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INTERNET MARKETING

SEO / PPC / Copywriting / Social Media Marketing /
Social Engine Marketing / SEO Consultation



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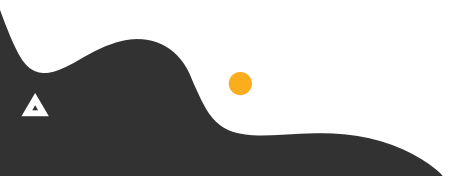


**TO SUCCEED IN BUSINESS,
BE DIFFERENT, BE BOLD,
BE FIRST.**

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Kenny Marchant

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METHODOLOGY – THE WAY WE WORK

Good analysis and the right strategy make 99% of the success.
The rest is work.



1. CONSULTATION

From the consultation with a client, we get information about the industry they work in, their business goals, and the marketing techniques they have been using before. This kind of information is invaluable for our collaboration, representing the most important phase.



2. ANALYSIS

We analyze the current state of the keywords in search engine queries, as well as the whole website structure, written content, and more than 200 other factors that affect the rankings. We also analyze the competitors who are already highly ranked for the given keywords.



3. CHOOSING A STRATEGY

Creativity and a sense for the right opportunities are the virtues of a successful internet marketing specialist. We would recognize the weaknesses, as well as the qualities and potential chances, and we would create a strategy that could bring up the most positive results.



4. IMPLEMENTATION

SEO – website optimization is not a process that brings immediate results. It takes a lot of hours, days, and months of carefully dedicated work for results to be seen.



5. REPORTING

We make the evidence of every activity that we do, so the campaigns that we lead are completely transparent. We also send detailed reports that show changes and improvements.



SEO: WEBSITE OPTIMIZATION SERVICES

Digital agency PopArt Studio works only with allowed, “white-hat” SEO techniques and practices, which means that we base our work exclusively on the official recommendations from Google.

Every SEO project can be split into two phases, with every phase having its own subphases.

The first phase of the SEO project includes technical SEO, referencing an on-page SEO.

Within this phase, there are several subphases:

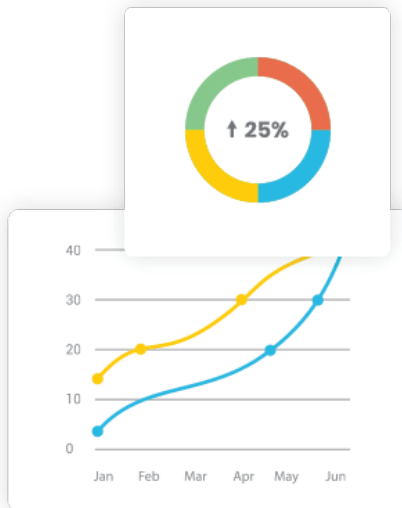
- Keyword analysis
- Competition analysis
- Technical website analysis
- Implementation of technical elements

The second phase includes the website promotion, referencing to the off-page SEO.

Within this phase, there are following subphases:

- Creating a promotional strategy
- Gathering relevant resources for the online promotion
- Applying the activities within the strategy

It is important to know that the more months there are for the SEO execution, the more visible results would be. Depending on the size of a website and the number of hours per month needed to make your website totally complied with SEO rules, and in order to achieve the most satisfying results, we offer several different packages.



SEO PACKAGES

PACKAGE	Starter SEO	Local Winner	SEO Professional	SEO Corporate	Customized SEO
Price	390 €	555 €	699 €	849 €	optional €
Number of hours per month included in the price	20	30	40	50	70+
Number of keywords included	up to 5	up to 10	up to 15	up to 30	30+
INITIAL (DEEP) ANALYSIS					
Deep SEO analysis of the website	✓	✓	✓	✓	✓
Keyword analysis	✓	✓	✓	✓	✓
Competition analysis	✓	✓	✓	✓	✓
Backlink analysis	✓	✓	✓	✓	✓
ON-PAGE OPTIMIZATION					
Meta titles editing	✓	✓	✓	✓	✓
Meta description editing	✓	✓	✓	✓	✓
Copy editing	✓	✓	✓	✓	✓
Schema.org markup implementation	BASIC	✓	✓	✓	✓
Managing internal link structure	✗	✓	✓	✓	✓
Managing H-tags	✓	✓	✓	✓	✓
301 redirections	✗	✓	✓	✓	✓
Removing duplicate content	✓	✓	✓	✓	✓
Photo Alt-tags	✓	✓	✓	✓	✓
Hreflang attribute implementation (for multilanguage websites)	✗	✓	✓	✓	✓
Website map creation (sitemap.xml)	✓	✓	✓	✓	✓
Submitting sitemap.xml to Google	✓	✓	✓	✓	✓
Submitting website to Bing and Google Search Console	✓	✓	✓	✓	✓
Google Analytics integration	✓	✓	✓	✓	✓
Fixing the website speed	✓	✓	✓	✓	✓
Picture optimization	✓	✓	✓	✓	✓
Minification of JS and CSS	✓	✓	✓	✓	✓
Google Tag Manager integration + advanced analytics	✗	✗	✓	✓	✓
OFF-PAGE OPTIMIZATION					
Total number of backlinks per month	up to 10	up to 15	up to 20	up to 25	up to 25
ARTICLE WRITING					
Blog posts	✗	✗	✗	1	1
PR texts	✗	✗	1	2	2
Additional services					
Google Ads - discount for managing a campaign	✗	✗	10%	20%	100%
Consultation (Skype, Viber, WhatsApp)	✗	✗	✓	✓	✓
Reporting (monthly)	✓	✓	✓	✓	✓

