

ROBOT-TXT

Search Marketing Consultancy

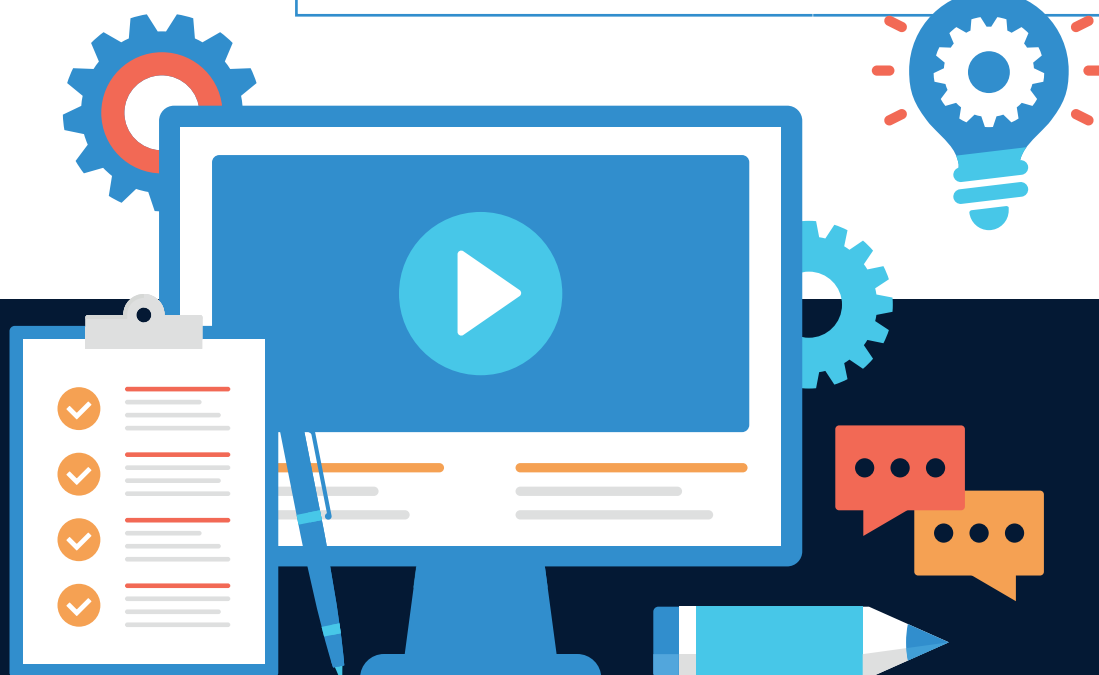
BETTER ONLINE VISIBILITY & MORE CONVERSIONS

WE'RE A SMALL,
BUT AGILE SEARCH
ENGINE MARKETING
(SEM) CONSULTANCY
WITH OVER

**20 YEARS
EXPERIENCE**

- ◆ Wide range of clients across the globe
- ◆ Focus on increasing your business success
- ◆ Measurable, transparent & actionable search marketing solutions
- ◆ Cost appropriate pricing models
- ◆ Options for small business & large enterprise

