The Maratopia SMART Search Space Analysis

Brice Agamemnon
1 review

★★★★★ 3 months ago

Positive: Professionalism, Quality

We insturcted Maratopia to do an SEO audit of our websites.
They provided a very thorough report and were really impressed with the quality of the work.

There were clear identifications of the pain points and the actions required to solve this problem.
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After the initial work with them, we are still in talks to continue our collaboration.

Google Customer Reviews
★★★★★ 4.9

It's No Fluke Where Your Website Ranks

Over 60 tests will reveal:

- **What has been hindering your website's rankings**

- **What the best in class have been doing to get higher than you**

- **How we can help you match and beat your competitors**

- **What Return on Investment you can expect**

Taking the Guesswork Out of SEO

You need to know:
Why Google has placed other sites above yours?
What actions are needed to catch competitor sites?
Where your SEO opportunities are?
What revenues you can expect?
Is Google penalising my site?

We'll benchmark industry best practice:
Content Scoring
Backlink Profile
Core Web Vitals
Forensic Analysis of Top 10 for leading Keywords

And analyse your site for best practice
SEO Hygiene
Analysis of Google Search Console (if provided)

A **forensic blueprint** on how to promote you above each competitor
Jargon Free, Evidence Based
No smoke and mirrors, no magic, no dark arts.
Just Facts

SEO Gap Analysis
A Forensic Approach to SEO

Content Gap Analysis

➜ Content scoring against best in class
➜ Content volume v competitors
➜ Is the content thin or duplicate?

Provide Content To Be Found On

SEO Hygiene & Technical Gap Analysis

➜ Is your site optimised or structured to best use of your content?
➜ Are you being penalised for poor Speed or Core Web Vitals?

Remove On Site Barriers & Structure Your Content

Backlink Authority Gap Analysis

➜ Competitors backlink strengths
➜ Toxic backlinks
➜ Citation weaknesses
➜ Leaking Link Juice

Backlink Requirements to Amplify Content

Understand Your Competitive Search Space

➜ Your competitors' rankings
➜ Which competitors are best to model
➜ Google penalties
➜ Keyword opportunities

The Words & Positions To Bring You Success

Campaign Creation

➜ To compete with the best, with an agile campaign
➜ To outsmart the best competitors' strategies, avoiding their mistakes

Campaign to Overtake Competitors

WHAT MAKES IT DIFFERENT
WHAT MAKES IT SMART
WHAT MAKES IT DIFFERENT

Specific tests
Measurable results
Attainable rankings from
Realistic evidence based recommendations
Timely, ready to go in an achievable timeframe

Making The Difference
Interpretation and analysis of the results by experienced professionals

Understanding the evidence and the implications

If It smells wrong, If the evidence conflicts:
We retest, validate, dig deeper, use other tools

Opportunism
We search for long term fixes AND Opportunistic quick wins

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Keywords & Traffic

Find Out

- What your competitors rank for and where their traffic comes from

- PPC v SEO opportunities

Understanding your

- Search Space Keyword Opportunities

- Precisely what is required to catch any given competitor

- What Revenues each position on Google could drive for you

- Keyword trends and rising popularities

KEYWORD ROI

Site: ABC Company.com		KWs		% of Total 1st Page Clicks*										Traffic Increase From Improved Rankings			14,438
Increase position by	4	73		39.6%	18.4%	10.1%	7.6%	5.1%	4.7%	3.5%	2.9%	2.2%	2.1%	Conversion Rate		3.15%	Customer Life Value £450
Totals - Monthly>>		Search Vol>	192,950	76,408	35,503	19,488	14,664	9,840	9,069	6,753	5,596	4,245	4,052	Increase Positions		4	Monthly Campaign Value £204,661

