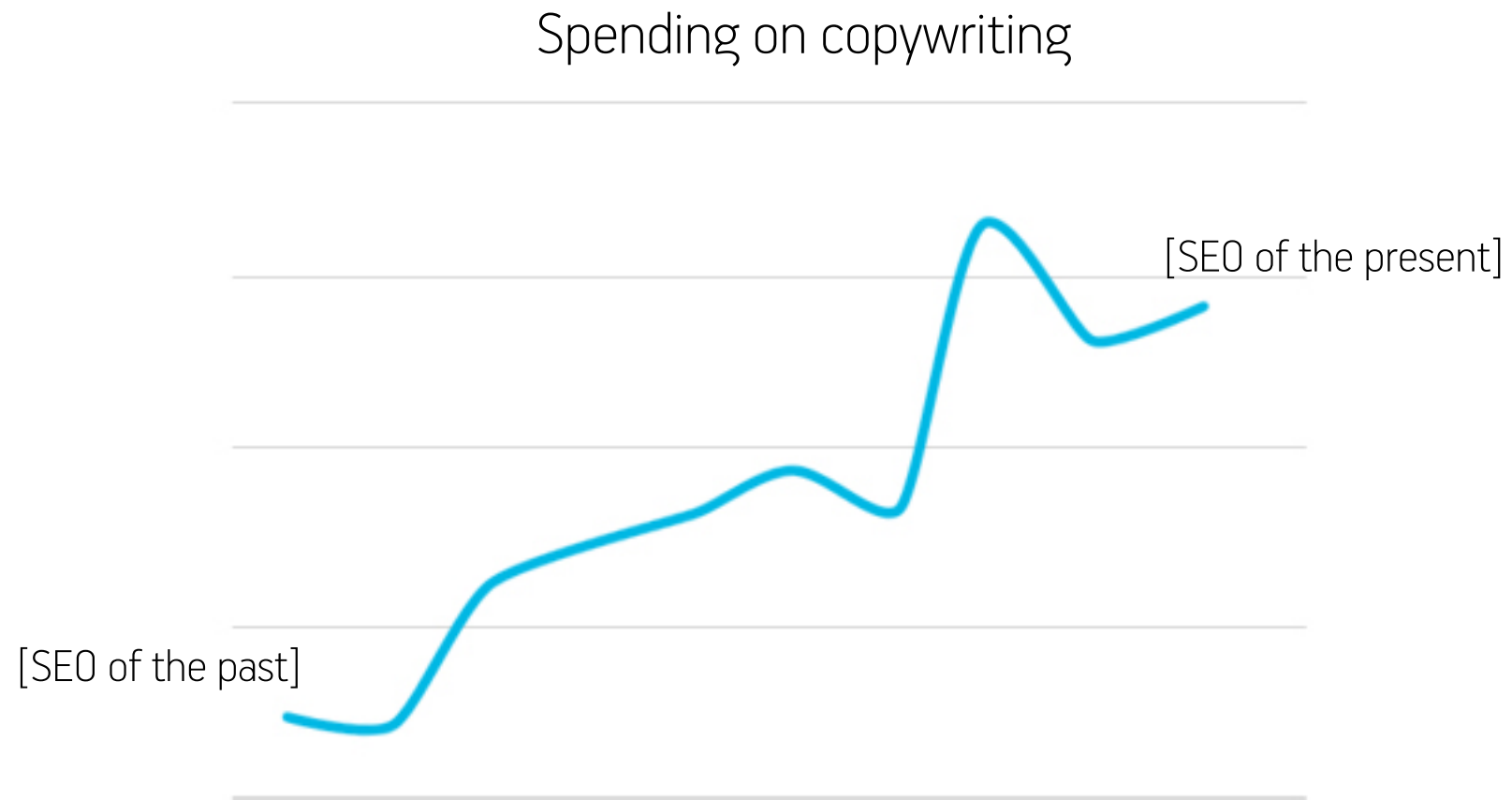
Content+

Paving the right direction for content improvement:



