

MONO WEBINAR

# Introducing our super SEO templates

Boosting the online visibility of your  
small business clients' digital presence



# Today's presenters



**ANNA HEDEGAARD**

Technical Partner Success Manager



**JASMINE DE GUZMAN**

Partner Marketing Manager



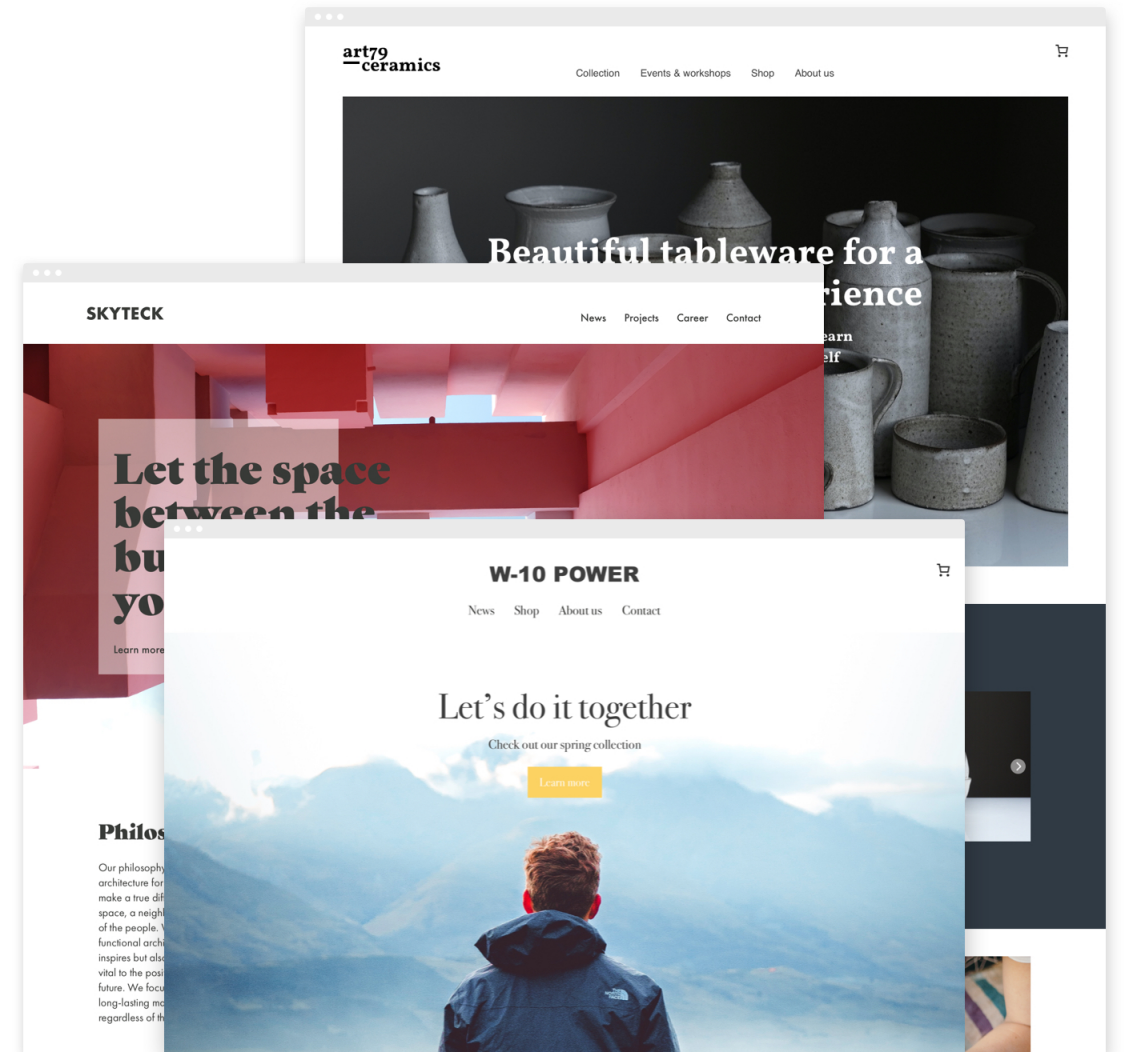
**LUKASZ MACHURA**

Board Representative,  
Market Development



# Agenda

- Why is SEO so important?
- Mono's super SEO templates
- Boost business with SEO services
- Case study: Bundling websites & SEO
- Q&A