Keyword	Intent	Search Vol	1	2	3	4	5	6	7	8	9	10	KW Diff	CPC	Existing Rank	Est Traffic	4 place improvement	Improved Traffic	Net improvement
risehip oil	commercial	9,900	3,920	1,822	1,000	752	505	465	347	287	218	208	52	£ 0.66	5	505	1	3,920	3,416
cumin face	informational	27,100	10,732	4,986	2,737	2,060	1,382	1,274	949	786	596	569	29		7	949	3	2,737	1,789
spots on face	informational	4,400	1,742	810	444	334	224	207	154	128	97	92	84	£ 3.46	5	224		1,742	1,518
bronzer drops	transactional	3,600	1,426	662	364	274	184	169	126	104	79	76	27	£ 0.88	4	274	1	1,426	1,152
star face	informational	18,100	7,168	3,330	1,828	1,376	923	851	634	525	398	380	49	£ 1.40	8	525	4	1,376	851
spots on face meaning	informational	1,900	752	350	192	144	97	89	67	55	42	40	43	£ 1.00	1	752		752	0
roseship	informational	14,800	5,861	2,723	1,495	1,125	755	696	518	429	326	311	67	£ 0.98	11		7	518	518
hand dry	informational	9,900	3,920	1,822	1,000	752	505	465	347	287	218	208	55	£ 10.02	9	218	5	505	287
long for skin	informational	1,000	396	184	101	76	51	47	35	29	22	21	39	£ 3.03	5	51		396	345
muslin cloth for face	commercial	1,000	396	184	101	76	51	47	35	29	22	21	33	£ 1.29	5	51		396	345
spots in eyebrows	informational	1,000	396	184	101	76	51	47	35	29	22	21	46		4	76	1	396	320
glow drops	transactional	880	348	162	89	67	45	41	31	26	19	18	22	£ 0.75	5	45		348	304
temple spot	informational	880	348	162	89	67	45	41	31	26	19	18	93	£ 8.60	1	348		348	0

COMPETITOR KEYWORD TRAFFIC ANALYSIS

Site: COMPETITOR.com		KWs		% of Total 1st Page Clicks*										Existing	Est
Competitor Keywor Analysis		132		39.8%	18.7%	10.2%	7.4%	5.1%	4.5%	3.4%	2.8%	2.4%	2.2%		
Totals - Monthly>>		Search Vol>	26,520	10,155	4,959	2,705	1,962	1,353	1,193	902	688	636	583		

Keyword	Intent	Search Vol	1	2	3	4	5	6	7	8	9	10	KW Diff	CPC	Existing Rank	Est Traffic
video production company	commercial	1,300	517	243	133	96	66	59	44	34	31	29	50	4,65		517
chocolate films	navigational	880	350	165	90	65	45	40	30	23	21	19	50		1	350
corporate video production	commercial	880	350	165	90	65	45	40	30	23	21	19	41	9,03	1	350
video production agency	commercial	590	235	110	60	44	30	27	20	15	14	13	47	6,35	1	235
video production london	commercial	590	235	110	60	44	30	27	20	15	14	13	54	7,03	1	235
chocolate films	navigational	880	350	165	90	65	45	40	30	23	21	19	31		2	165
chocolate films	navigational	880	350	165	90	65	45	40	30	23	21	19	31		2	165
video production services	commercial	720	287	135	73	53	37	32	24	19	17	16	45		2	110
video production company london	commercial	590	235	110	60	44	30	27	20	15	14	13	44		2	110
commercial video production	commercial	260	103	49	27	19	13	12	9	7	6	6	31		1	103
corporate video production company	commercial	260	103	49	27	19	13	12	9	7	6	6	34	3,21	1	103

COMPETITOR KEYWORD POSITION DISTRIBUTION

audiouffair.co.uk

sevenoakssoundandivision.co.uk

audiovisualonline.co.uk

KEYWORD TRENDS

It's All About Your Return

Each 2 place rank improvement can double your traffic

Site: ABC Company.com		KWs		% of Total 1st Page Clicks*										Traffic Increase From Improved Rankings				14,438
Increase position by	4	73	39.6%	18.4%	10.1%	7.6%	5.1%	4.7%	3.5%	2.9%	2.2%	2.1%	Conversion Rate		3.15%	Customer Life Value		£450
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			Estimated Traffic per Position on Google												Existing	Est	4 place Improve-ment	Improved	Net Improve-ment
Keyword	Intent	Search Vol	1	2	3	4	5	6	7	8	9	10	KW Diff	CPC	Rank	Traffic		Traffic	
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We'll show you:

