

ATLAS SEO



MARKETING BROCHURE

Lift Your Influence

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Who Are We?

Atlas SEO was conceived in 2020 by long-time friends and former colleagues Charles Hodge and Lee Tadd, who sought to create an SEO agency that was built on the principles of exceptional content and a fully bespoke global outreach service.

We have grown rapidly since our inception and have expanded our services into other aspects of digital marketing.

Our Values

Our core philosophy is rooted in **flexibility and potency**. With your requirements in mind, we will create a bespoke strategy that delivers visible results. We believe in full **transparency** and embrace it as one of our core values to ensure a mutually beneficial partnership.

What Makes us Different?

Atlas SEO's professional relationships exceed all expectations. Cultivating genuine connections with our clients is at the heart of everything we do – from fully tailored services to direct contact with our client relations team.

The link building services we provide are driven by cutting-edge research techniques to discover new sites and ensure our portfolio rivals and exceeds any other. We specialise in some of the most obscure niches and geographical regions available.

Atlas SEO offers an entirely customisable content experience. Our process is designed to ensure speed of service, whilst guaranteeing quality and value to search engines. Our copy is created by native writers and editors whose expertise is matched to your industry. We ensure that the product is accurately localised, and the tone of voice reflects your brand.

Link Building Services



Link Building

Atlas SEO is a market leader in link building.

Our methods of acquiring the highest value websites have been refined over 10+ years to create a portfolio numbering in the tens of thousands, covering 80+ countries and 35+ languages.

Pooling 20+ years of experience in the business, our clients can choose from a selection of reputable publishers in a wide array of niches. Whether you are looking for exposure to a genuine audience, SEO benefits, or a combination of the two, our service ensures that you can partner with the sites that best fit your needs.

What we Offer

Building backlinks is an important practice for driving organic traffic to your website. We can offer a guiding hand regardless of your level of expertise. From keyword analysis for those finding their feet, to working on the most complex link building strategy, we have the tools and experience to meet your needs.

Our flexible link building service gives you the ability to take advantage of a wide variety of metrics and global markets.

Every site we work with is checked for all of the industry prevalent metrics:

- Domain Rating (DR)
- Domain Authority (DA)
- Organic Traffic
- Trust Flow
- Citation Flow

A complete list of all the territories we offer can be provided upon request.

Content Services



Content **Services**

Atlas SEO provides bespoke content creation services to help your website stand out as an authority within your industry.

Our team includes 200+ writers and editors, each with their own speciality, covering finance, business, sports, technology, gambling, travel, social activism and more. Each of our team is thoroughly vetted and given training to elevate them to our rigorous internal standards.

With 35+ languages catered for, and regional spelling variation accounted for, our content is a force to be reckoned with. All of our content is created by native writers, and then undergoes editing by native editors, to ensure localisation, grammar, syntax and spelling are all flawless.

Our Content **Services Include:**

- Blog Management
- News
- Translations
- Website Content
- Press Releases
- Product Descriptions

With more than two decades of experience in the industry, our team is dedicated to quality. We guarantee all of our copy to be fully unique and keyword rich, giving your SEO campaign the best possible chance of succeeding. Concerned that your keyword or content requirements are too specific or complex to outsource? We handle a huge variety of requirements, and consistently exceed all expectations.

EEAT Services



EEAT Services

EEAT stands for Experience, Expertise, Authoritativeness, and Trustworthiness. In December 2022, it replaced the old 'EAT' concept in Google's Quality Rater guidelines.

EEAT is, in layman's terms, a framework by which Google judges the value of content on your website. The gold standard of content is one that strongly projects all four EEAT values.

But EEAT applies to more than just a piece of content.

Your website has its own EEAT reputation – and it can passively increase the value of all your content if you actively carry out EEAT-enhancing actions for your brand and authors.

Content created by expert, authority sources, with trustworthy reputations, and demonstrable experiences, will consistently rank higher, regardless of the specific piece of content you publish.

EEAT Options:

We can get the following from a number of high-EEAT rated domains, including DR60+, positive trend websites, and household names:

Brand Mentions – Create mentions of your brand across the web, without any links leading to your domain, for a fully natural portfolio. Increases your brand awareness.

Brand Reviews – Plant reviews of your brand/product on other websites, leading to an increased reputation based on the trustworthiness of your site and the neutrality of the brand review.

Best-of – Create best-of lists in your industry ranking you as the dominant force in your niche, improving your overall authority.

My Author As Yours – Use authors listed on your own website to publish pieces on other websites. Increasing the reputation of your authors will increase the overall reputation of your website as well.

Citations – A more general article in which your website is cited as a source, as in academia. Use of your site as an academic primary source will elevate your reputation and trustworthiness.