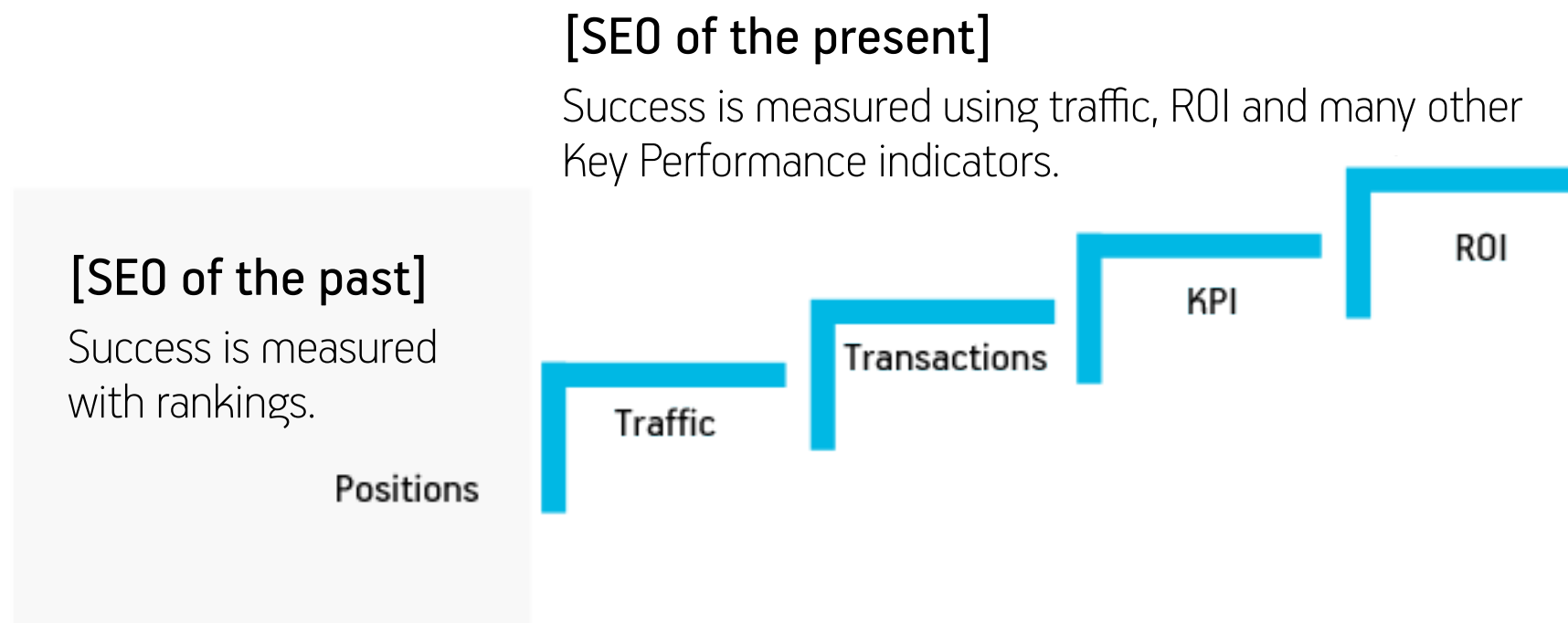
Content+

Spending on content for SEO:



KPI/ROI

1. Automatic tracking of standard KPIs for the online project; tracking of individual KPIs for each specific facet of the project.
2. Accurate, strategically planned work for improving KPIs.



KPI/ROI

Evolution of goals:

From rank in [SEO of the past]

To sales in [SEO of the present]

История изменений позиций	Позиция
google ua [ru]	02.03
1. international seo agency [ua] [ua]	8 ⁺³
2. international seo agency [ua] [ua]	8 ⁺³
3. international seo agency [ua] [ua]	9 ⁺⁷
4. international seo agency [ua] [ua]	9 ⁺¹²
5. ua international seo agency [ua] [ua]	9 ⁺⁸
6. international seo agency [ua] [ua]	9 ⁺⁸
7. international seo agency [ua] [ua]	9 ⁺⁸
8. international seo agency [ua] [ua]	9 ⁺⁴
9. international seo agency [ua] [ua]	10 ⁺⁶

	04.10 - 02.11	03.11 - 02.12	03.12 - 01.01
Visits	13399	18079 (34.93 %)	19630 (8.58 %)
Transactions	43	54 (25.58 %)	57 (5.56 %)
Income	57025 UAH	83753 UAH (46.87 %)	87771 UAH (4.8 %)
Visitors	12127	16361 (34.91 %)	17938 (9.64 %)
New visitors	10341	13647 (31.97 %)	15079 (10.49 %)
Pageviews	39371	51404 (30.56 %)	52276 (1.7 %)
Average number of unique queries per 24 hours	192.03	247.6 (28.94 %)	248.68 (0.44 %)



KPI/ROI

Web analytics:

1. Finding out the most effective channels for attracting traffic.
2. Tracking assisted conversions.
3. Tracking behavioral factors with the help of heat maps.
4. Analyzing social signals.
5. Analyzing mobile audiences.
6. E-commerce analysis.

Keyword research+

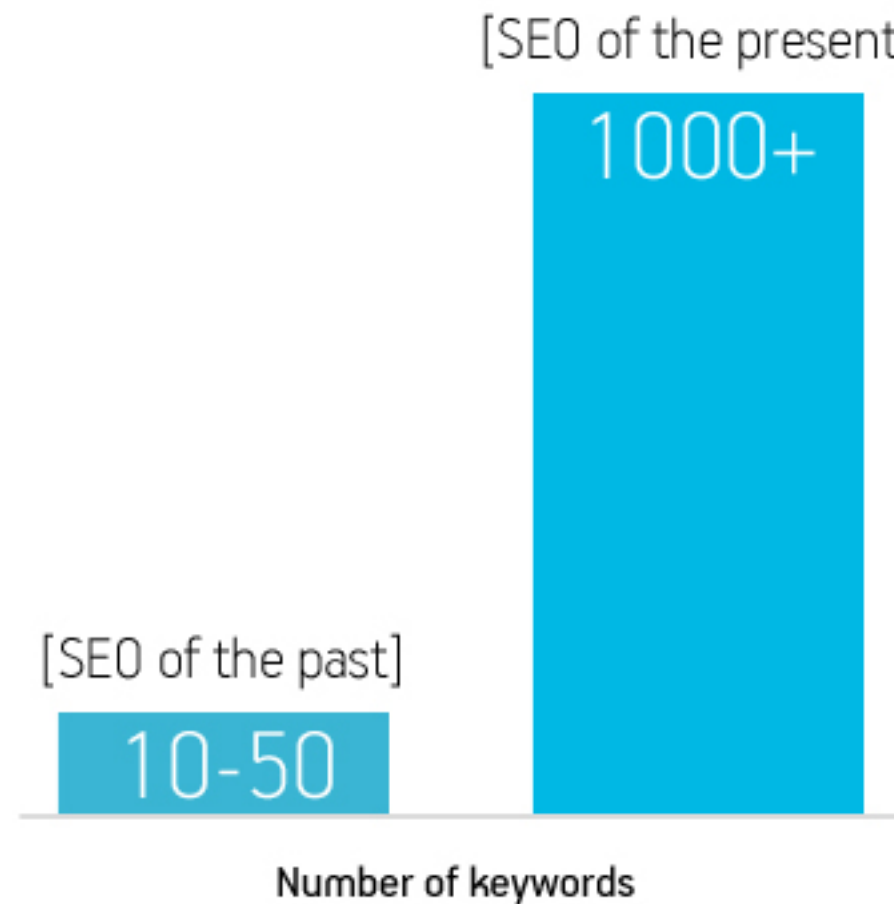
Detailed keyword analysis:

1. Influence on website's structure.
2. Creating targeted pages for specific groups of search queries.

Keyword research+

Sizable growth of promoted keywords.