1. Important Keyword Clusters
2. The impact of increasing your rankings by just a few positions
3. What revenues can be generated by with even modest ranking improvements
4. What revenues you can expect targeting keyword clusters for targeted new rankings

# Core Web Vitals & Speed

Google's Usability Criteria

- Find out if your site's speed performance is holding you back

- Benchmarking to chief competitors

- Are there quick wins?
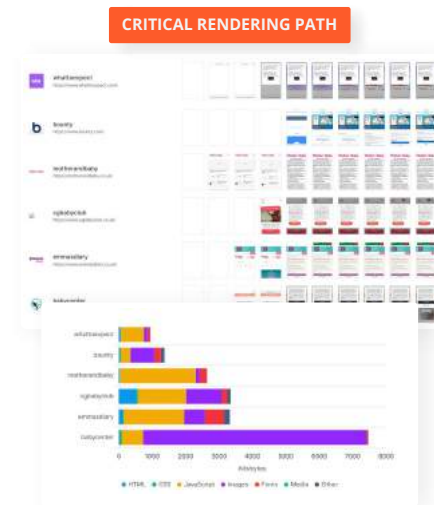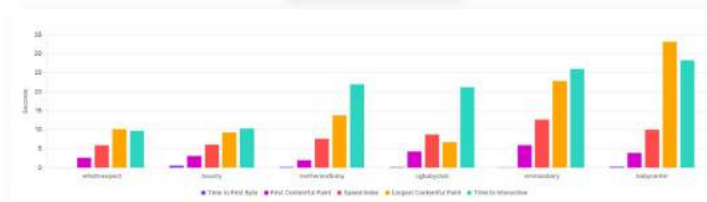
Content Tests

Google is massively responsive to good content

We Identify

- Duplicate Content Issues
- Thin Content Issues
- Content Benchmarking
- Blog Analysis
- Featured Snippet Opportunities
- Is the CMS creating duplicate content unwittingly?

Structured Data

DUPLICATE CONTENT

Content Benchmarking to Top of Google
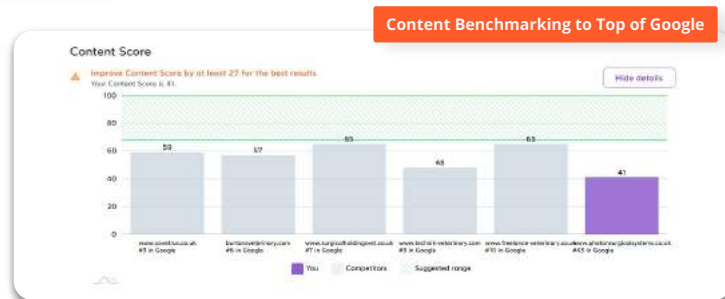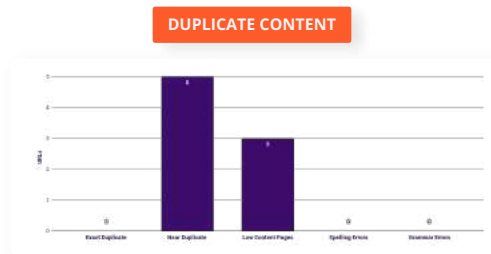
FEATURED SNIPPETS

BLOG ANALYSIS

SEO Hygiene

Give Google What Google Wants

Remove Barriers to Good SEO

Identify and Avoid Google Penalties

- **Metas**
- **Headings**
- **Indexation**
- **Image sizes**
- **Alt Tags**
- **Language tags**
- **Canonicals**
- **Penalty Review**