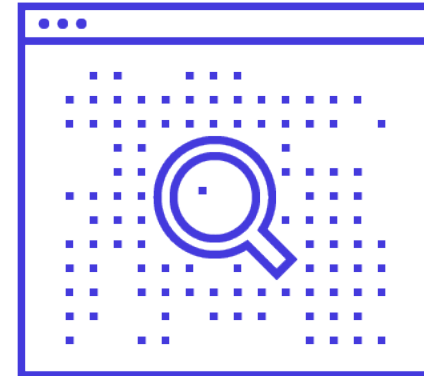


**Why is SEO so important?**

# Why SEO is important for SMBs?

Online visibility drives online business!

1. Engage existing customers
2. Attract new customers
3. Boost organic traffic
4. Stay ahead of competitors
5. An affordable online strategy
6. Long-term benefits!

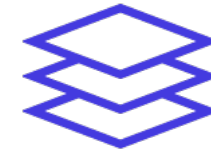


# Best-in-class SEO for local & voice search



## INTEGRATED SEO CHECK

Alert site owners if pages are not 100% optimized for page-level SEO



## PAGE LEVEL FEATURES

Manage page-level meta data, 301 redirects, H tag hierarchy & alt tags



## MICRODATA TAGGING

Aligned with schema.org standards

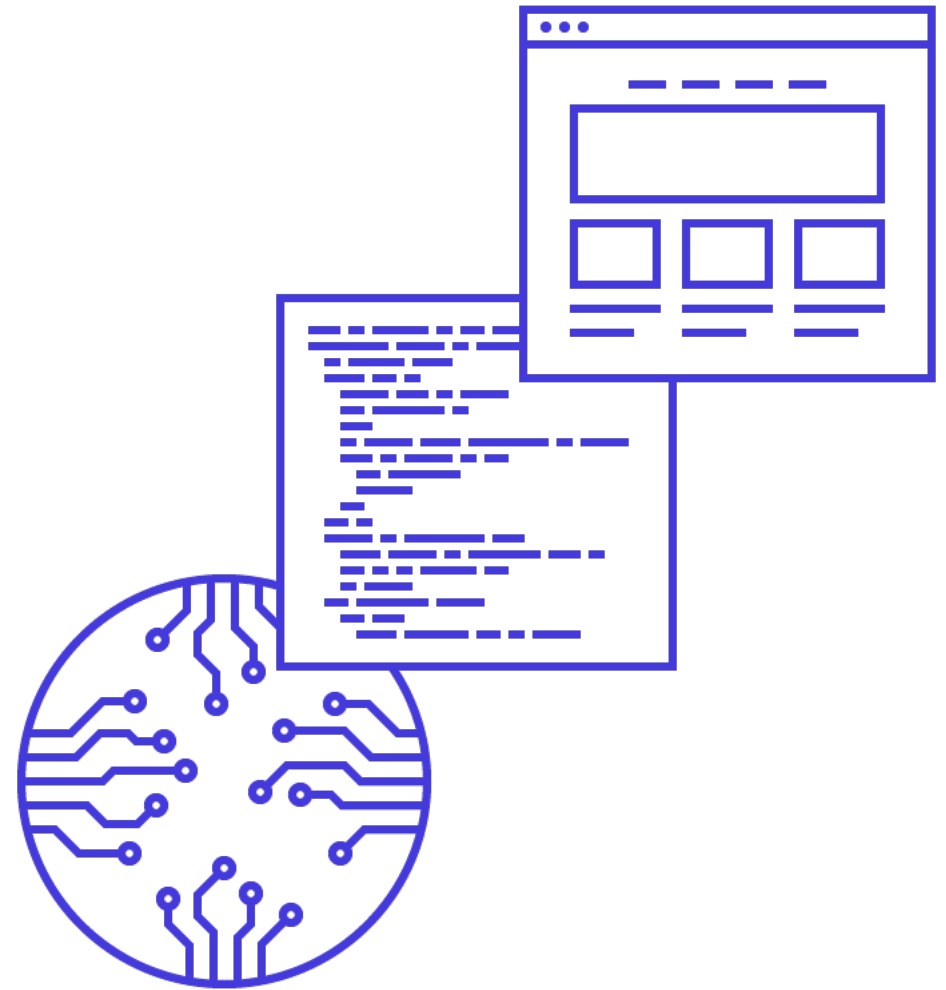


## TECHNICAL FEATURES

SEO-friendly, W3C-validated HTML and lightning fast performance

# Many levels of search engine optimization (SEO)

- **Technical SEO:** Code optimized for crawling and indexing, for example W3C code, canonical URLs, structured data, website speed and more.
- **On-site SEO:** Content and asset optimizations, for example, H1 tags, alt tags, page content and descriptions, content formatting and more.
- **Off-site SEO:** Online promotion of the website, including link building, social media marketing, brand mentions and more.