**SEARCH ENGINE OPTIMISATION (SEO) &
PAY-PER-CLICK SERVICES THAT
DELIVER REAL RESULTS**

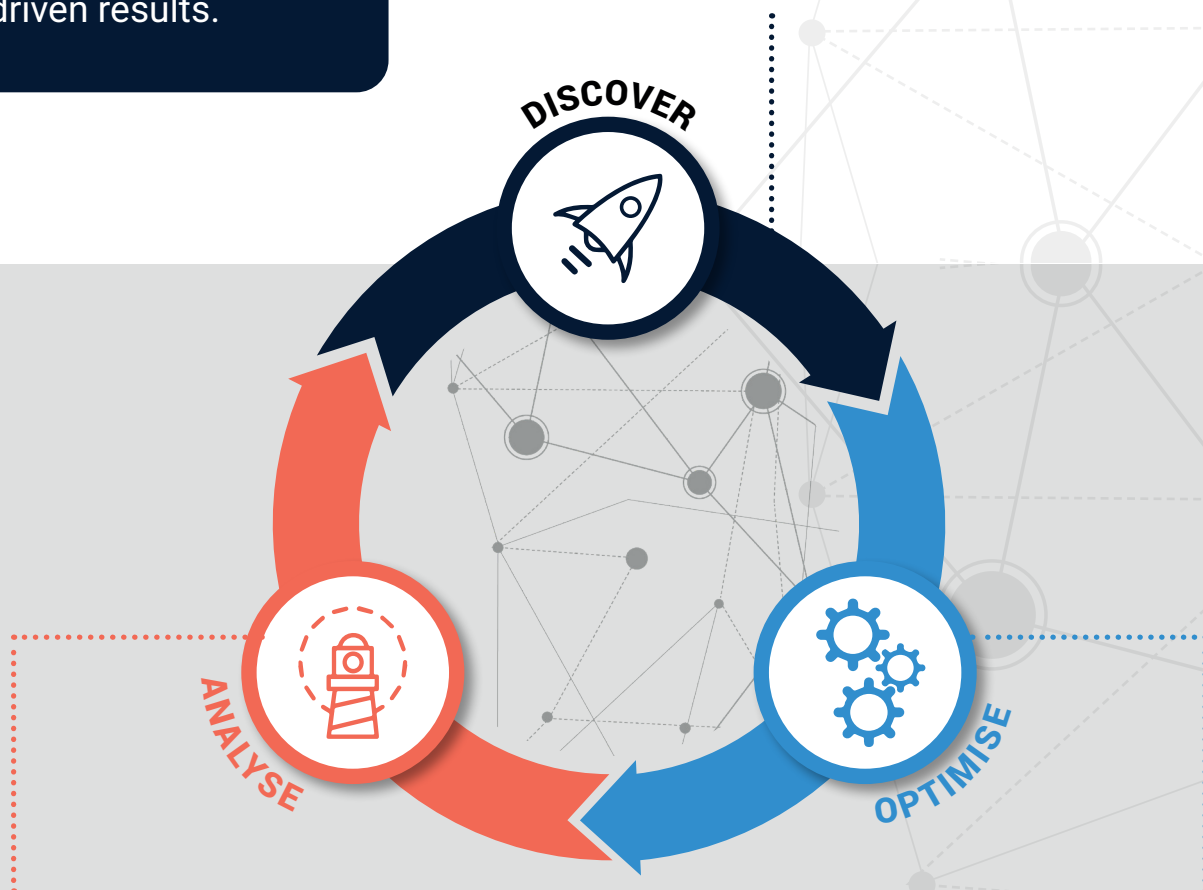


HOW WE WORK

We make it our job to understand your business, so that we can translate your business objectives into performance-driven results.

Understanding the search environment in which you operate, your goals and

who your competitors are, is critical to formulating a strategy. We follow a systematic process in gathering information that will inform your strategy.



We adopt a 360-degree outcome-based approach by monitoring performance against key conversion points.

Using data-driven insights, we optimise and test, ensuring agreed business objectives and reporting requirements are met.

Following PPC and SEO best practices, we action the deliverables set out in your strategy.

This lays the groundwork for your business to increase its visibility in search, attract the right audience and increase conversions.

SEARCH ENGINE OPTIMISATION

WITH A WELL-THOUGHT-OUT SEO STRATEGY,

you can improve your site's visibility in search engine results pages (SERPs), increase your click-through rates, improve your users' experience and boost conversions.

Our SEO Strategies are scalable for small businesses, businesses that are looking to grow, as well as large enterprises with complex global site structures.



