

The Maratopia SMART Search Space Analysis



B

Brice Agamemnon

1 review

★★★★★ 3 months ago

Positive: Professionalism, Quality

We instructed 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.

We had a few chats with them during the process and they helped us understanding more about SEO.

After the initial work with them, we are still in talks to continue our collaboration.



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?
- Is A.I. ignoring my site

We'll benchmark industry best practice:

- Content Scoring
- A.I. Exposure and Readiness
- 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
- Google penalties

Backlink Requirements to Amplify Content



Understand Your Competitive Search Space

- A.I. Opportunities
- Your competitors' rankings
- Which competitors are best to model
- 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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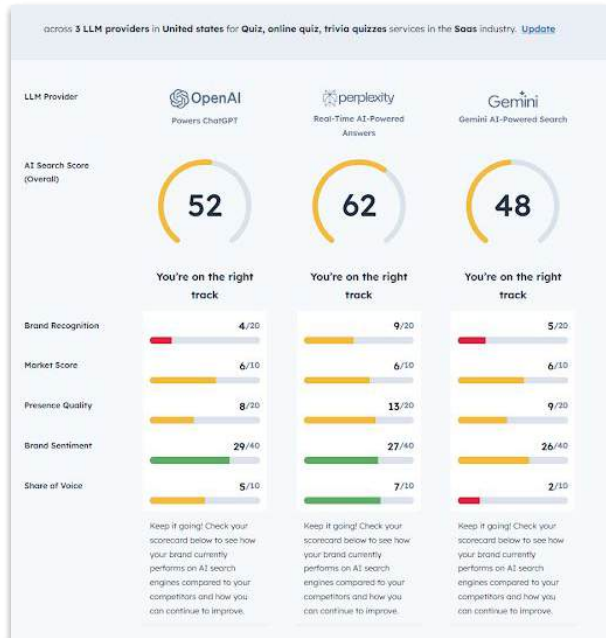
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A.I. Exposure

Find Out if AI is recommending you or your competitors
Discover what your site needs to get found



Get Found in AI Search



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		E450									
Totals - Monthly>>		Search Vol>	192,950	76,408	35,383	19,488	14,664	9,840	9,809	6,793	5,596	4,245	4,852	Increase Positions		4	Monthly Campaign Value	E204,661										
Estimated Traffic per Position on Google																												
Keyword	Intent	Search Vol	1	2	3	4	5	6	7	8	9	10	KW Diff	CPC	Ranking	Est Traffic	4 place 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									
curtin face	informational	27,100	10,732	4,996	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	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	1	752	0									
roshesh	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	1	396	345									
muslin cloth for face	commercial	1,000	396	184	101	76	51	47	35	29	22	21	33	£ 1.29	5	51	1	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	1	348	304									
temple spot	informational	880	348	162	89	67	45	41	31	26	19	18	43	£ 8.60	1	348	1	348	0									

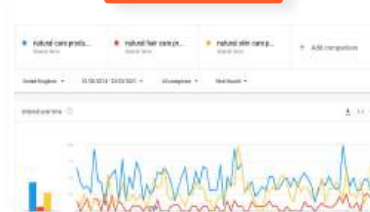
COMPETITOR KEYWORD TRAFFIC ANALYSIS

Site: COMPETITOR.com		KWs		% of Total Est Page Cycles*										Conversion Rate		Customer Life Value	
Competitor Keyword Analysis		132	39.6%	18.4%	10.2%	7.6%	5.1%	4.7%	3.5%	2.9%	2.6%	2.4%	2.2%				
Totals - Monthly>>		Search Vol>	26,120	10,335	4,828	3,788	1,962	1,312	1,193	932	698	626	683				
Estimated Traffic per Position on Google																	
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	1,200	517	243	133	96	66	59	44	34	31	29	50	£ 4.65	1	517	
chocolate films	navigational	880	350	165	90	65	45	40	30	23	21	19	31		0	1	390
corporate video production	commercial	880	350	165	90	65	45	40	30	23	21	19	41	£ 5.03	1	390	
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		0	2	185
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video production services	commercial	720	287	135	73	53	37	32	24	19	17	16	45	£ 7	2	135	
video production company london	commercial	590	235	110	60	44	30	27	20	15	14	13	44	£ 8	2	110	
commercial video production	commercial	260	103	49	27	19	13	12	9	7	6	6	31		0	1	103
corporate video production company	commercial	260	103	49	27	19	13	12	9	7	6	6	34	£ 2.21	1	103	