From dozens of keywords to thousands and tens of thousands.



Error control

Mitigating emergent technical problems and finding quick solutions.

With **[SEO of the present]**, all targeted pages are automatically monitored for certain indicators, since incorrect website changes and nonfunctional pages can bring down the website's visibility in search engines. In order to mitigate these errors, we:

1. Monitor changed or deleted metadata.
2. Check for removed targeted pages.
3. Find de-indexed pages that should be indexed.
4. Supervise heading optimization.
5. Supervise the de-indexing of targeted pages from the SERP.
6. Supervise website availability.
7. Supervise dozens of miscellaneous mistakes that bring down a website's visibility in search engines.

CRO

CRO - conversion rate optimization

Every step a user makes on a website can lead to an increase in sales.
To make this happen, we utilize conversion optimization.

With **[SEO of the present]**, multiple paths are taken to increase a website's conversion rate.

For example:

1. Optimizing targeted pages for humans, not search robots.
2. Analyzing user behavior.
3. Interlinking recommended products and services.

External factors audit

1. Determining backlink quality.
2. Determining unnecessary backlinks.
3. Studying the most effective competitor backlink strategies.
4. Creating a solid external project strategy based on research.
5. Removing search engine penalties.

Commercially relevant factors

1. Analyzing and determining search queries that bring sales. Creating an appropriate promotional strategy.
2. Evaluating and improving on-site optimization factors that affect the website's commercial relevance.
3. Refining product descriptions.
4. Recommendations for organizing your product categories.
5. Refining and adding necessary information to e-commerce websites.
6. Boosting the brand's authority.
7. Product analysis: recommendations for organizing your product categories and creating on-site algorithms to easily find similar products.

Behavioral factors

Working with behavioral factors:

[SEO of the past]



We give over 100 recommendations that help convert visitors into customers.



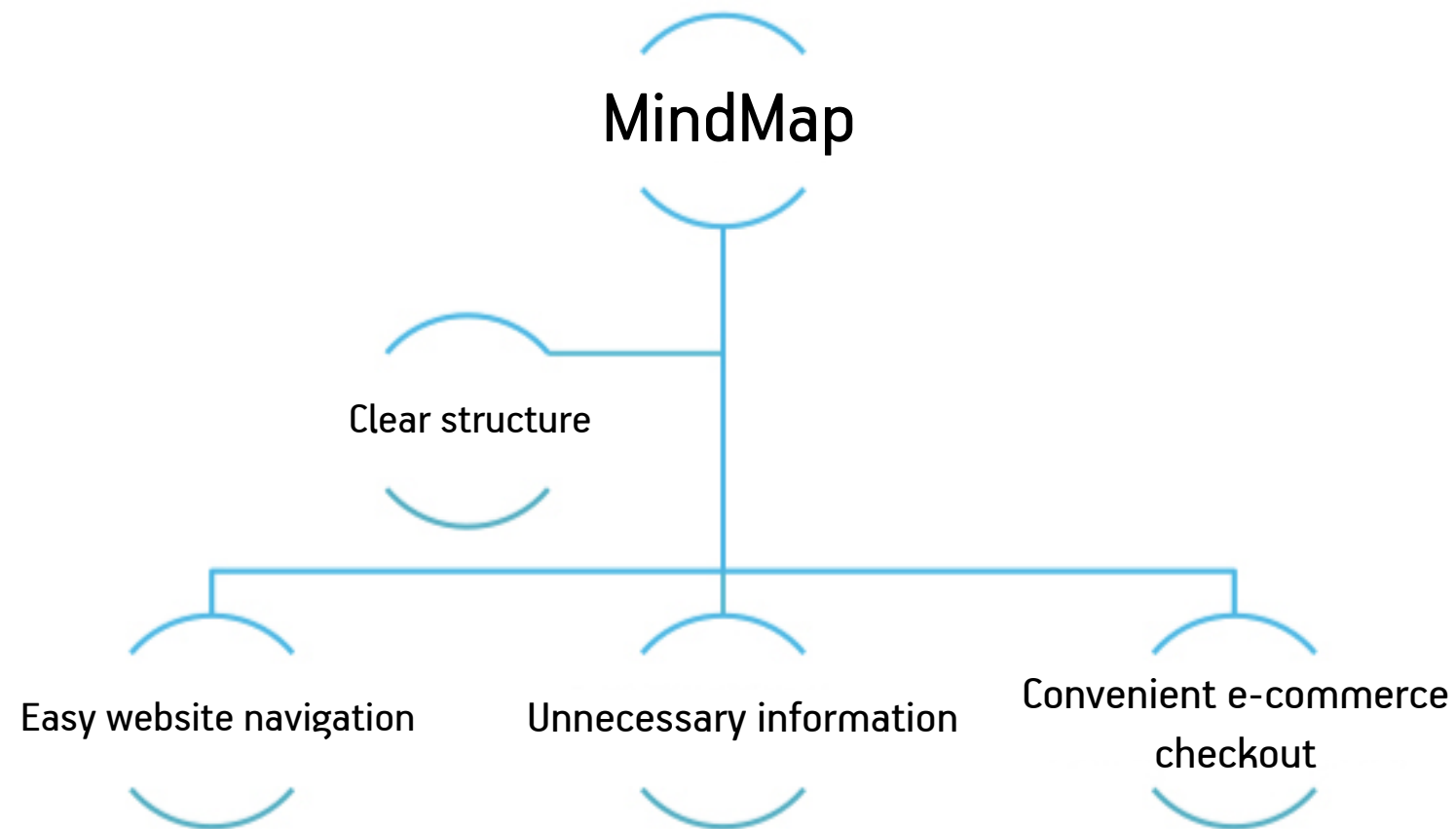
[SEO of the present]



Selling additional products or services to existing customers.