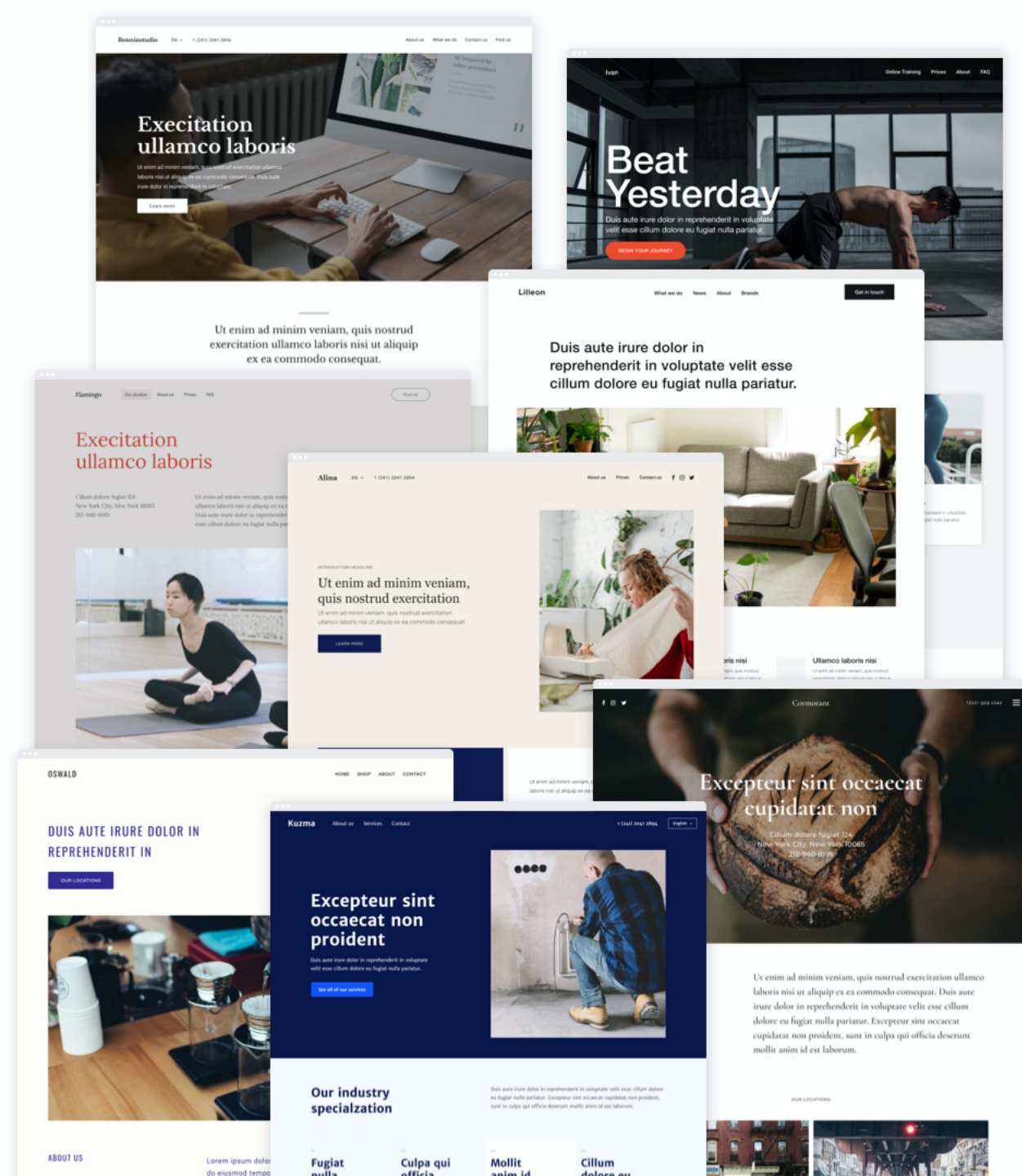
**The new super SEO Templates**



# 11 new super SEO templates

An advanced starting point for SEO-friendly website production

- New modern design
- Website load speed
- SEO optimization
- Accessibility compliance
- Score 100 in Google Lighthouse SEO test



# Google Lighthouse

The high-performance of the new super SEO templates is based on Google Lighthouse testing.