COMPETITOR KEYWORD POSITION DISTRIBUTION



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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Keyword	Intent	Search Vol	1	2	3	4	5	6	7	8	9	10	KW Diff	CPC	Rank	Traffic	Improvement	Traffic	Improvement	
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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?

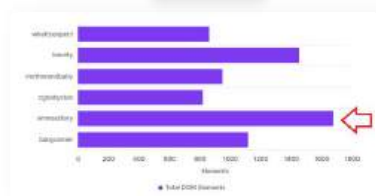
SITE SPEED



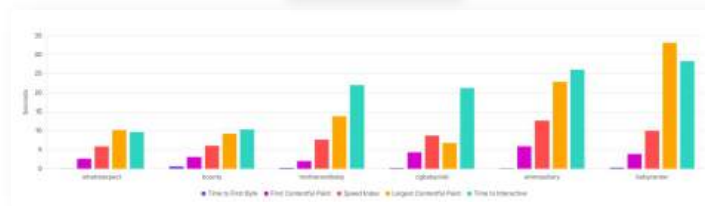
CRITICAL RENDERING PATH



DOM SIZE



CORE WEB VITALS

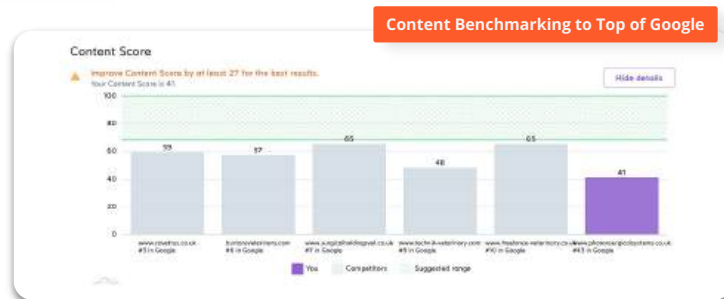
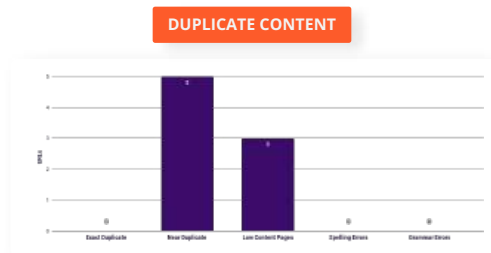
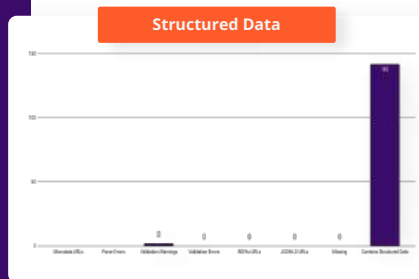


Content Tests

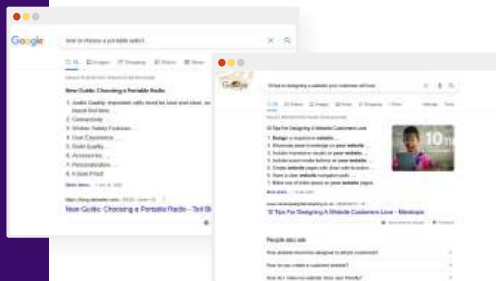
Google is massively responsive to good content

We Identify

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



FEATURED SNIPPETS



BLOG ANALYSIS

richer sounds	competitorone.com	competitorone.co.uk	yourcompany.co.uk
Latest Blog Post	25th Oct	9th Oct	Latest Blog Post
Number per month	3	5	Number per month
Designed Posts	Yes	Yes	Designed Posts
Social Shares Links	No	Yes	Social Shares Links
Content Evaluation	Long	Long	Content Evaluation
Internal Linking	Yes	Yes	Internal Linking
Image & Video	Yes	Yes	Image & Video
HREF & Meta Issues	No	No	HREF & Meta Issues

