

Generalist



John Citizen - SEO MANAGER
*fictional staff member

6+ years experience in search engine optimisation with a focus on the financial and recruitment services industry. Vast experience in all Google products and social media.

#1 Job Board - SEO Manager	2.5 years
Top 4 Bank - SEO Specialist	3 years
Full service agency - Digital marketing exec	1.1 years

Management Costs

- To be able to cover the same skill set you will have to hire a minimum of 7 staff members. Each ranging from \$50k - \$200k depending on their level of experience.
- Equipment and tools they require will also come at a cost to the business.
- Internal resources run out of ideas very quickly and motivation level drops.
- Hundreds of small google updates can go unnoticed each year which compound on each other, unless you are working on multiple projects they will have a lack of perspective of the trends as they appear.

Expertise Deficit

- Lack of external perspective when caught up on the internal context of the business.
- When an internal staff member leaves your organisation, they take with them extensive knowledge of the project that can be lost in handover.

Why You Should...

- Internal team members have a thorough understanding of your brand.
- You can hire someone with a cultural alignment.
- Put all your business faith in one person.

Specialists



Zan Ristov
Account Director



Catherine Summers
Lead Technical Project Manager



Blake Townsend
Technical Project Manager



Rudy Huang
Web Producer & Project Manager



Jane Janev
Web Development Manager



Marija Atanasova
Reasearch Team



Katerina Koteva
SEO Executive



Jelena Stojkovski
Content Executive

Large Staff Skill Set

- Within the team of 70+ people we have the resources and skills required to assist eCommerce businesses with their organic revenue journey and we have the brains trust required to maintain the overall channel health.
- Our senior resources have over 12 years experience to be able to successfully navigate any business tech stack including third party plugins and extensions.
- Exposure to many clients, learning and testing new techniques all the time.
- Cumulative agency knowledge eliminates trial and error phase and maximises technology choices and project efficiency.

Proven Approach

- 350+ client projects, enterprise projects with extensive internal digital teams who we collaborate and educate.
- Capitalising on missed opportunities.
- External industry collaboration
- Benefit from our internal IP and proprietary technology platform built exclusively for our clients.

Client Project Risk Protection

- We have a team of multiple experts working on a project at any given time.
- Client DNA retention across multiple projects.
- When internal key resources leave your business, our project team will assist and maintain project flow.

Technical Platform Licenses

- SEMRush, Moz and AHREFS = \$150k plus per year.

Low Risk

- We are an agile business with a team of experts ready to work on projects within 7 days of kick off.
- No lock in contract.