Behavioral factors

Analyzing, improving and optimizing the website's structure:



Social signals

1. Spreading client information throughout social media:
 - Google+
 - Facebook
 - Twitter
 - Other social media platforms
2. Evaluating social network content:
 - Google+ +
 - Facebook
 - Evaluating social network content:

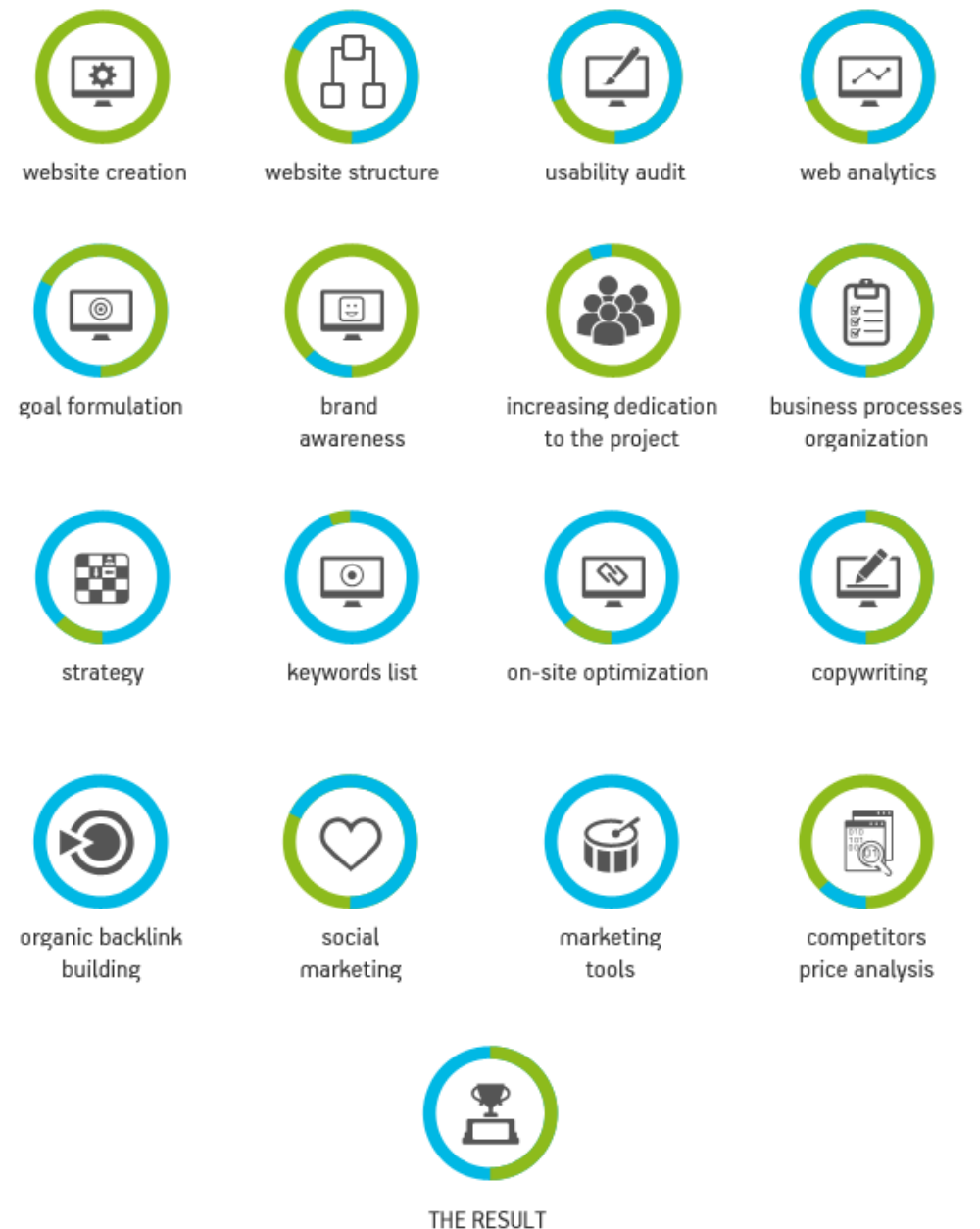
Cooperative work (client+agency)

When ordering **[SEO of the present]**, the client must be prepared to take up work of their own, and should be prepared when the agency sets tasks to complete.

[SEO of the present] means the company's marketer or business owner will receive appropriate project guidance.

AREAS OF RESPONSIBILITY

 client  online marketing agency



Cooperative work (client+agency)

Business owners must optimize processes in order to get the maximum impact of **[SEO of the present]**.

Cooperative work (client+agency)

Initiative evolution:

In **[SEO of the past]** autonomous work was possible.

In **[SEO of the present]** the client's active involvement is required.

There will be little to no progress without initiative from the agency and involvement from the client.

~~Work is autonomous. Client action is almost unnecessary.~~

The client takes an active role in the project.