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

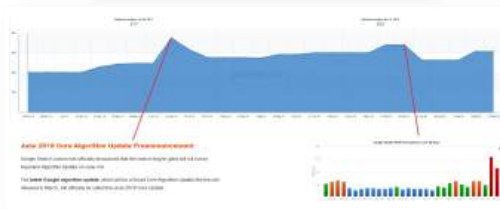
ON PAGE ISSUES

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 Title The Same As H1	0 (0.0%)	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 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 155 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%)	

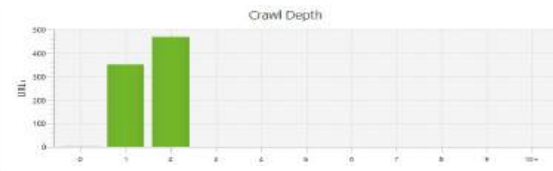
SITE STRUCTURE



GOOGLE ALGORITHM PENALTY REVIEW



CRAWL DEPTH



Language Tags

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

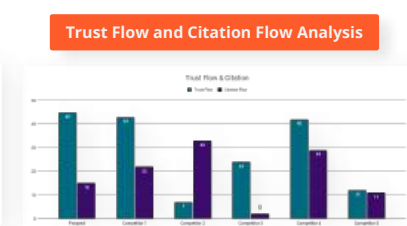
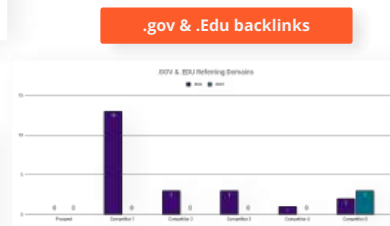
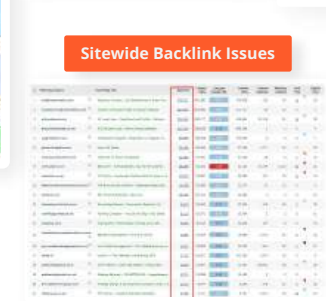
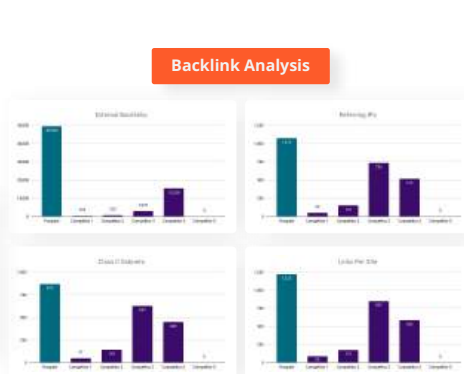
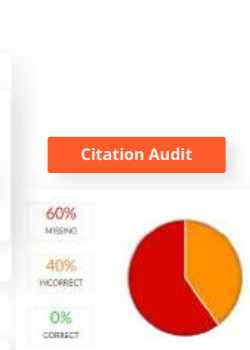
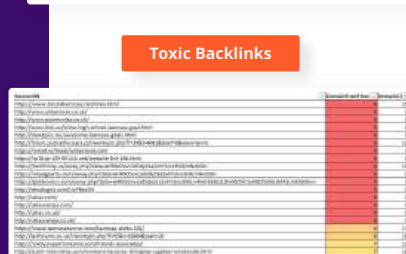
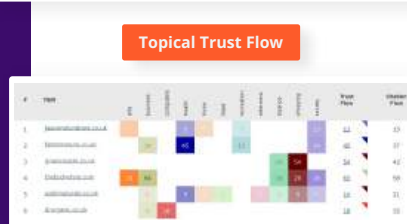
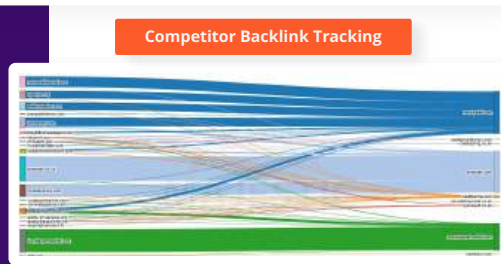
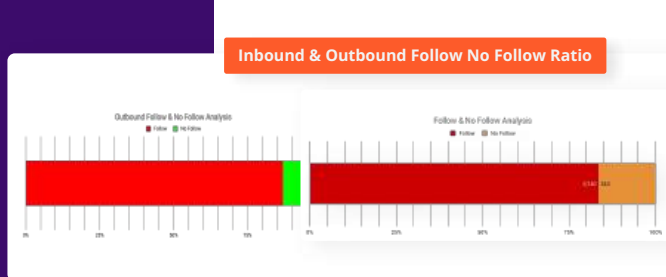
IMAGE OPTIMISATION