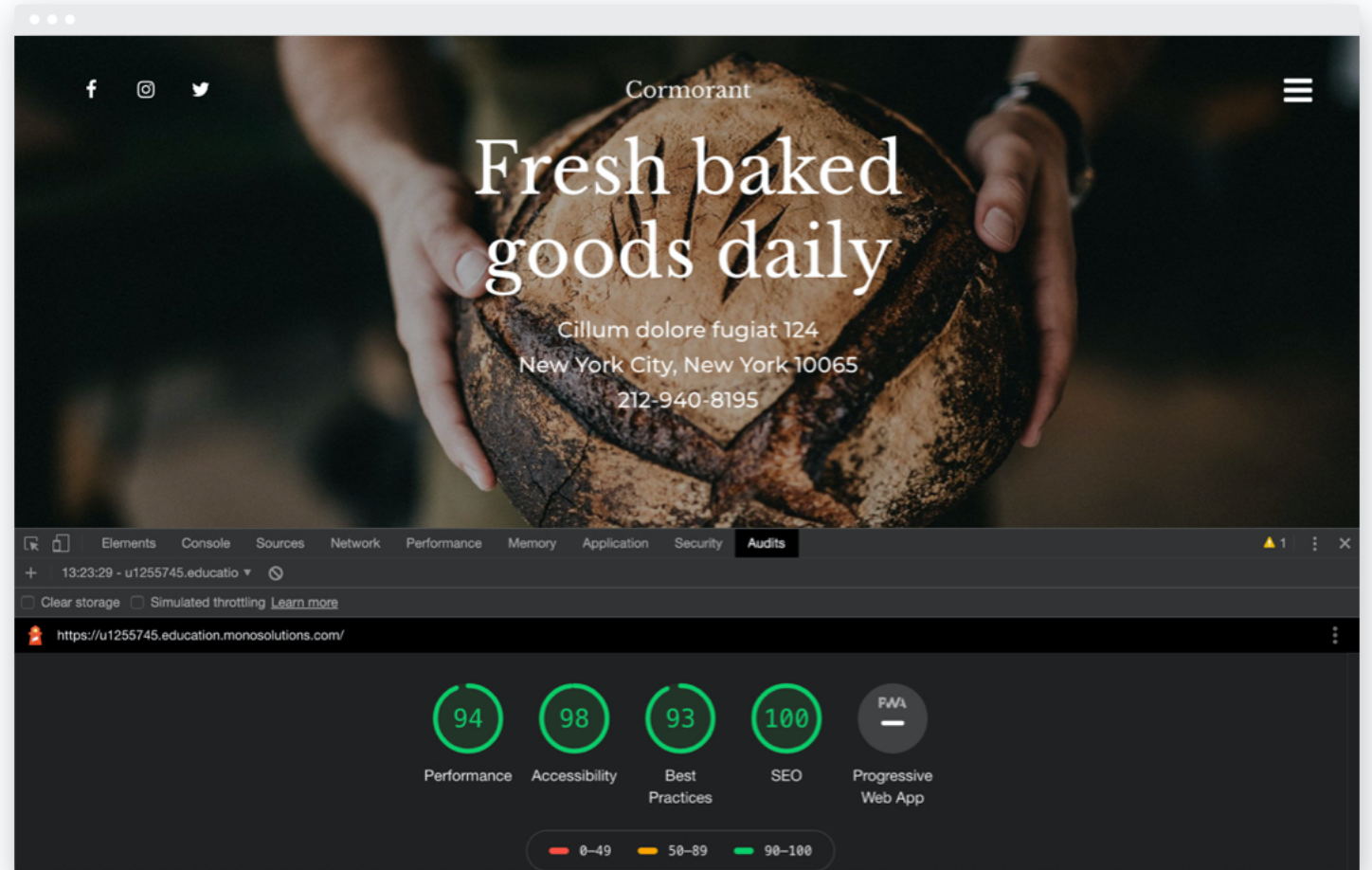
## RESULTS:

Performance: 94

Accessibility: 98

Best practices: 93

SEO: 100





# What is website accessibility?

Accessibility is one of the newest ranking factors in Google Lighthouse test.