| Issue	Results	Issue Note
Duplicate H1's	11,093 (100%)	H1's are the most important headings on a page. They should clearly and concisely communicate the purpose of the page, using keywords to ensure that Google knows what the content of the page is about, should only be one per page, unique, and no more than 70 characters.
H1's Too Long	1 (0.01%)	
Missing H2's	2 (0.02%)	H2's are the next step down in the heading structure; should provide context to the content, and signal key sections; should not be used to style generic words such as "Basket", but should naturally contain keywords from the page to give the best possible chance of ranking for those words. They should be unique, relevant to the content on the page, and not longer than 70 characters.
Duplicate H2's	11,059 (99.69%)	
Images Too Large	6 (0.01%)	Large images are one of the common causes that slow a website down. They should be optimised to be less than 100kb. Google also does not see images, so each image should have unique, descriptive alt text.
Images Missing Alt Text*	35 (0.06%)	
Duplicate page titles	233 (2.10%)	Page titles are one of the key pieces of information Google uses to determine what your page is about. When they are missing, not relevant to the page or not the correct length, you are missing an opportunity to tell Google, and potential customers, what your page is about, and therefore hampering your ability to rank strongly in search results. They should be between 35 and 65 characters
Page Title The Same As H1	0 (0.0%)	
Page Titles Too Short	10 (0.09%)	
Duplicate Meta Description	232 (2.09%)	Meta descriptions inform Google, and browsers, about the content of your page, and are the text that Google will show in its search results.
Meta Description Too Long	0 (0.0%)	Descriptions should be unique, relevant to your content, and contain keywords that you want to capture traffic for. The ideal length is around 150 characters (If the description is more than 155 characters, it will truncate in the results, and may result in important information not displaying. If it is less than 70 characters it will look very bare in the results).
Meta Description Too Short	2 (0.02%)	
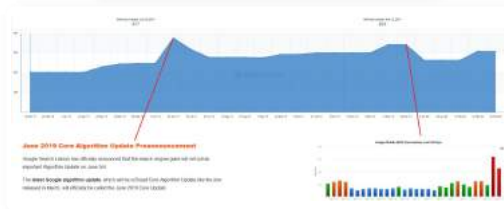
Crawl Depth
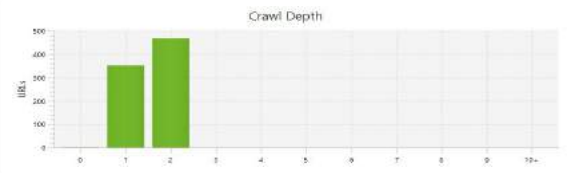
Language Tags

ar-SA | Arabic - Saudi Arabia	**en-GB** | English - United Kingdom
cs-CZ | Czech - Czech Republic	**en-IE** | English - Ireland
da-DK | Danish - Denmark	**en-US** | English - United States
de-DE | German - Germany	**en-ZA** | English - South Africa
el-GR | Modern Greek - Greece	**es-ES** | Spanish - Spain
en-AU | English - Australia	**es-MX** | Spanish - Mexico

Missing ALT Tag

Images Too Large

Backlink Tests

- Competitor Backlink Analysis
- Outbound links
- Backlink growth
- Toxic Backlinks
- Topical Backlink Review
- .gov .edu link analysis
- Citation Analysis for Local SEO

Inbound & Outbound Follow No Follow Ratio

Backlink Analysis

Citation Audit

60% MISSING

40% INCORRECT

0% CORRECT
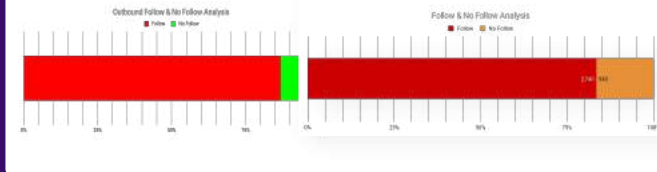
Competitor Backlink Tracking

Sitewide Backlink Issues

Competitor Backlink Growth

Topical Trust Flow
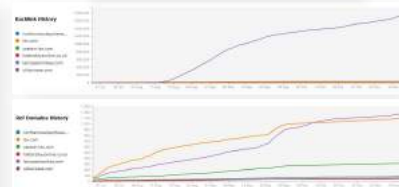
.gov & .Edu backlinks
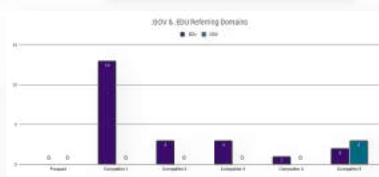
Trust Flow and Citation Flow Analysis

Toxic Backlinks
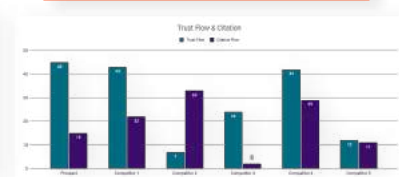
Google Search Console

Understanding your site

as viewed By Google

Traffic and positions

What pages and Keywords are the winners and losers

What keywords have declined

Where has your traffic come from and why?

