

MARATOPIA

CSI

Competitive Search
Intelligence - Taster Investigation

CASE FILE // MARATOPIA // CONFIDENTIAL

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.

★★★★★ 4.9 GOOGLE REVIEWS

SEMRush Certified Agency Partner

It's No Fluke Where Your Website Ranks

Over 60 forensic tests will reveal:

- What has been hindering your website's rankings
- What best-in-class competitors have been doing to outrank you
- How we can help you match and beat your competitors
- What Return on Investment you can expect

Taking the Guesswork Out of SEO

*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.*

CASE FILE // MARATOPIA CSI

YOU NEED TO KNOW

- 1 ? Why Google has placed other sites above yours?
- 2 ? What actions are needed to catch competitor sites?
- 3 ? Where your SEO opportunities are?
- 4 ? What revenues you can expect?
- 5 ? Is Google penalising your site?
- 6 ? Is A.I. ignoring your site?
- 7 ? What are your competitors doing that you aren't

WE BENCHMARK

- 1 Content Scoring
- 2 Backlink Profile
- 3 Core Web Vitals & Technical SEO
- 4 Forensic Top 10 Keyword Analysis
- 5 SEO Hygiene
- 6 Analysis of Google Search Console (if access provided)
- 7 Analysis of A.I. understanding of your site

SEO Gap Analysis

A forensic approach — we process every scene before drawing conclusions

SCENE 01

Content Gap Analysis

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

Provide Content To Be Found On

SCENE 02

SEO Hygiene & Technical Gap

- 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

SCENE 03

Backlink Authority Gap

- Competitors backlink strengths
- Toxic backlinks
- Citation weaknesses
- Leaking Link juice

Backlink Requirements to Amplify Content

SCENE 04

Competitive Search Space

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

The Words & Positions To Bring You Success

SCENE 05

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

S

Specific Tests

Targeted forensic tests — not generic checklists

M

Measurable Results

Every finding is quantified and evidence-backed

A

Attainable Rankings

Realistic targets based on your actual search space

R

Realistic Recommendations

Evidence-led, achievable action plans

T

Timely Delivery

Ready to act on 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

A.I. Exposure

Find Out if A.I. is recommending you
or your competitors

Discover what your site needs to get found

AI platforms now drive quality traffic to fewer sites.
You need to be picked up by the big three:

C

ChatGPT

Tested

G

Gemini

Tested

P

Perplexity

Tested

WHAT WE TEST

1

Are ChatGPT, Gemini or Perplexity recommending you?

2

Which competitors are being recommended instead?

3

What schema & structured data does your site need?

4

How does your content need to adapt for AI search?

5

GEO (Generative Engine Optimisation) recommendations

6

AI platforms now reduce multi-tab research — quality traffic goes to fewer sites

Keywords & Traffic

FIND OUT

- What your competitors rank for and where their traffic comes from
- PPC vs SEO opportunities

UNDERSTAND

- 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 MODEL

Site: ABC Company.com		KW's										% of Total 1st Page Clicks*					Traffic Increase From Improved Rankings			14,438	
Increase position by		4	72	39.6%	18.4%	10.1%	7.6%	5.1%	4.2%	3.5%	2.9%	2.2%	2.1%	Conversion Rate			3.15%	Customer Life Value	645		
Totals - Monthly>>		Search Vol>	192,850	76,408	35,503	18,488	14,654	9,840	8,099	6,753	5,596	4,345	4,052	Increase Position			4	Monthly Campaign Value	£204,661		
		Estimated Traffic per Position on Google											Existing			Est. Improve			Net Improve		
Keyword	Intent	Search Vol	1	2	3	4	5	6	7	8	9	10	KW DIFF	CPC	Rank	Est. Traffic	4 place	Improved Traffic	Net Improve		
risehp 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		
curmin 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	274	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	326	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		
rosheshp	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	506	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	81	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		