- The practice of making your websites usable by as many people as possible, including those with disabilities
- Ideal for people using screen readers, magnifiers, etc.
- Accessibility benefits not only visitors with disabilities - but any visitor to the website

# Accessibility improvements

We've invested in accessibility in our new templates, so that it's easy for you to meet Lighthouse standards.

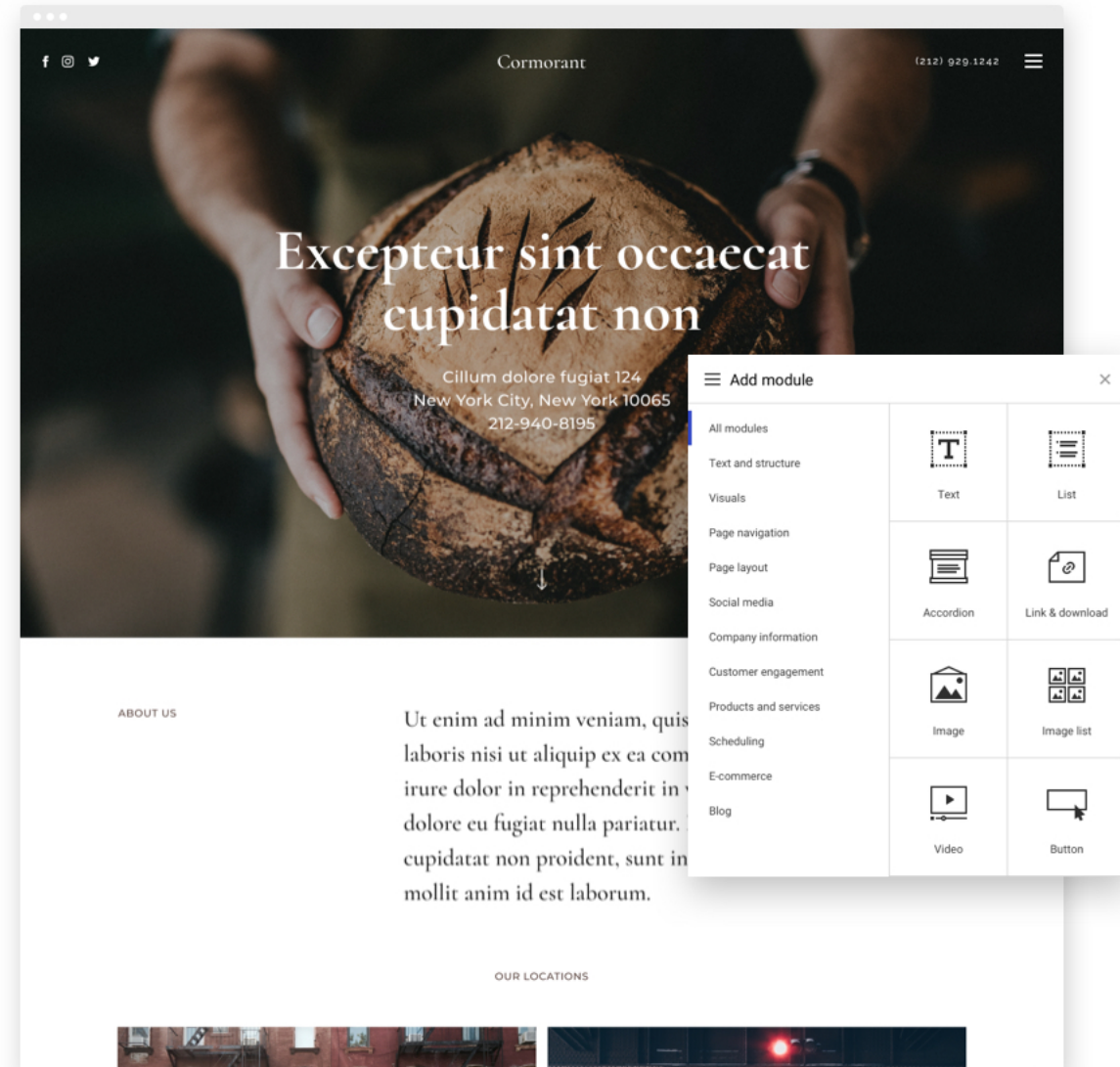
- Aria labels are enabled
- All buttons have accessible names
- All link texts have discernible names
- A language has been declared on all pages