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



Google Search Console

Premium or Add On

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

Queries that have generated the most clicks on the period			
Queries	Top Clicks on Period	Avg. Pos. on period	Δ Pos.
premier league table	76190	8.92	0.47
arsenal news	66895	2.54	4.76
arsenal	59114	4.37	11.55
manchester united	46541	8.69	-0.28
man u	43358	4.53	-15
man utd news	42827	2.8	0
epl table	40889	10.66	0.42
man u news	37498	1.88	-0.28
chelsea	37171	4.87	2.75
chelsea news	35744	4.4	0.32
manchester united news	26054	3.42	-0.33
football prediction	22603	10.13	-0.47
man utd	20647	9.03	-1.51
man city	19229	8.07	-1.99
football predictions	18933	8.87	4.07
man city news	17960	3.27	-0.44
premier league table 2022/23	17695	7.29	7.29
premier league table 22/23	17662	3.92	3.92
real madrid	16941	8.08	1.41
prediction	16704	5.41	0.33

Queries that have gained the most clicks vs last period			
Queries	Clicks Gain (Δ +)	Avg. Pos. on period	Δ Pos.
arsenal news	63326	2.54	4.76
premier league table	57428	8.92	0.47
arsenal	54266	4.37	11.55
epl table	37220	10.66	0.42
chelsea news	30272	4.4	0.32
chelsea	21406	4.87	2.75
premier league table 2022/23	17695	7.29	7.29
premier league table 22/23	17662	3.92	3.92
football prediction	17339	10.13	-0.47
football predictions	16185	8.87	4.07
neymar	14593	6.86	6.86
real madrid	12948	8.08	1.41
japan croatia prediction	11983	1.71	1.71
neymar injury update	11692	3.7	3.7
england senegal prediction	11246	1.27	1.27
usa wales prediction	10815	2.54	2.54
prem table 22/23	10705	1.73	1.73
portugal switzerland prediction	10403	1.61	1.61
barcelona	10081	6.48	6.48
man utd news	10075	2.8	0

Pages that have generated the most clicks on the period			
Pages	Top Clicks on Period	Avg. Pos. on period	Δ Pos.
https://www.football/preview/	1211451	14.4	3.35
https://www.football/premier-league/table.html	677225	14.52	5.58
https://www.football/premier-league/table.html	360356	10.13	0.45
https://www.football/man-utd/manchester-derby/preview	93425	8.1	8.1
https://www.football/bayern-munich/champions-league	83733	7.61	7.61
https://www.football/la-liga/table.html	76042	11.06	-0.97
https://www.football/man-utd/europa-league/preview	75360	8.23	8.23
https://www.football/arsenal/preview/preview-chelsea	70828	7.6	7.6
https://www.football/man-utd/europa-league/preview	66884	7.58	7.58
https://www.football/man-utd/manchester-derby/preview	66415	7.6	7.6
https://www.people/fabrizio-romano/	65367	10.79	0.16
https://www.football/denmark/preview/preview-denmark	64938	6.24	6.24
https://www.football/chelsea/west-london-derby/preview	63387	6.98	6.98
https://www.football/psa/preview/preview-lyon-all	60887	7.15	7.15
https://www.football/bayern-munich/champions-league	58956	7.3	7.3
https://www.football/arsenal/preview/preview-arsenal	58821	8.84	8.84
https://www.football/liverpool/champions-league/preview	56983	7.58	7.58
https://www.football/portugal/preview/preview-portugal	56744	5.7	5.7
https://www.football/real-madrid/el-clasico/preview/p	56346	6.26	6.26
https://www.football/man-city/champions-league/preview	56197	7.18	7.18