Without the client's involvement, the project has lower chances of generating sales effectively.

Cooperative work (client+agency)

Why is agency enthusiasm so important for SEO?

In most cases, simple SEO consulting is ineffective because of the typical «gym syndrome»: the client understands the need to develop a business but when it comes to doing something by themselves, the enthusiasm disappears very quickly.

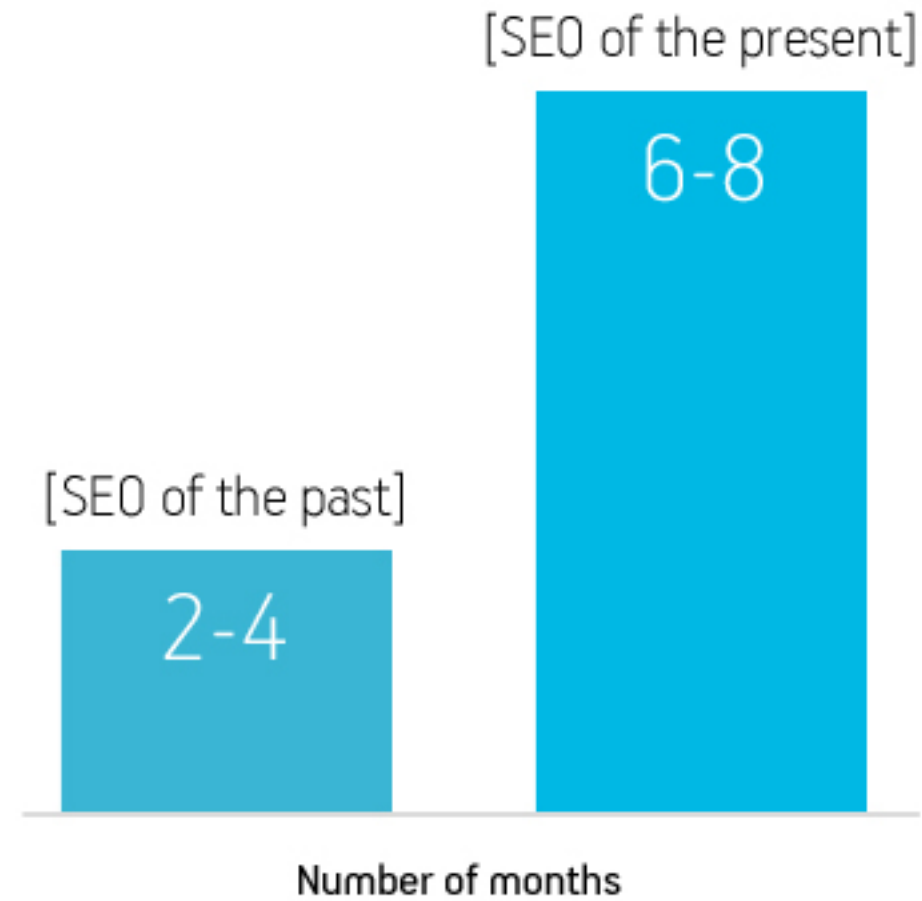
The client can continue paying monthly (the SEO expert will try to do the work that doesn't require client participation) but the effectiveness of such work will be low.

Those who want to offer great SEO services should behave like fitness coaches: not only telling client what to do but supervising the client's cooperation.

[SEO 2.0] is the SEO service with initiative.



Time needed to get results from SEO

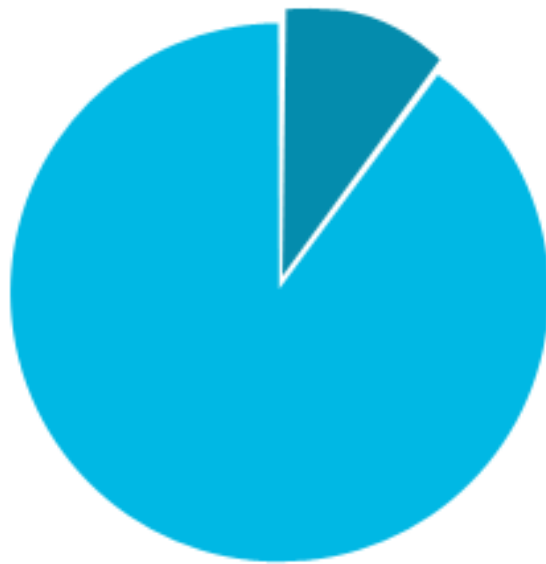




Hands-on work

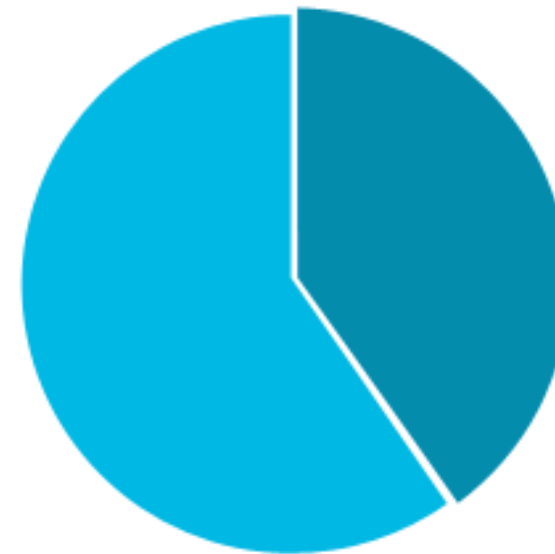
[SEO of the past]

● Automation ● Expert



[SEO of the present]

● Automation ● Expert



The time spent on projects per specialist has increased by 100%



[SEO 2.0] is one of the Netpeak's main services.