- Page titles are "front-loaded" with the important and unique identifying information first
- Heading elements are in a sequentially-descending order (H1, H2, H3)

- Pages have a title
- All images have alt texts
- All contact form fields contain form labels
- No flashing or blinking content
- Focus indication are pre-styled

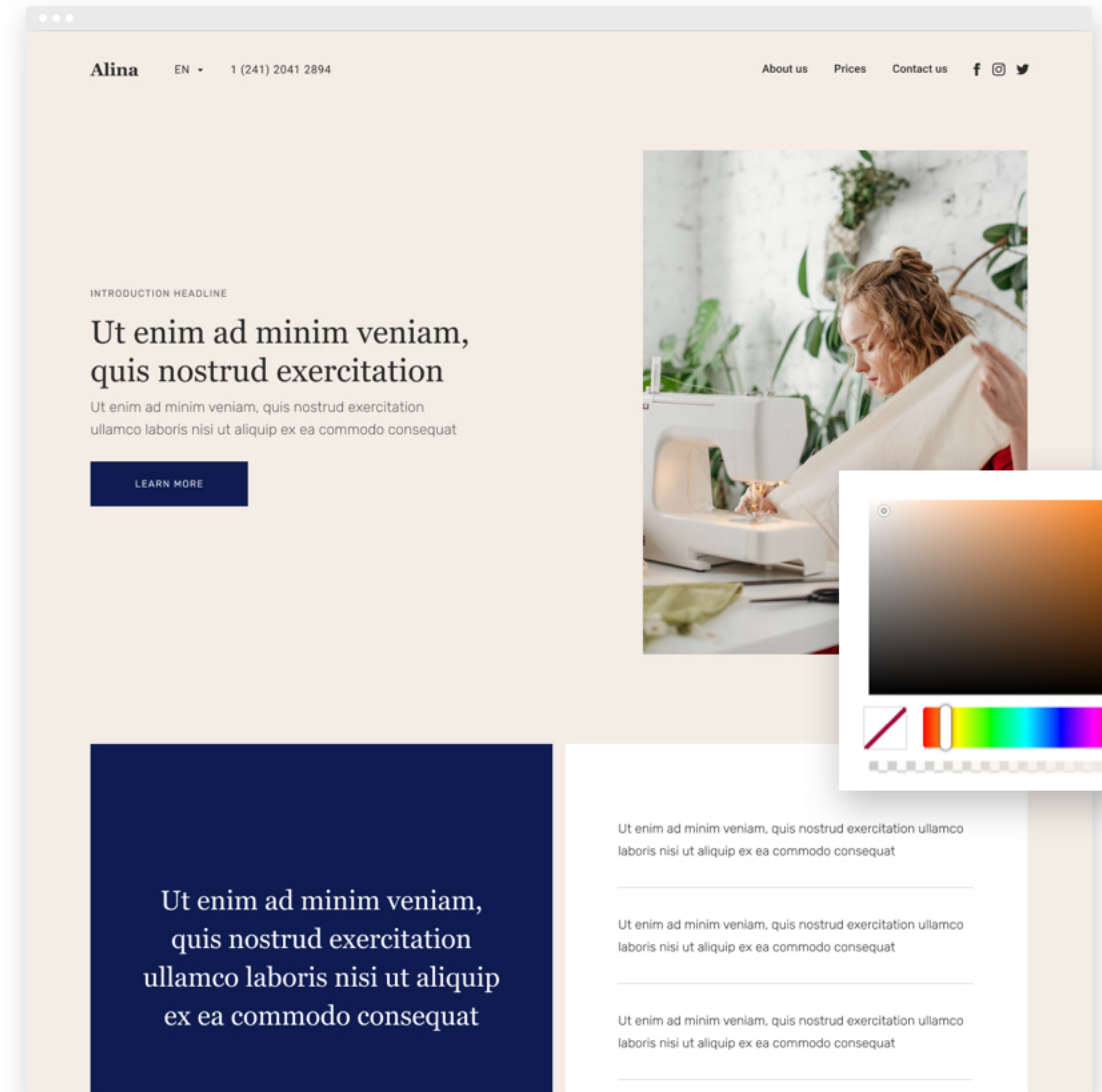
# The 14 best SEO practices

- Contains: Home page, About, Contact & Privacy Policy
- Content is broken up logically through subheadings, images and quotes for improved readability and to keep visitors engaged
- Contains an FAQ list (Schema.org)
- Visitors are always able to view the entire main page content
- All pages contain one H1 tag, 1-4 H2 tags and 1-6 H3 tags
- Design is optimized for mobile
- SSL (https) has been pre-enabled