Pages that have gained the most clicks vs last period			
Pages	Clicks Gain (Δ +)	Avg. Pos. on period	Δ Pos.
https://www.football/preview/	463028	14.4	3.35
https://www.football/premier-league/table.html	282442	10.13	0.45
https://www.football/premier-league/table.html	196820	14.52	5.58
https://www.football/man-utd/manchester-derby/preview	93425	8.1	8.1
https://www.football/bayern-munich/champions-league	83733	7.61	7.61
https://www.football/man-utd/europa-league/preview	75360	8.23	8.23
https://www.football/arsenal/preview/preview-chelsea	70828	7.6	7.6
https://www.football/man-utd/europa-league/preview	66884	7.58	7.58
https://www.football/man-utd/manchester-derby/preview	66415	7.6	7.6
https://www.football/denmark/preview/preview-denmark	64938	6.24	6.24
https://www.football/chelsea/west-london-derby/preview	63387	6.98	6.98
https://www.football/psa/preview/preview-lyon-all	60887	7.15	7.15
https://www.football/bayern-munich/champions-league	58956	7.3	7.3
https://www.football/arsenal/preview/preview-arsenal	58821	8.84	8.84
https://www.football/liverpool/champions-league/preview	56983	7.58	7.58
https://www.football/portugal/preview/preview-portugal	56744	5.7	5.7
https://www.football/real-madrid/el-clasico/preview/p	56346	6.26	6.26
https://www.football/man-city/champions-league/preview	56197	7.18	7.18
https://www.football/chelsea/champions-league/preview	53912	6.53	6.53

Google Search Console

Premium Only or Add On

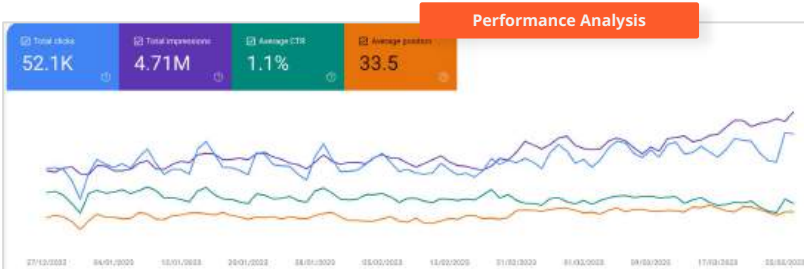
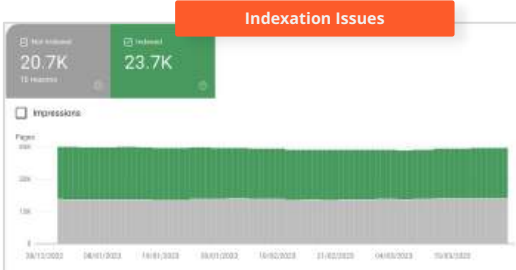
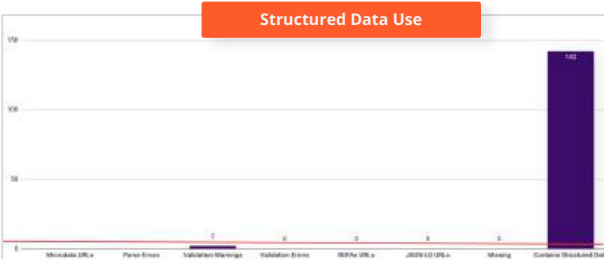
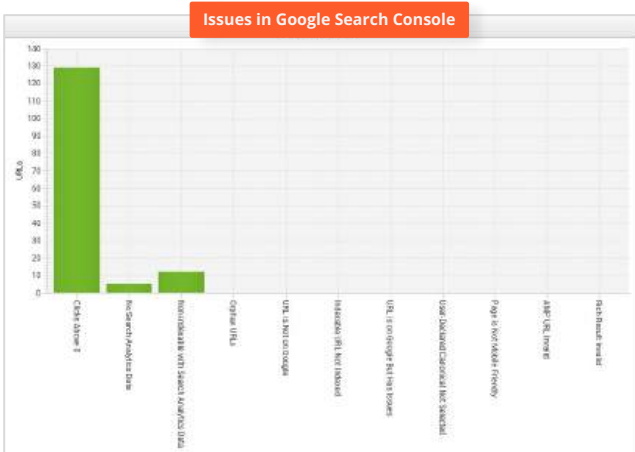
Understanding your site as viewed By Google