*Access to Google Search Console Required

Google Search Console

Understanding your site

as viewed By Google

To discover performance,Indexing

and usability issues.

And uncover and structured data

opportunities

Tests investigated will depend on what we find if given access*

*Access to Google Search Console Required

Issues in Google Search Console

Structured Data Use

Indexation Issues

20.7K Not indexed   23.7K Indexed

Mobile Experience

Good URLs 10.4%   Total impressions of good URLs 1.61M

Page experience signals for mobile

Core web vitals 7.68K Failing URLs   Mobile Usability 1 Failing URLs   HTTPS Good Your site uses HTTPS.

Performance Analysis

Total clicks 52.1K   Total impressions 4.71M   Average CTR 1.1%   Average position 33.5
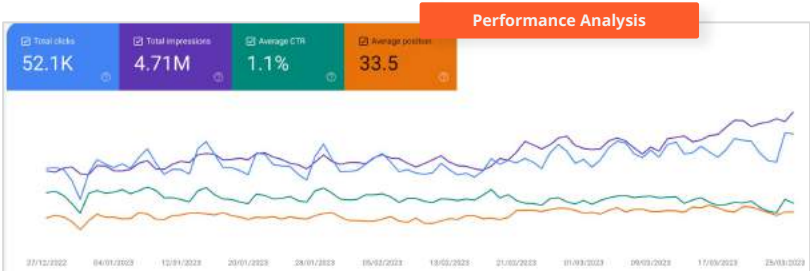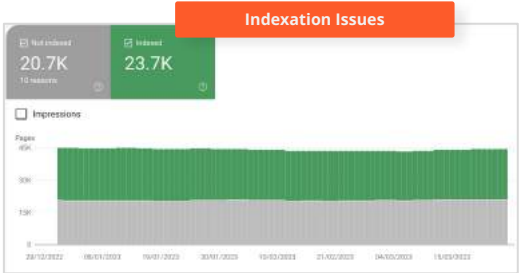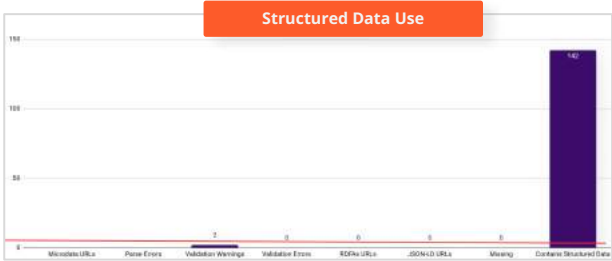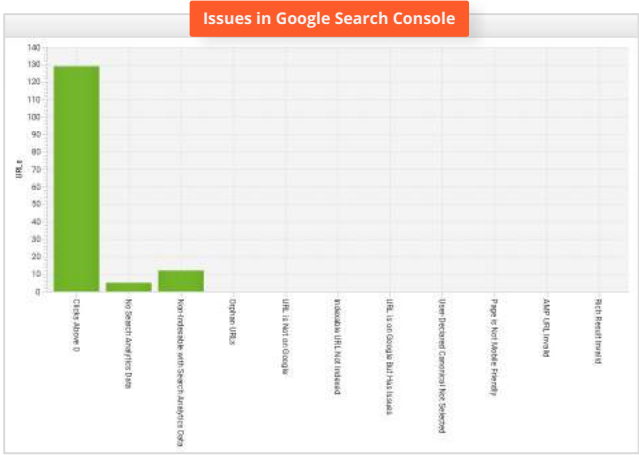
Forensic Analysis