**BOOST
SEARCH
RANKINGS**



**GAIN
CREDIBILITY
& AUTHORITY**



**SAVE
MONEY
OVER TIME**

- ◆ DIGITAL STRATEGY & MATURITY REVIEW
- ◆ SEO WEBSITE AUDIT
- ◆ TECHNICAL SEO
- ◆ SEO COMPETITOR ANALYSIS
- ◆ SEO KEYWORD RESEARCH

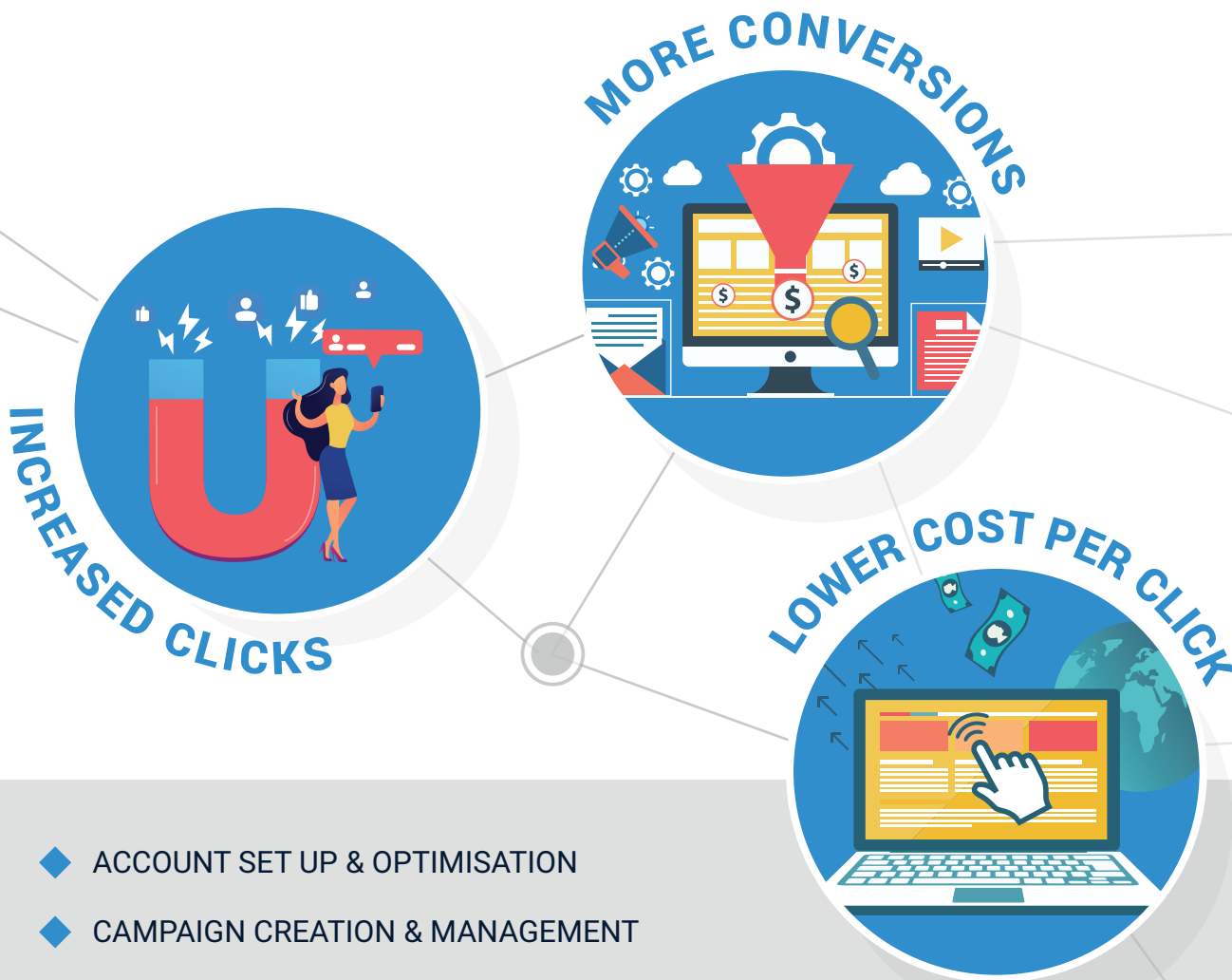
- ◆ SEO COPYWRITING
- ◆ SEO CONTENT GAP ANALYSIS
- ◆ SEARCH EXPERIENCE OPTIMISATION (SXO)
- ◆ ONSITE/OFFSITE LINK ANALYSIS
- ◆ LINK ARCHITECTURE OPTIMISATION