COMPETITOR KEYWORD ANALYSIS

Site: COMPETITOR.com		KW's										% of Total 1st Page Clicks*					Traffic Increase From Improved Rankings			14,438	
Competitor Keyword Analysis		132	39.8%	18.7%	10.2%	7.4%	5.1%	4.5%	3.4%	2.8%	2.4%	2.2%	Conversion Rate			3.15%	Customer Life Value	645			
Totals - Monthly>>		Search Vol>	24,538	16,513	4,919	2,703	1,862	1,313	1,153	901	690	636	483	Increase Position			4	Monthly Campaign Value	£204,661		
		Estimated Traffic per Position on Google											Existing			Est. Improve			Net Improve		
Keyword	Intent	Search Vol	1	2	3	4	5	6	7	8	9	10	KW DIFF	CPC	Rank	Est. Traffic	4 place	Improved Traffic	Net Improve		
video production company	commercial	1,300	517	243	133	96	66	59	44	34	31	29	50	4.65	1	1	1	617	617		
chocolate firms	navigational	880	350	165	90	65	45	40	30	23	21	19	31	0	1	1	1	396	396		
corporate video production	commercial	880	350	165	90	65	45	40	30	23	21	19	41	5.03	1	1	1	350	350		
video production agency	commercial	590	235	110	60	44	30	27	20	15	14	13	47	6.35	1	1	1	235	235		
video production london	commercial	590	235	110	60	44	30	27	20	15	14	13	54	7.03	1	1	1	235	235		
chocolate firms	navigational	880	350	165	90	65	45	40	30	23	21	19	31	0	2	1	1	165	165		
chocolate firms	navigational	880	350	165	90	65	45	40	30	23	21	19	31	0	2	1	1	165	165		
video production services	commercial	720	287	135	75	53	37	32	24	19	17	16	40	7	2	1	1	135	135		
video production company london	commercial	590	235	110	60	44	30	27	20	15	14	13	44	8	2	1	1	110	110		



It's All About Your Return

Every 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
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
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	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	605	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	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
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	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

We'll show you:

1. Important keyword clusters in your sector
2. The impact of moving just 2-3 positions up the rankings
3. Revenues from even modest ranking improvements
4. Full traffic forecast for targeted keyword cluster campaigns

Core Web Vitals & Site Speed

Google's Usability Criteria

1

Site Speed

Desktop & mobile benchmarking vs. competitors

2

Core Web Vitals

LCP, FID, CLS — the ranking signals Google measures

3

DOM Size

Excessive DOM elements that slow load speed

4

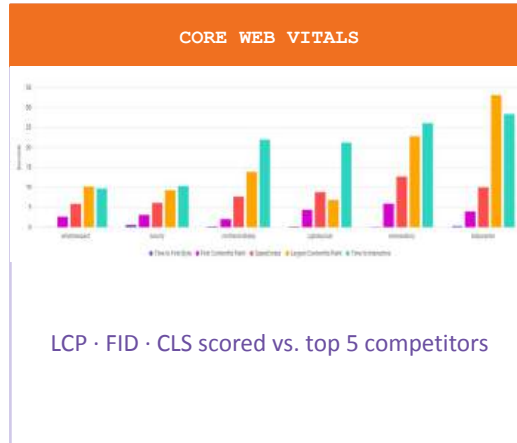
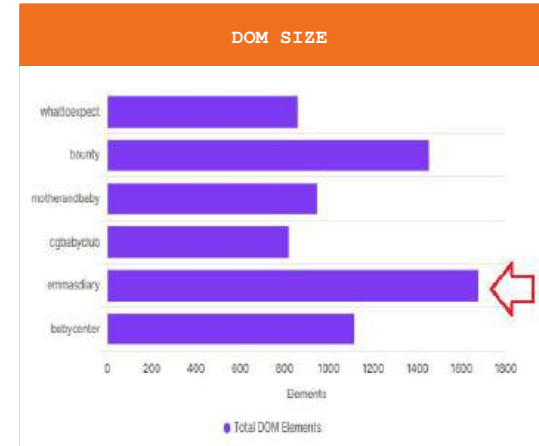
Critical Rendering Path