A BLUEPRINT TO PAGE 1 RANKINGS

**Standard Report =
1 Forensic Report Of Our Choosing**

**Premium Report=
2 Forensic Reports
for YOUR Keyword Choice**

Keyword	Country	Searches	KW Difficulty		90
probiotic	UK	9,900			

Avg Pos'n	Ranked Page	Primary Topic	Page Title	H1	Content Score	Corrected word count	Anchor text words	Anchor %age	Mobile score	First Contentful Paint	Largest Contentful Paint	Cumulative Layout Shift	Page Trust Flow	Home (root) TF	Avg Internal Links per Page	Subdomain Ref Domains	Home Ref Domains
1	https://www.webmd.com/digestive-disorders/prebiotics-overview	Health/Conditions and Diseases	Prebiotics Overview	Prebiotics	34	603	686	53%	45	1.9	8.5	14.0	33	87	10	312	334007
2	https://www.healthline.com/nutrition/19-best-prebiotic-foods	Society/Issues	Prebiotics: The 19 Best Prebiotic Foods You Should Eat	The 19 Best Prebiotic Foods You Should Eat	71	2,359	576	20%	36	3.3	6.5	1.0	18	55	3	690	274,519
3	https://www.healthline.com/nutrition/probiotics-and-prebiotics	Home/Family	Probiotics and Prebiotics: What's the Difference?	Probiotics and Prebiotics: What's the Difference?	58	1,284	612	32%	59	3.1	5.4	0.0	25	55	7	597	274,519
4	https://en.m.wikipedia.org/wiki/Prebiotic_(nutrition)	Reference / Encyclopedias	Prebiotic (nutrition) - Wikipedia	Prebiotic (nutrition)	39	1,927	716	27%	87	1.1	1.4	225.0	0	96	182	7	3,559,109
5	https://gutscharity.org.uk/advice-and-information/health-and-lifestyle/prebiotics-probiotics/	Health/Conditions and Diseases	Prebiotics & Probiotics - Guts UK	Prebiotics & Probiotics	28	509	209	29%	45	4.6	5.7	0.0	25	44	5	36	1,653
6	https://www.hollandandbarrett.com/the-health-hub/conditions/digestive-health/prebiotics/prebiotics-guide/	Reference/Education	Prebiotics guide: foods, benefits & supplements	H&B	Prebiotics guide: foods, benefits & supplements	57	2,510	1,400	36%	42	2.2	5.5	25.0	7	49	1	1	12,311
7	https://www.mayoclinic.org/prebiotics-probiotics-and-your-health/art-20390058	Home/Family	Prebiotics, probiotics and your health - Mayo Clinic	Prebiotics, probiotics and your health	33	1,070	360	25%	44	2.7	4.0	2.0	25	82	9	726	245,926
8	https://joinzoe.com/learn/prebiotic-foods.amp	Computers / Internet / Web Design and Development	16 Great Foods for Prebiotics	Prebiotic foods to include in your diet	63	1,970	502	20%	79	2.5	4.8	0.0	0	26	3	0	8,478
9	https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6463098/	Home/News and Media	Prebiotics: Definition, Types, Sources, Mechanisms, and Clinical Applications - PMC	Prebiotics: Definition, Types, Sources, Mechanisms, and Clinical Applications	52	12,850	1,172	8%	61	2.9	5.4	0.0	19	94	4	1081	819,635
10	https://www.umassmed.edu/nutrition/lbd/ask-Nutritionist/prebiotics-what-where-and-how-to-get-them	Health/Conditions and Diseases	Prebiotics: what, where, and how to get them	Prebiotics: what, where, and how to get them	31	955	2,686	74%	47	2.6	7.3	1.0	10	64	5	19	18,965
			Average		47	2,605	892	32%	55	2.7	5.5	0.3	16	65	23	347	554,912
15	ABCCompany.com	Health	Prebiotic Microbiome Booster Drops | Sensitive Skin | Pet UK	Prebiotic multi 4% Protective Booster Microbiome Booster Drops for Sensitive Skin	19	1,104	549	33%	26	3.6	33.4	96.0	36	47	19	4	1,520

For Each Core Keyword

- A forensic breakdown of some 22 key ranking drivers
- For each top 10 position on Google
- Content Score Required To Be the Best
- To deliver a precise strategy for each keyword
  - On Page
  - Off Page
  - Core Web Vitals

I Use SEO Tools Already…. Why Would I Need You?

Maybe you don't, if you're killing every competitor on every keyword, but you've read this far.. So maybe worth an exploratory chat?