Online Reputation Management Services



ORM Services

Online Reputation Management (ORM) is a form of digital marketing engineered to remove – or decrease – the visibility of harmful and toxic content about an individual or business.

A reputation can make or break your business, particularly in the modern world, when consumers are increasingly likely to make purchase decisions with the ethics and morality of a brand in mind.

Atlas SEO replaces negative representation with positive search results that tell the story you want others to hear. Whether that be promoting a positive work environment, going the extra mile to support customers, or demonstrating your commitment to progressive social attitudes.

Our team manages your online reputation as an ongoing reactive ORM campaign that will drive down unfavourable content in search results. We do this in tandem with a proactive ORM campaign that emphasises your business's dedication to ethical and moral commitments.

What Makes us Different?

Our ORM service emphasises positive brand-building efforts, and using our hand-picked network of connections, we guarantee your articles will be seen on reputable sites with genuine organic traffic.

Where some ORM companies outsource work to other agencies, Atlas SEO keeps all of your campaign in-house, including content production. Not only does this keep your campaign streamlined, but it serves to safeguard all of your most sensitive data.

Using Atlas SEO means no middleman, no inflated costs, and no miscommunication – your dedicated client relations executive will reply to all of your queries and questions directly, and keep you informed of the campaign as you require.

Banner Ad Services



Banner Ad **Services**

Display advertising is a type of online advertising that utilises imagery and text which aims to direct a targeted audience to a specific URL.

It is a great addition to other marketing strategies that can help you to build brand awareness, generate leads, drive conversions, and outperform your competitors.

Atlas SEO works with a huge and rapidly growing global network of domains in over 60 GEOs that offer display advertising, ranging from national news sources to localised websites.

By purchasing banner space on publisher sites, we can promote your brand and create awareness and recognition while driving engagement.

Using your brand artwork and material, our publishers accept a variety of display options, including static images, scripts, and tags. Each banner will include a link to your brand page or site.

The **Benefits:**

- Increasing your engagements, leads and sign-ups
- Building brand awareness
- Targeting highly relevant users
- Allowing for re-marketing opportunities
- Easy to track and monitor engagement

We collaborate to understand your business objectives and devise an advertising campaign strategy tailored to achieve desired results. Factors such as budget and GEO targeting are taken into account to optimise ROI.

Pay-Per-Click (PPC) Services



PPC Services

Paid Google search advertising, commonly called PPC (pay per click), involves placing ads on the search results page in response to relevant search terms. Unlike other advertising formats, PPC operates on a pay-per-click basis, meaning you only pay when a user clicks on your ad.

PPC advertising allows us full control over every aspect of a campaign. We can tailor each campaign to target specific geographical locations, audience demographics, and even determine the optimal timing for ad display. Moreover, you have the flexibility to adjust budgets and daily spending, allowing you to scale your campaign according to your budgetary needs or requirements.

While PPC advertising works great with SEO campaigns, it offers instant returns compared to SEO, which may take some time to yield results. PPC serves as a powerful addition to your business's marketing endeavours, quickly reaching targeted customers. Additionally, PPC boasts easily trackable KPIs, providing clear insights into how your advertising budget is being utilised.

The Benefits:

- Contribute to business goals
- Reach customers searching for your product/service
- See instant results within the first week
- Highly targeted ads to relevant customers
- Rank at the top of the Google search results page
- Easily tracked results & conversion tracking
- Flexibility to meet any requirements
- Get the advantage over competitors
- Stay in control of your budgets, with no hidden fees

Atlas SEO offers PPC campaign management to attract engaged customers through data-driven strategies. Services include keyword research, ad copywriting, landing page creation, A/B testing, budget management, reporting, and ongoing optimisation.

Video Content Services



Video Content Services

We use trusted and tested freelance actors and editors to create a diverse range of video content – from real world advertisements to online reviews. Every video undergoes a rigorous scripting process in-house to your desired specifications, and we actively seek out new actors if we feel that our current repertoire does not serve you best.

Every actor has access to studio-quality recording equipment to ensure that your finished product looks and sounds crisp and crystal clear, up to a fully professional standard.

Video content can be a very complex process, with many more considerations being needed than with written content. We aim to simplify that for you, and extrapolate your brief out to make considerations about:

- Lighting
- Cadence
- Accents
- Nationality
- Diversity

All videos come dynamically subtitled as standard, with no extra charge. This means that every video is made with accessibility in mind, boosting both user experience, and your authority with Google.

What Makes us Different?

- No Minimum Orders
- No External Agencies, EVER
- On-Demand Revision
- Dedicated Project Managers

Lift Your Influence

with

ATLAS SEO

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