How fast your code converts to visible pixels

5

Competitor Comparison

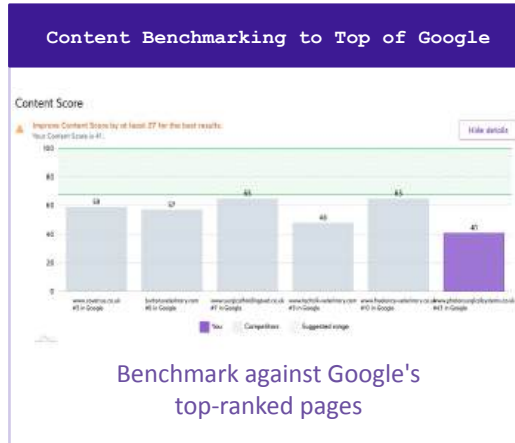
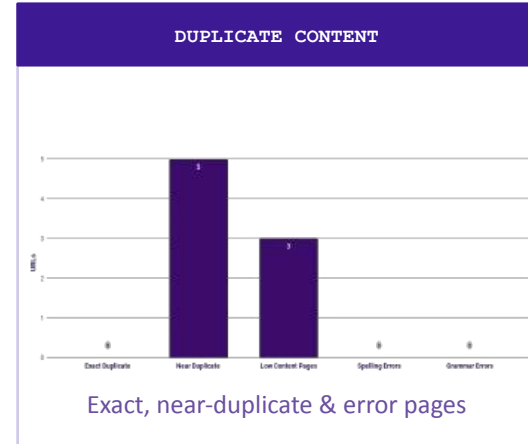
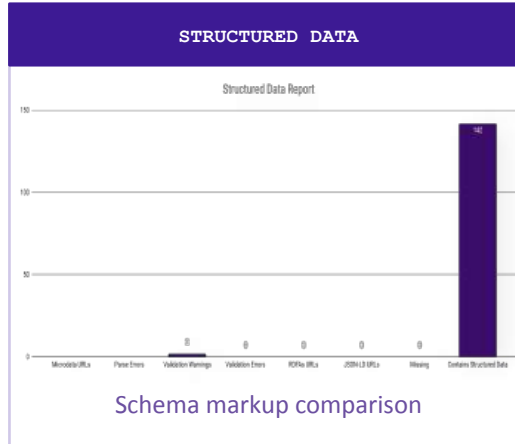
Side-by-side speed benchmarking



Content Tests

Google is massively responsive to good content. We identify:

- 1 **Duplicate Content Issues**
Exact, near-duplicate & CMS-generated duplicates
- 2 **Thin Content Detection**
Pages lacking the depth Google rewards
- 3 **Content Benchmarking**
Your content score vs. top 10 competitors
- 4 **Blog Authority Analysis**
Frequency, quality, sharing & internal links
- 5 **A.I. Overview & Featured Snippet Opportunities**
Structured answers that win position zero
- 6 **Structured Data**
Is the CMS creating duplicate content unwittingly



BLOG ANALYSIS

Competitor	Latest Blog Post	Frequency	Number per month	Designed Posts	Social Shares Links	Content Evaluation	Internal Linking	Image & Video	HTTP & Meta Issues
competitorone.com	29th Oct	2x	28	Yes	No	Long	Yes	Yes	No
competitortwo.co.uk	8th Oct	1x	1	Yes	Yes	Long	Yes	Yes	No
yourcompany.co.uk	8th Oct (2020)	Not consistent	Not consistent	Yes	Yes	Not Long	No	Yes	No

SEO Hygiene

Give Google What Google Wants

Remove Barriers to Good SEO

Identify & Avoid Google Penalties

- 1 Meta tags & page titles
- 2 Heading structure & schema
- 3 Indexation & crawlability
- 4 Image sizes & alt tags
- 5 Language & hreflang refs
- 6 Canonical tags
- 7 Google penalty review
- 8 Site architecture