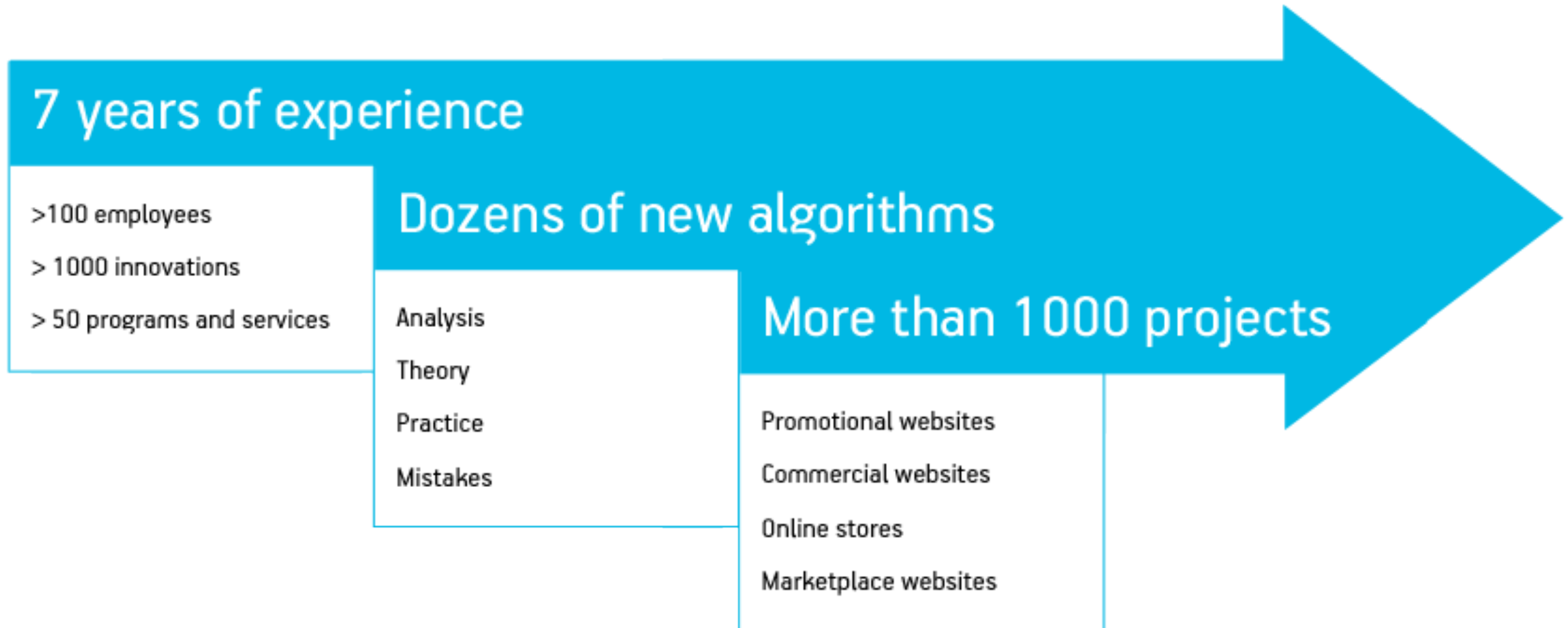
[SEO 2.0] includes **[SEO of the present]**, and more.



[SEO 2.0] = [SEO of the present] +
[Leading methods for improving sales] +
[Making client involvement a comfortable
process] + [Netpeak's brand]



How did we get to [SEO 2.0]?



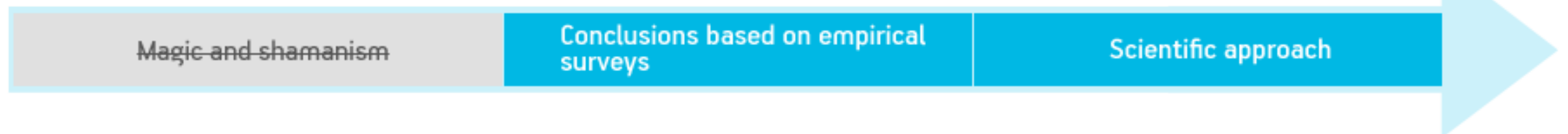


From magic and shamanism to the scientific approach

[SEO 2.0] wouldn't have materialized without our SEO analytics department and our study of search engine algorithms.

Some algorithms our experts have developed:

1. Compare the project's copy to similar niche websites, in order to determine the copy's uniqueness.
2. Determine the commercial relevance of key phrases.
3. Classify pages by type.
4. Find keywords that characterize the product or service.
5. Evaluating factors that influence website text relevancy.





[Leading methods for improving sales]

1. Guerrilla marketing
2. Personalized triggered emails
3. Guidance provided to the client's copywriting department
4. E-commerce tools
5. Lead generation tools





[Making client involvement a comfortable process]

Netpeak Client Dashboard

With the help of the Client Dashboard, Netpeak clients get all the current information on the progress of their project, and are able to look through periodic project reports and gain access to important statistical data.

The Netpeak Client Dashboard is meant to give clients the advantage of monitoring KPI (Key Performance Indicators) achievements and getting status updates from experts.





[Netpeak's brand] – ROI-oriented

Project work is directed at increasing client revenue, not for achieving impractical SERP (search engine results page) positions.



[Netpeak's brand] – modern work environment

1. Multifaceted motivational system for agency experts.
2. An internal standards system that helps prevent project mistakes based on human factors.
3. Project Management Dashboard designed exclusively for Netpeak.
4. All the information about the project is gathered in one place. The expert never wastes time searching for necessary information.
5. Results-oriented teamwork management.
6. Project time is used effectively to achieve optimal results.
7. Online time tracking system monitors employee activities.