PACKAGE DESCRIPTION

1. STARTER SEO

Local SEO is primarily for small enterprises, mainly for presentational websites, i.e. websites that consist of approximately 15 pages. Within this package, SEO specialist would dedicate 20 working hours per month on your project.

2. LOCAL WINNER

Local winner package is assigned to small and medium-sized companies, primarily to those with up to 25 pages of content. Within this package, SEO specialist would dedicate 30 working hours per month to your project. Besides that, this package also includes the optimization of up to 10 keywords.

3. SEO PROFESSIONAL

SEO Professional package is designed for medium-sized companies doing business in highly competitive niches, referencing presentational websites and smaller e-shops with 50+ web pages. Within this package, an SEO specialist is available for 40 working hours per month for your project, and the package includes the optimization of up to 15 keywords.

4. SEO CORPORATE

SEO Corporate package is primarily for medium-sized and large enterprises doing business globally, in highly competitive industries, mainly including complex websites and larger online shops with approximately 100+ commercial pages. Within this package, SEO specialist would dedicate 50 working hours per month to your project, and the package also includes the optimization of up to 30 keywords.

5. CUSTOMIZED SEO

Customized SEO package is designed for complex websites, web applications and e-commerce companies that are doing business globally and offering products to various markets. This package includes implementation of a complex structural markup (schema.org), as well as implementation of an internal cross-linking schema. It includes an agreed plan and a specific project setup for clients and an agreed number of hours that exceeds the other packages and goes from 70h +

THE HIGHER THE NUMBER OF WORKING HOURS, THE LOWER THE PRICE FOR WORKING HOUR.

SEO MAINTENANCE

Clients who have used our complete SEO service, during which they got the complete analysis, creation, and implementation of a strategy that could give the quality long-term results using the best SEO techniques, have the possibility of transferring to SEO Maintenance service.

SEO maintenance refers to SEO activities that have been the most fruitful. Since almost complete SEO has been done on the website itself, now the bigger focus might be on the Google webmaster central (monitoring, errors and suggestion, tracking the certain keywords and improving them, or other kinds of creative techniques that could bring more visits and better search engine placements.

PACKAGE	Maintenance S	Maintenance M	Maintenance L
Price	119 €	199 €	289 €
Number of hours per month included	5	10	15
Following positions of keywords		do 10	do 10
INITIAL (DEEP) ANALYSIS			
Deep SEO website analysis	✓	✓	✓
Keyword analysis	✗	✓	✓
Competition analysis	✗	✓	✓
ON-PAGE OPTIMIZATION			
Meta titles editing	✗	✗	✓
Meta description editing	✗	✗	✓
Website map creation (sitemap.xml)	✓	✓	✓
Submitting sitemap.xml to Google	✓	✓	✓
Submitting website to Google Search Console	✓	✓	✓
Google Search Console monitoring and error checking	✓	✓	✓
Google analytics integration	✓	✓	✓
Reporting (monthly)	✓	✓	✓





**QUALITY IS REMEMBERED
LONG AFTER THE PRICE IS
FORGOTTEN.**

Gucci family slogan





SEM & SMM SERVICES

SMM (Facebook, Instagram, LinkedIn, Twitter), Google Ads, Copywriting

SOCIAL MEDIA MARKETING (SMM) SERVICES

A good marketing campaign on social media networks requires commitment. If you are new to this subject, you might think it would be enough to have a few posts per day, some occasional status updates, and a solid number of followers and likes on your page, and that would magically improve your business. The truth is far from that – you need a detailed plan and a carefully developed strategy.

Wise internet marketing experts know that, for reaching out to the maximum potential of social media, they need to listen to the audience, share only relevant messages with them, and allow others to share and expand communication on them.

As a company with almost 10 years of experience, we have a large number of clients who have used our internet marketing services and with whom we have had, and we still do have, a very successful cooperation.

Social media networks that we promote the content on:



Facebook



Instagram



LinkedIn



Twitter



Pinterest

Deciding which social network is the best for you depends on the type of your business.