ON PAGE ISSUES

Issue	Results	Issue Note
Duplicate H1s	11,293 (100%)	H1s 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, unless you have more than 70 characters.)
H1s Too Long	1 (0.01%)	
Missing H2s	2 (0.02%)	H2s are the next step down in the heading structure; should provide context to the content, and signal why we should not be using the generic words such as "Section", 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 and not longer than 70 characters.
Duplicate H2s	11,259 (99.89%)	
Images Too Large	6 (0.01%)	Large images are one of the common causes that slows a website down. They should be optimized to be less than 100kb. Google also does not use images, so each image should have unique, descriptive alt text.
Images Missing Alt Text**	33 (0.00%)	
Duplicate page titles	233 (2.16%)	Page titles are one of the key pieces of information Google uses to determine what your page is about. When making, irrelevant 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. They should be between 35 and 60 characters.
Page Title Too Similar to H1	6 (0.0%)	
Page Titles Too Short	33 (0.00%)	
Duplicate Meta Description	332 (2.00%)	Meta descriptions inform Google, and browsers, about the content of your page, and are the text that Google shows in its search results.
Meta Description Too Long	6 (0.0%)	Descriptions should be unique, relevant to your content, and contain keywords that you want to capture traffic. The ideal length is around 150 characters if the description is more than 150 characters, it will truncate in the SERP and may result in important information not displaying. If it is less than 70 characters it will look very bare in results.
Meta Description Too Short	2 (0.02%)	

GOOGLE PENALTY REVIEW

March 2019 - June 2020

Google Penalty Review (by month) (penalties) (Google Search Console) (Google Search Console) (Google Search Console)

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

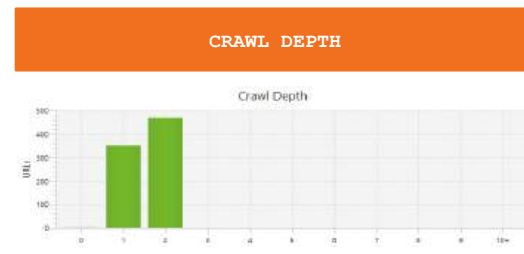
307

307

Images Too Large

3303

3303



Backlink Profile Analysis

Your backlinks are your authority.
We measure yours against every competitor.

- 1 Competitor Backlink Analysis
- 2 Outbound Links Audit
- 3 Backlink Growth Trajectory
- 4 Toxic Backlink Identification
- 5 Topical Trust Flow
- 6 .gov & .edu Link Strength
- 7 Citation Analysis for Local SEO
- 8 Follow vs. NoFollow Ratio

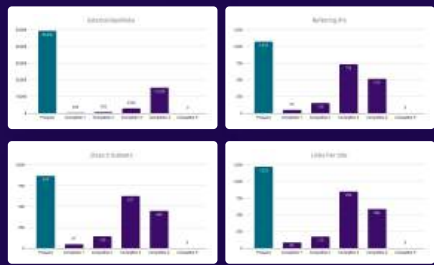
Inbound & Outbound Follow No Follow Ratio



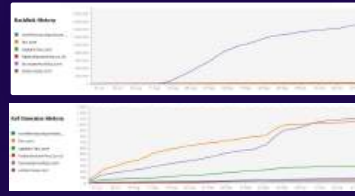
Sitewide Backlink Issues

URL	Anchor Text	Page Title	Page Content	Page Type	Page Size	Page Age	Page Rank	Page Authority	Page Trust	Page Spam	Page Toxicity
http://www.example.com/page1	Example Link	Example Page	Example Content	Example Type	Example Size	Example Age	Example Rank	Example Authority	Example Trust	Example Spam	Example Toxicity
http://www.example.com/page2	Example Link	Example Page	Example Content	Example Type	Example Size	Example Age	Example Rank	Example Authority	Example Trust	Example Spam	Example Toxicity