Netpeak's values: our clients





Netpeak's values: our awards



1st place

in media agencies
Ukrainian Advertising Coalition



2nd place

in digital agencies
Ukrainian Advertising Coalition



2nd place

in Ukrainian SEO agencies
CMS Magazine



6th place

in media agencies
Advse.ru



TOP-100

Golden hundred
Russian Digital 2013



TOP-100

Golden hundred
Russian Digital 2014



in 7

Ruward.ru ratings



8th place

in digital agencies
Cossa.ru



Netpeak's values: certifications





[Netpeak's brand] – automation

1. We use technology that considerably improves SEO results and reduces extra spending.
2. Our tools help effectively drive result without our experts performing any monotonous actions for each project.
3. Tracking systems allow our experts to react quickly to critical errors during project development:
 - 3.1. Supervision over technical errors on targeted pages.
 - 3.2. Supervision over the domain's operability.
 - 3.3. Supervision over image optimization.
 - 3.4. Supervision over YML-file accuracy for e-commerce projects.
 - 3.5. Supervision over Google's manual penalties presence.



[Netpeak's brand] – automation



Siberia

An in-house, non-public tool used to effectively place links on an automatic basis.



Netpeak Auditka

Internal audit service for on-site SEO.

IfTheyCall

IfTheyCall

A phone tracking system that uses promo codes.



LTV-calculator

Future income evaluator.



[Netpeak's brand] – automation



Netpeak Checker

A tool for mass analysis and website comparison.



Netpeak Spider

A tool for deep on-site SEO analysis.



Netpeak SERPer

A tool for tracking a website's position on the SERP.



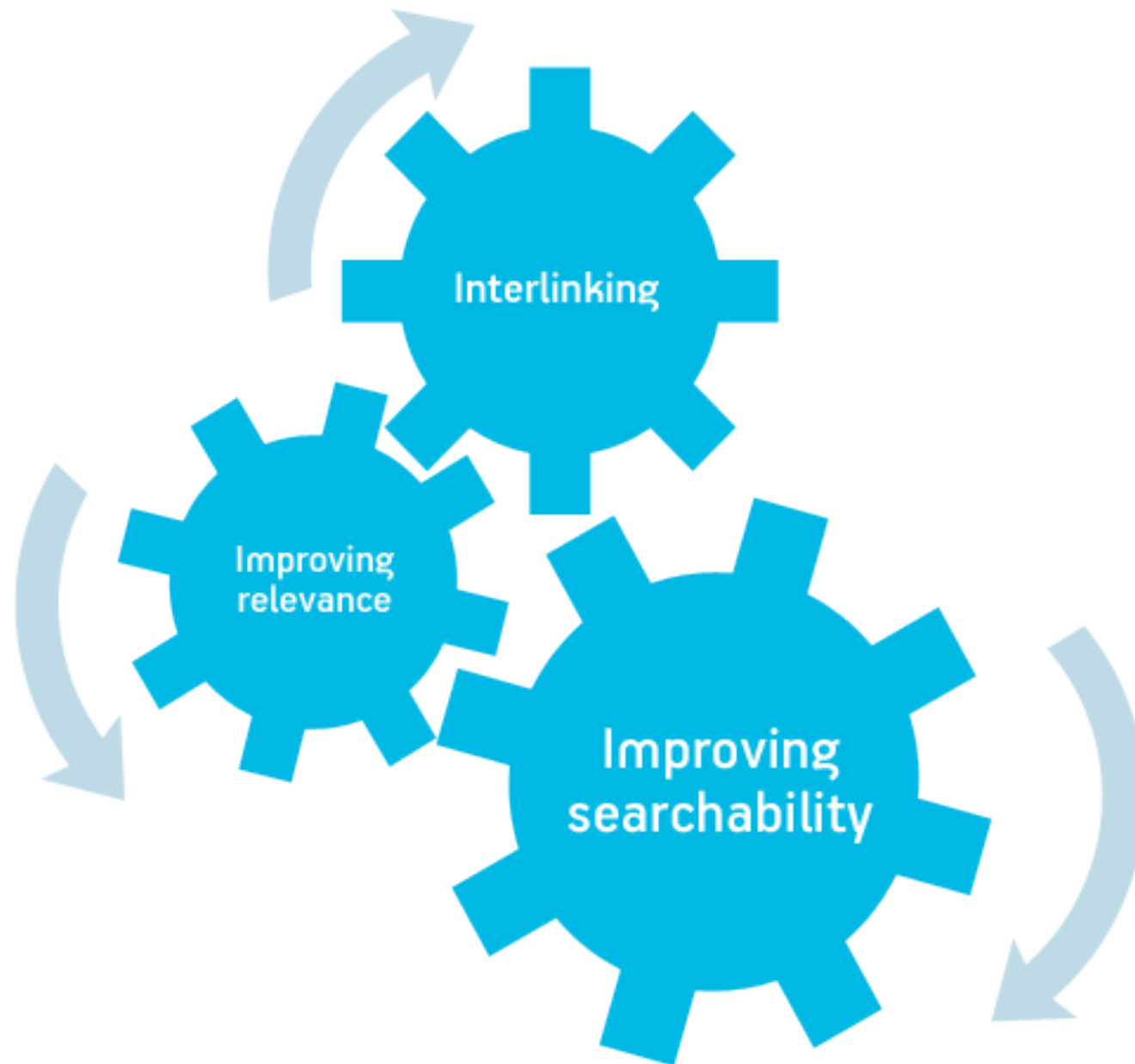
Kamasutra

An internal service for the automatic identification of a website's visibility in search engines.