Maybe there's an element of your SEO that is unresponsive? Maybe you just don't have time to pull all of the data sources together?

Maybe your own SEO strategy would benefit from some external validation?

Maybe you want your suspicions confirming? Or are just curious about what the pros would do?

Maybe your traffic's crashed post migration or post Google update and want to know why?

We go over and above simply running a single tool, we use multiple tools and our own manual examinations and analyses to check and cross check

We test issues that the automated tools don't

We spend approx 3-4 days following the evidence and our experienced noses

We heavily subsidise this because we see it as an ideal credibility builder, particularly if you've had your fingers burned before

Our experience of examining '000s of sites over two decades helps us see things others don't

We are able to understand underlying issues by pulling multiple data sources together and joining the dots

Is it really No Obligation No Cost?

There is No Obligation to buy the report or invest in any of our services

All we ask is that you:
- Attend the presentation which is usually 50-60 minutes, in which time you will learn exactly what it takes to beat your competitors
- Having seen the report, if you want a copy, we will send you a copy on receipt of £570+VAT
- If you would additionally like all the keyword, competitor keyword and crawl result spreadsheets that would be just an additional £425+VAT

If you do buy the report and work with us, we will deduct the cost from your first 6 month campaign with us.

If you don't want the report or spreadsheets that's fine there's no obligation, no hard feelings , we'd like to stay in touch, maybe someday you will want to talk again

At the end of the day.. If you don't like it you don't pay for it. If you love it and end up working with us we'll deduct it from your campaign fee

Strategy Selection - not formulaic
But based on where you are and what you want to achieve

QUICK RESULTS

PAID SEARCH CHANNELS → LANDING PAGES → UX & CONVERSION → ANALYSIS FOR SEO

- Google
- Bing
- Display
- Social
- Remarketing

- Monitor
- Analyse
- Spit Test
- Optimise

- Monitor
- Analyse
- Spit Test
- Optimise

- Analysis
- Traffic
- Conversion

IMPROVING BROAD KEYWORD VISIBILITY

WEB CORE VITALS
SEO & ONSITE TECHNICAL (SEO HYGIENE)
HOME PAGE OUTREACH / LINK BUILDING
HOME PAGE CONTENT
Conversion & UX

- Limited visibility
- Limited rankings
- Keyword discovery random

- Old keywords progressing
- Visibility on new keywords
- Discovery more targeted

BRAND ENGAGEMENT

CONTENT

BLOGGING
SOCIAL CHANNELS
E-MAIL

FEATURED SNIPPETS
ENGAGEMENT

BRAND METRICS

IMPROVING SPECIFIC KEYWORDS

MOST PROFITABLE PRODUCTS & SERVICES → KEYWORD ANALYSIS → FORENSIC PAGE ONE ANALYSIS

NEW OR EXISTING PAGE
DEEP PAGE & HOME OUTREACH
UX & CONVERSION
CONTENT
WEB CORE VITALS

INCREASED TARGETED POSITIONS
RELATED KEYWORDS INCREASED

Some Companies We've Worked With

Why Maratopia

Our Vision
is to be our clients' most trusted advisors

Our Mission
Increase the Value of your Business through
Cost Effective
Agile and Forensic
Search Marketing Strategies

Our Exclusivity Promise

If we work with YOU:

1. We will not work with a competitor of yours

2. This means that the **Industry Search Space Analysis** becomes your exclusive property and that we won't share this with anyone else in your industry, especially your named competitors

3. When we work with you we will not pick up the phone to your competitors, we will be exclusive to you

4. We will happily sign a NDA

5. Will use plain English, shoot from the hip and be jargon free

6. **Price Match** - any onshore agency, if a big city agency is cheaper- THEY WILL BE CUTTING CORNERS

Maratopia

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Maratopia Services

Search Marketing

- Search Engine Optimisation (SEO)
  - Technical SEO
  - International SEO
- Outreach / Link Building / Earning
- Content Marketing & Blogging
- Paid Search
  - Google Ads
  - Bing Ads
  - Social Media Ads
  - Display
- Social Media Management
- Conversion Analysis & UX
- Strategy & Consulting

Web Design & Development

- WordPress
- Woo Commerce
- Shopify