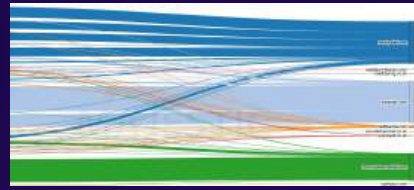
Backlink Analysis



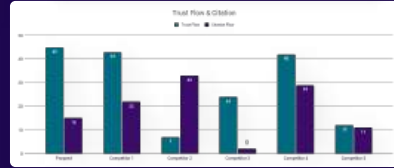
Competitor Backlink Growth



Competitor Backlink Tracking



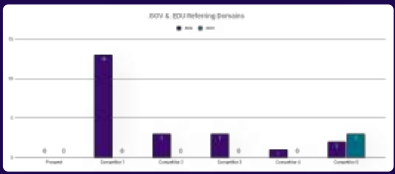
Trust Flow and Citation Flow Analysis



Toxic Backlinks

URL	Anchor Text	Page Title	Page Content	Page Type	Page Size	Page Age	Page Rank	Page Authority	Page Trust	Page Spam	Page Toxicity
http://www.toxicbacklink.com	Toxic Link	Toxic Page	Toxic Content	Toxic Type	Toxic Size	Toxic Age	Toxic Rank	Toxic Authority	Toxic Trust	Toxic Spam	Toxic Toxicity

.gov & .Edu backlinks



Topical Trust Flow



Citation Audit



PREMIUM OR ADD-ON

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

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	1155
manchester united	46541	8.69	-0.28
man u	43358	4.53	-1.5
man utd news	42827	2.8	0
epi 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	23603	10.13	-0.47
man utd	20547	8.03	-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	17685	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	63376	2.54	4.76
premier league table	57428	8.92	0.47
arsenal	54266	4.37	1155
epi 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	16195	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 sweden 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.sportsmole.co.uk/football/preview/	121451	14.4	3.35
https://www.sportsmole.co.uk/	677235	14.52	5.58
https://www.sportsmole.co.uk/football/premier-league/table.html	360356	10.13	0.45
https://www.sportsmole.co.uk/football/man-utd/manchester-derby/preview/	59425	8.1	8.1
https://www.sportsmole.co.uk/football/bayern-munich/champions-league/	83733	7.61	7.61
https://www.sportsmole.co.uk/football/asia-cup/table.html	76042	11.06	-6.97
https://www.sportsmole.co.uk/football/man-utd/europa-league/preview/	75360	8.23	8.23
https://www.sportsmole.co.uk/football/arsenal/preview/preview-chelsea/	70828	7.6	7.6
https://www.sportsmole.co.uk/football/man-utd/europa-league/preview/	66884	7.58	7.58
https://www.sportsmole.co.uk/football/man-utd/manchester-derby/preview/	66415	7.6	7.6
https://www.sportsmole.co.uk/people/british-sports/	65367	10.70	0.16
https://www.sportsmole.co.uk/football/denmark/preview/preview-denmark/	64938	6.24	6.24
https://www.sportsmole.co.uk/football/chelsea/west-london-derby/preview/	63387	6.98	6.98
https://www.sportsmole.co.uk/football/jap/preview/preview-typhoon-all/	60887	7.15	7.15
https://www.sportsmole.co.uk/football/bayern-munich/champions-league/	58956	7.3	7.3
https://www.sportsmole.co.uk/football/arsenal/preview/preview-arsenal/	58821	8.84	8.84
https://www.sportsmole.co.uk/football/verpool/champions-league/preview/	56983	7.58	7.58
https://www.sportsmole.co.uk/football/portugal/preview/preview-portugal/	56744	5.7	5.7
https://www.sportsmole.co.uk/football/real-madrid/el-clasico/preview/	56346	6.26	6.26
https://www.sportsmole.co.uk/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.sportsmole.co.uk/football/preview/	463028	14.4	3.35
https://www.sportsmole.co.uk/football/premier-league/table.html	282442	10.13	0.45
https://www.sportsmole.co.uk/	196820	14.52	5.58
https://www.sportsmole.co.uk/football/man-utd/manchester-derby/preview/	93425	8.1	8.1
https://www.sportsmole.co.uk/football/bayern-munich/champions-league/	83733	7.61	7.61
https://www.sportsmole.co.uk/football/man-utd/europa-league/preview/	75360	8.23	8.23
https://www.sportsmole.co.uk/football/arsenal/preview/preview-chelsea/	70828	7.6	7.6
https://www.sportsmole.co.uk/football/man-utd/europa-league/preview/	66884	7.58	7.58
https://www.sportsmole.co.uk/football/man-utd/manchester-derby/preview/	66415	7.6	7.6
https://www.sportsmole.co.uk/football/denmark/preview/preview-denmark/	64938	6.24	6.24
https://www.sportsmole.co.uk/football/chelsea/west-london-derby/preview/	63387	6.98	6.98
https://www.sportsmole.co.uk/football/jap/preview/preview-typhoon-all/	60887	7.15	7.15
https://www.sportsmole.co.uk/football/bayern-munich/champions-league/	58956	7.3	7.3
https://www.sportsmole.co.uk/football/arsenal/preview/preview-arsenal/	58821	8.84	8.84
https://www.sportsmole.co.uk/football/verpool/champions-league/preview/	56983	7.58	7.58
https://www.sportsmole.co.uk/football/portugal/preview/preview-portugal/	56744	5.7	5.7
https://www.sportsmole.co.uk/football/real-madrid/el-clasico/preview/	56346	6.26	6.26
https://www.sportsmole.co.uk/football/man-city/champions-league/preview/	56197	7.18	7.18
https://www.sportsmole.co.uk/football/man-utd/preview/preview-chelsea/	54816	6.46	6.46
https://www.sportsmole.co.uk/football/chelsea/champions-league/preview/	53912	6.53	6.53

