

Generalist



John Citizen – SEO MANAGER
*fictional staff member

6+ years experience in digital marketing with a focus on eCommerce businesses. Experience and certificates in all Google products and social media.

Company 3: SEO Manager	2 years
Company 2: Digital Marketing Specialist	3 years
Company 1: Digital Marketing Coordinator	1 years

Management Costs

- To be able to cover the same skill set as a specialist agency, you will require a minimum of 7 staff members, including a content writer, researcher and SEO specialist. Their salaries will each range from \$50k to \$200k.
- The equipment and tools they require will also come at a cost (150k+ per year).

Expertise Deficit

- Hundreds of small Google updates will go unnoticed each year. These will compound on each other and can decrease organic traffic potential.
- There is a lack of external perspective when caught up on the internal context of the business.
- Internal resources can run out of ideas very quickly and motivation level drops.
- If an internal staff member leaves your company, they take with them extensive knowledge of the project that may be lost in handover.

Specialists



Harvey Canete
Head of SEO



Blake Townsend
Technical Project Manager Lead



Vandana Kumar
Technical Project Manager



Rudy Kurniawan
Web Producer & Project Manager



Jane Janev
Web Development Manager



Marija Atanasova
Research Team



Katerina Koteva
SEO Executive



Jelena Stojkovski
Content Executive

Large Staff Skill Set

- Within the team of over 130, we have the resources and skills required to grow your eCommerce businesses through organic search optimisation.
- Our senior resources have over 12 years of experience to successfully navigate any business or eCommerce roadblock, including third party plugins and extensions.
- We have experience in 50+ industries, and are continually learning, testing and refining new techniques.
- Our cumulative agency knowledge eliminates the trial and error phase and maximises technology choices and project efficiency.

Proven Approach

- Our proven strategy has worked for over 500 client projects and enterprise clients.
- We are an agile business with a team of experts ready to work on projects within 7 days.
- Benefit from our internal IP and proprietary technology platform built exclusively for our clients.
- Capitalise on missed opportunities for online growth.

Risk Protection

- We have a team of multiple experts working on a project at any given time.
- If key internal resources leave your business, our project team will assist in handover and maintain project flow.
- No lock-in contracts.

Why put all your faith in one person when you could work with a team of over 130 with Megantic?