If you are thinking about social media marketing service, have in mind that the actual offer would depend on your answers to the following questions:

1. Do you already have a page on a desired social media network, or should we create one for you?
2. What are you going to promote on social media networks (product/service or a personal portfolio website)?
3. Are you willing to pay for advertisements (PPC)?
4. How many times a week would you want the posts to be published on your page?
5. Would you provide the accompanying graphics to go along with posts, or would it be part of our creative work?

When we determine the beforementioned points, our Internet marketing specialists would consult you and help you create a social media digital campaign that could bring the best results to your website and your business.



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**KNOW THYSELF. KNOW THE
CUSTOMER. INNOVATE.**

Beth Comstock

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GOOGLE ADS ADVERTISING (SEM)

Google Ads campaigns are the advertising campaigns that are executed within the Google search engine and its partner websites. Within our services we offer campaigns that include:

- Search engine (search campaign)
- Google partner websites (display campaign)
- YouTube platform (video campaign)
- Mobile applications (Android, iOS)

At the beginning of a campaign, besides the budget and the goals, we define the keywords as well, and by looking at all those parameters we create ads. It is important to say that the quality of the website included in the campaign is one of the main factors for achieving success. For that reason, our advice is to make the website to be completely adjusted for users, to offer useful information that is easy to find and to represent your product or service in the right way.



So, before we engage with an agreement about the Ads campaign, we would need to review the website you want to promote, in order to be sure that the ad will bring appropriate results, or that we can give at least some kind of a guarantee that the campaign would give the optimal results.

In the end, you determine your own campaign budget, depending on your goals and desires. Our task is to design the whole campaign and carry out the best possible promotion within the agreed advertising channel. The base that you pay to Google would be increased by the amount of our commission, that could range from 20%, for high-end long-term campaigns, to 35%, for short-term campaigns with smaller (limited) budgets.

During the free analysis and consultation with our representative, you can define all the details of the advertising Google campaign that is going to suit you the most and achieve significant results on mutual satisfaction.



**IT IS MUCH EASIER TO DOUBLE
THE BUSINESS SUCCESS BY
ENLARGING THE NUMBER OF
CONVERSIONS THAN BY
DOUBLING VISITS.**



Bryan Eisenberg



COPYWRITING

By engaging a professional copywriter for creating a new website or improving an existing one, you could save both time and money. The return on the marketing investment could multiply, which is important because no one wants a website that does not bring new customers or does not sell the products.

A well-written copy for a website or a blog is very powerful and often crucial when a user needs to decide whether they are going to give you their trust or not.

All the copies and articles created by the PopArt Studio team are unique and written to offer maximum value for users, which is one of the main conditions for a good website position within search engines such as Google, Yahoo, and Bing. By applying elements and writing techniques that are part of the good SEO practice, the copies and articles are recognized by the search engines and, therefore, have the chance to be better positioned, compared to the competition's articles. This could provide a higher visibility of the website, which would directly affect the increase in accessibility for a larger number of users, and it would clearly reflect upon the conversion rates.

We have created thousands of copies with great success so far. We have been writing the content in three languages (Serbian, English, and German), and we have collaborated with clients from around the world.



Check out for yourself and see that we are a team of dedicated and creative young professionals, who are ready to create content for your project and turn your visitors into a service-users or product-buyers.

Within a free analysis and consultation framework, together with our representative, you can define the dynamics of writing, publishing, and promoting the articles, as well as the kind of content that would suit your business the most.



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**DECIDE WHAT KIND OF AN
IMPRESSION YOU WANT TO
LEAVE YOUR READERS WITH.**

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Robert Collier





WHY POPART STUDIO?

PHILOSOPHY

Our philosophy is to make each day better than the day before, and to make every step more profound than the ones before. We look up to those who are the best, and we try to accomplish even more than them. We also notice that more and more companies look up to us, which tells us a lot.

CLIENTS

Clients that we collaborate with are both small and large companies to whom we dedicate hours of our work. In combination with our experience, it brings victorious results.

As much as we make you and your brand visible and recognizable, we become so ourselves. Many people perceive internet marketing and website optimization (SEO) as something abstract and many tend to underestimate their significance.

You can see the SEO as one of your employees, as a member of your team who works every day throughout the year with the same goal as you do. SEO doesn't have days off, vacations, or sick days. SEO is perfect and tireless.

100% TRANSPARENCY

Every activity is being recorded, so:

- You get detailed, professional reports on a monthly basis
- You can arrange the reporting on demand
- You are not bound by a contract, so you can always allocate the resources according to your needs

PREMIUM RESULTS

We define strategy together with you, and we choose the aspect to focus on, which means:

- Much better placement for the keywords
- Raising the number of visits to your website and the number of conversions
- Enlarging the number of followers on your Facebook business page





**THANK YOU FOR
DOING BUSINESS WITH
US!**

POPWEBDESIGN.NET