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



FORENSIC TOP 10 ANALYSIS FOR KEYWORDS

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	5,900														
Avg Pos'n	On Page				On Page		Core Web Vitals				Off Page						
	Ranked Page	Primary Topic	Page Title	H1	Content Score	Corrected word count	Anchor text reach	Anchor tags	Mobile score	First Contentful Paint	Largest Contentful Paint	Cumulative Layout Shift	Page Load Time	Home [root] %	Ag Internal Links per Page	Subdomain Ref Domains	Home Ref Domains
1	https://www.webmd.com/digestive-disorders/probiotics-a-z#verview	Health/Conditions and Diseases	Probiotics Overview	Probiotics	34	603	686	53%	45	1.9	8.5	14.0	33	87	10	312	334007
2	https://www.healthline.com/nutrition/19-best-probiotic-foods	Society/Issues	Probiotics: The 10 Best Probiotic Foods You Should Eat	The 10 Best Probiotic 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-pre-biotics	Home/Family	Probiotics and Probiotics: What's the Difference?	Probiotics and Probiotics: 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/Probiotic_(nutrition)	Reference / Encyclopedia	Probiotic (nutrition) - Wikipedia	Probiotic (nutrition)	39	1,927	716	27%	87	1.1	1.4	225.0	0	96	182	7	1,559,106
5	https://getitcharity.org.uk/advice-and-information/health-and-lifestyle/health/prebiotics-probiotics/	Health/Conditions and Diseases	Prebiotics & Probiotics - Gut UK	Prebiotics & Probiotics	28	505	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/probiotics-guide/	Reference/Education	Probiotic guide: foods, benefits & supplements H&M	Probiotic 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/ars-20390058	Home/Family	Probiotics, probiotics and your health - Mayo Clinic	Probiotics, probiotics and your health	33	1,070	360	25%	44	2.7	4.0	2.0	25	82	9	726	245,926
8	https://onixae.com/learn/probiotic-foods.asp	Computers / Internet / Web Design and Development	10 Great Foods for Probiotics	Probiotic Foods to Include in your diet	63	1,570	502	20%	79	2.5	4.8	0.0	0	26	3	0	8,478
9	https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6463096/	Home/News and Media	Probiotics: Definition, Types, Sources, Mechanisms, and Clinical Applications - PMC	Probiotics: 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/food/ask-nutritionist/prebiotics-what-where-and-how-to-get-them	Health/Conditions and Diseases	Probiotics: what, where, and how to get them	Probiotics: what, where, and how to get them	31	965	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	Probiotic Microcapsule Booster Drops Sensitive Skin The UK	Probiotic builds 45 Probiotic Booster Microcapsule Booster Drops for Sensitive Skin	19	1,104	545	33%	26	3.6	33.4	95.0	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?

This is a no obligation report and there is no obligation to 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
- After that we'll gladly send you the analysis

Strategy Selection - not formulaic

But based on where you are and what you want to achieve

QUICK RESULTS

PAID SEARCH CHANNELS

- Google
- Bing
- Display
- Social
- Remarketing

LANDING PAGES

- Monitor
- Analyse
- Split Test
- Optimise

UX & CONVERSION

- Monitor
- Analyse
- Split Test
- Optimise

ANALYSIS FOR SEO

- Analysis
- Traffic
- Conversion

IMPROVING BROAD KEYWORD VISIBILITY



- Limited visibility
- Limited rankings
- Keyword discovery random

WEB CORE VITALS

SEO & ONSITE TECHNICAL (SEO HYGIENE)

HOME PAGE OUTREACH / LINK BUILDING

HOME PAGE CONTENT

Conversion & UX



- 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