- ◆ CONTENT OPTIMISATION
- ◆ WEEKLY PERFORMANCE REVIEW
- ◆ PERFORMANCE DASHBOARDS & ALERTS
- ◆ LOCAL SEO
- ◆ INTERNATIONAL SEO

PAID SEARCH

WE CAN CREATE A TAILORED PPC STRATEGY

for your business that will help drive your prospects towards the final conversion at a lower cost-per-click (CPC). Whether you're an entrepreneurial venture capital startup or a large multi-national B2B corporate organisation, we can create a custom PPC Strategy for you.



- ◆ ACCOUNT SET UP & OPTIMISATION
- ◆ CAMPAIGN CREATION & MANAGEMENT
- ◆ CAMPAIGN OPTIMISATION
- ◆ QUALITY SCORE OPTIMISATION
- ◆ CONVERSION RATE OPTIMISATION
- ◆ IMPRESSION SHARE OPTIMISATION
- ◆ CUSTOM PERFORMANCE DASHBOARD
- ◆ MONTHLY PERFORMANCE REVIEW

OUR EXPERIENCE



Robot-TXT have worked with and supported various businesses within Informa for over 4 years now. I would highly recommend Robot-TXT to any company requiring any SEO or PPC support. Robot-TXT will go over and above to support, guide and train anyone in our team. Technically (SEO) Robot-TXT is one of the best agencies I have worked with.



Esme Banks Marr
LEESMAN
Communications
Director



Fränzel Schneider
**PHARMA
INTELLIGENCE**
Senior Digital Customer
Experience Manager |
Marketing



Robot-TXT's support has had a clear impact on our business growth the past few years. The level of account management is great and we feel as though nothing is too much trouble. We've benefited from the expertise of the team and have used their suggestions to make crucial decisions on our digital strategy.

FINANCIAL



PHARMA



LEGAL



REAL ESTATE



INSURANCE



THE RIGHT SOLUTION FOR YOUR BUSINESS

OUR FOCUS IS ON:



SUFFICIENT TIME

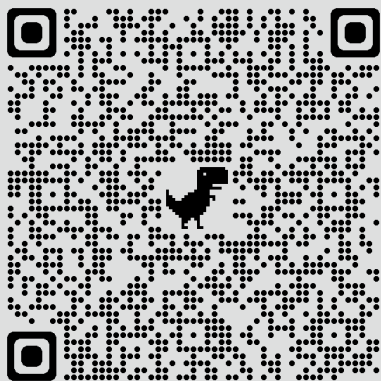


RESOURCES

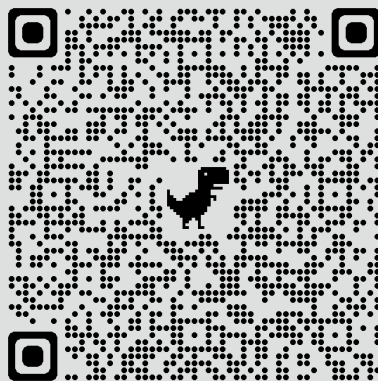
To help you achieve
your goals at an
affordable cost

Our range of SEO & PPC packages cater to:

- Small Businesses
- Businesses that are looking to scale
- Large enterprises with complex global site structures



PPC



SEO

**AFFORDABLE
PRICING
PACKAGES**

SEARCH MARKETING CONSULTANCY
robot-txt.com | inbound@robot-txt.com



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