[Netpeak's brand] – automation

We have a set of algorithms for improving on-site optimization:





[Netpeak's brand] – experience

1. Our experience helps us to effectively achieve results for businesses of all sizes.
2. The experience that we accumulated while working with foreign projects helps us achieve results for businesses all over the world.
3. The experience of working with big projects in almost every niche allows us to deal with tasks on all levels of difficulty.



[Netpeak's brand] – synergy

1. To achieve the best results for any business, we bring additional experts to work on the project when necessary.
2. To achieve an optimal level of performance for large projects, we create separate departments that include experts from various fields.
3. Our experts are constantly put through seminars and workshops, and complete additional certifications to maintain their status in the industry.



[Netpeak's brand] – expert education

1. A private forum for experts to exchange knowledge and information.
2. Educational webinars.
3. A continuous exchange of new insights, experiences and information amongst team members.
4. Specialized workshops and conferences.
5. A Netpeak learning center designed to keep experts up-to-date.



[Netpeak's brand] – exclusive industry knowledge

We have data for 40 million domains.

We can see 16 million search queries and 120 million autocomplete suggestions.

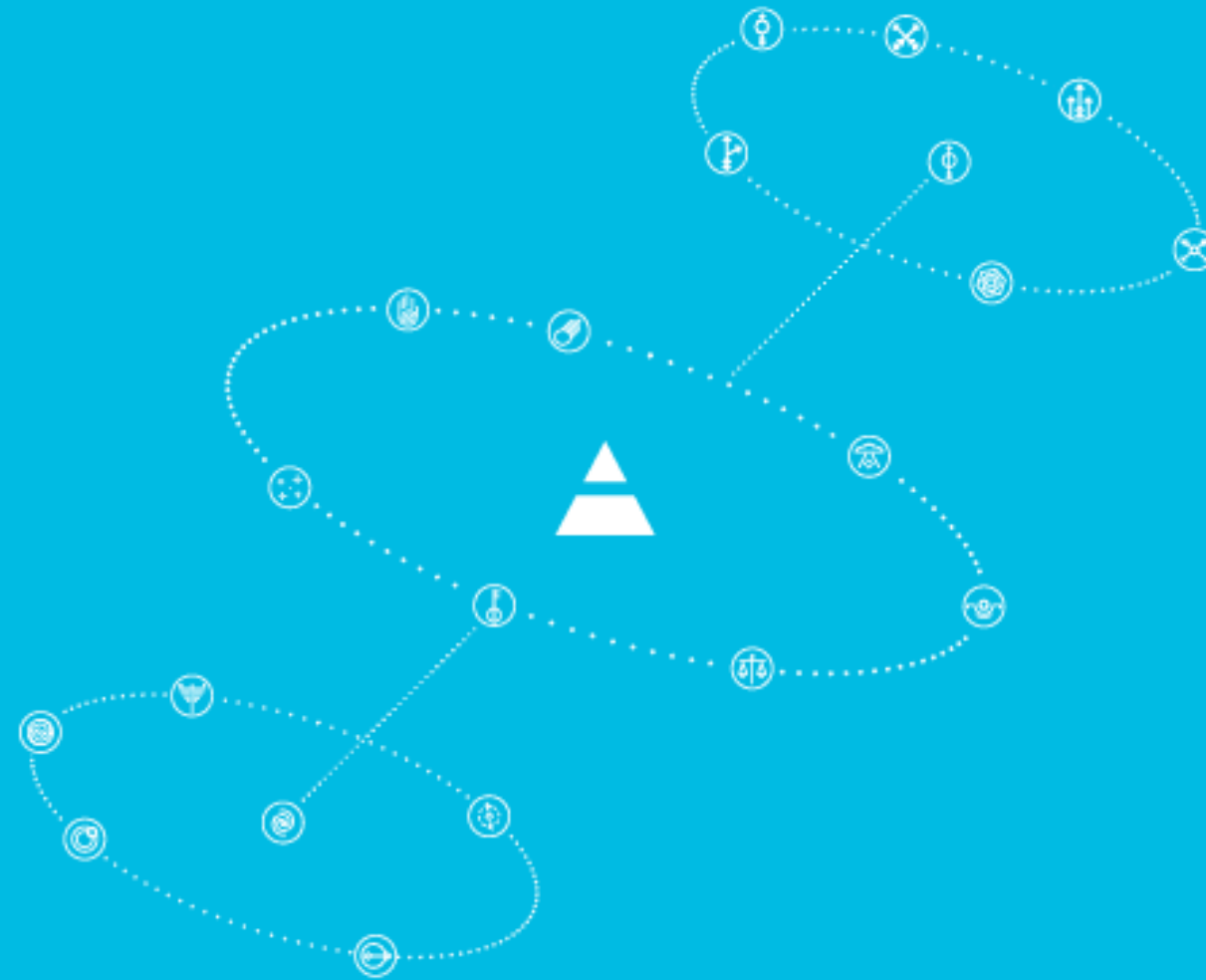
We analyze 25 million advertisements.

Only Google knows more than we do.



[Netpeak's brand] – organized workflow

1. Software department – designs services and software that automates tasks and make our SEO experts' work possible.
2. Web-development department – SEO audit integration for the client's website.
3. Link building and guerrilla marketing department – responsible for organic link building and guerrilla marketing.
4. Copywriting department – responsible for content creation for targeted pages, and establishing a copywriting department for the client.
5. SEO tech and analytics department – tracks trends in website promotion and develops new SEO technologies.
6. Management department – experts responsible for managing the client's online project.



[SEO 2.0]

SEO for business

NETPEAK

Thank you for your attention!

NETPEAK
SEO and PPC for Business

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