Forensic Analysis

FORENSIC TOP 10 ANALYSIS FOR KEYWORDS

Keyword		Country	Searches	KW Difficulty	90												
probiotic		UK	5,900		On Page					Core Web Vitals			Off Page				
Avg	Ranked Page	Primary Topic	Page Title	H1	Content Score	Corrected word count	Anchor text keywords	Anchor Sigs	Mobile score	First Contentful Paint	Largest Contentful Paint	Cumulative Layout Shift	Page Trust Flow	Home (root) %	Avg Internal Links per Page	Subdomain Ref Domains	Home Ref Domains
1	https://www.welbmd.com/digestive-disorders/probiotics-a- overview	Health/Conditions and Diseases	Probiotic 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-f oods	Society/Issues	Probiotics: The 19 Best Probiotic Foods You Should Eat	The 19 Best Probiotic Foods You Should Eat	71	2,359	576	20%	36	3.3	6.5	3.0	18	55	3	690	274,519
3	https://www.healthline.com/nutrition/probiotics-and-pre biotics	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/Probiotic_(nutrition)	Reference / Encyclopedias	Probiotic (nutrition) - Wikipedia	Probiotic [nutrition]	39	1,927	716	27%	87	1.1	1.4	225.0	0	96	182	7	3,559,109
5	https://gutcharity.org.uk/advice-and-information/health- and-lifestyle/probiotics-probiotics/	Health/Conditions and Diseases	Probiotics & Prebiotics - Guts UK	Probiotics & Prebiotics	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/cond itions/digestive-health/probiotics/probiotics-guide/	Reference/Education	Probiotics guide: foods, benefits & supplements H&B	Probiotics 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/probiotics-probiotics-and-you r-health/art-20390058	Home/Family	Probiotics, prebiotics and your health - Mayo Clinic	Probiotics, prebiotics and your health	33	1,070	360	25%	44	2.7	4.0	2.0	25	82	9	726	245,926
8	https://pinterest.com/learn/probiotic-foods.asp	Computers / Internet / Web Design and Development	16 Great Foods for Probiotics	Probiotic 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/PMC646305B/	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/lbd/ask-nutritionist/ probiotics-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 Microbiome Booster Drops Sensitive Skin Pal UK	Probiotic, Inulin & Prebiotics Booster Microbiome Booster Drops for Sensitive Skin	19	1,104	549	33%	26	3.6	33.4	95.0	36	47	19	4	1,520

For Each Core Keyword We Deliver:

- A forensic breakdown of 22 key ranking drivers
- Analysis of every top 10 position on Google
- Content score required to be best in class
- Precise on-page, off-page & Core Web Vitals strategy
- Competitor gap you need to close — and how

STANDARD

1 Forensic Report
Of Our Choosing

PREMIUM

2 Forensic Reports
Your Keyword Choice

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 a chat?

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

Maybe your traffic has crashed post-migration or post-Google update and you want to know why?

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

Maybe your own SEO strategy would benefit from some external validation



20+ Tools, Cross-Checked

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



3-4 Days of Expert Time

We test issues that the automated tools don't. We spend approx 3-4 days following the evidence and our experienced noses



Two Decades of Experience

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



Quick Wins + Long-Term Fixes

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



Heavily Subsidised

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

Is it Really No Obligation, No Cost?

YES. This is a no-obligation report.

There is no obligation to buy the report or invest in any of our services.

The case file is yours to keep.

Even if you don't work with us today, maybe you'll refer us or work with us another day

There's no obligation, no cost, no hard feelings.

ALL WE ASK

Attend the Debrief

Usually 50–60 minutes. In that time you'll learn exactly what it takes to beat your competitors.

After that, we'll gladly send you the full case file.

45%

Of those who see the
debrief go on to work
with us

60+

Forensic tests across all
scenes

4.9★

Google Review average

Strategic Selection - not formulaic

based on where you are and what you want to achieve

QUICK RESULTS



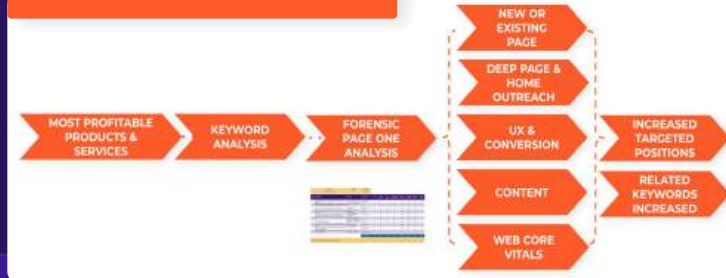
BRAND ENGAGEMENT



IMPROVING BROAD KEYWORD VISIBILITY



IMPROVING SPECIFIC KEYWORDS



Some Companies We've Worked With



Our Exclusive Promise

If we work with YOU:

- ✓ We will not work with a direct competitor of yours
- ✓ Your CSI case file is your exclusive property — we won't share it with anyone in your industry, especially your named competitors
- ✓ When we work with you, we will not pick up the phone to your competitors
- ✓ We will happily sign an NDA
- ✓ Plain English, no jargon, no smoke and mirrors
- ✓ No one with less than 5 years experience will work on your account

WHY MARATOPIA

Our Vision

To be our clients' most trusted advisors

Our Mission

Increase the value of your business through cost-effective, agile and forensic search marketing strategies.

Price Match Guarantee

We'll match any onshore agency.
If a big city agency is cheaper — they will be cutting corners.

MARATOPIA

CSI:

Competitive Search Intelligence

Contact Your Investigator

Steve

✉ steve@maratopia.co.uk

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★★★★★ 4.9 GOOGLE REVIEWS

Maratopia Services

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Search Engine Optimisation (SEO)

- Technical SEO
- International SEO
- Local SEO

Outreach / Link Building / Earning

Content Marketing & Blogging

Digital PR

Paid Search

- Google Ads
- Bing Ads
- Social Media Ads
- Display

Web Design & Dev

WordPress

Woo Commerce

Shopify

Consulting

Conversion Analysis & UX

Strategy & Consulting

Competitor Analysis

Keyword Opportunities & Strategy

Social Media

Strategy & Content Creation

Management and Paid Advertising