# The 14 best SEO practices

- All images' file size is less than 400 kb
- All images have a meaningful alt text
- All links have descriptive texts
- Home page meta description: max 160 characters
- All other pages don't have a meta description as it negatively impacts SEO to have duplicate page descriptions
- Home page title contains the company name
- Contact pages contain contact details, opening hours, contact form and map

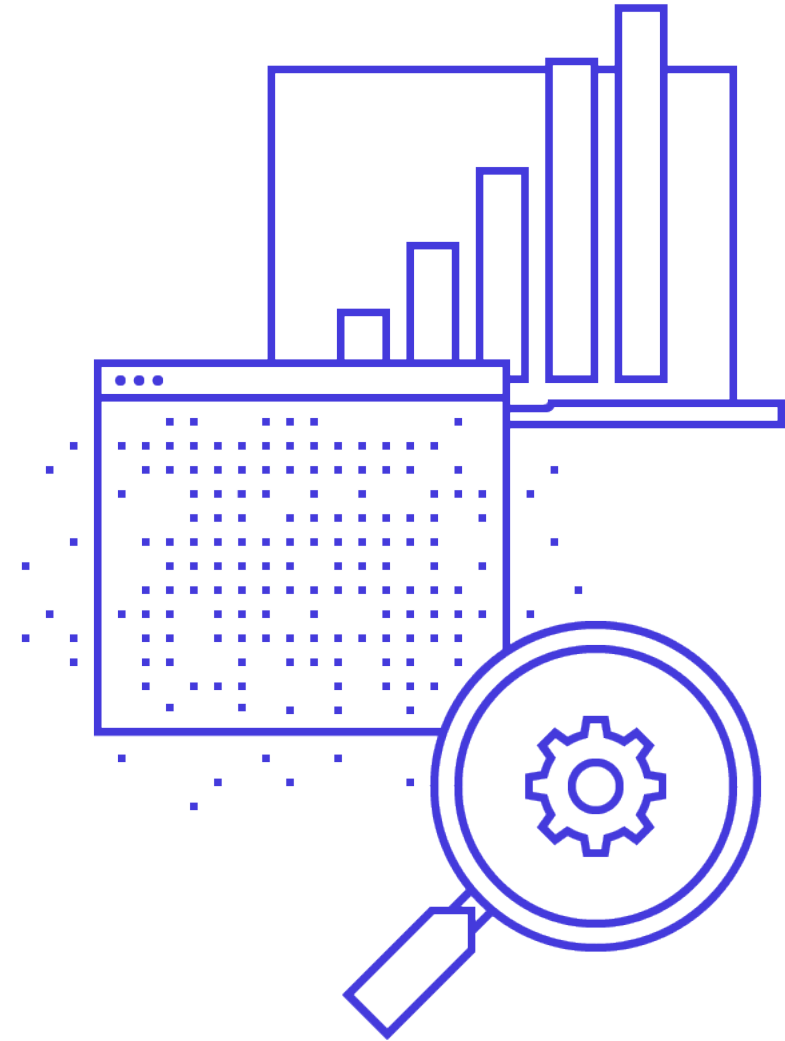


**SEO-as-a-Service**

# Why consider SEO-as-a-Service?

Increase the ARPU, boost online visibility & maintain a high-level of customer satisfaction

- **Continuous & holistic** SEO approach
- Complete SEO service **incl. fulfillment, sales training and more**
- Sales opportunities **for new & existing clients:**
  - Add-on to Mono Website
  - Add-on to other websites
  - Website & SEO bundle
- Sign an addendum **via Mono Solutions**





# SEO Packages



Choose between a few different SEO packages depending on the size of the SMBs' website.

## WHAT'S INCLUDED?

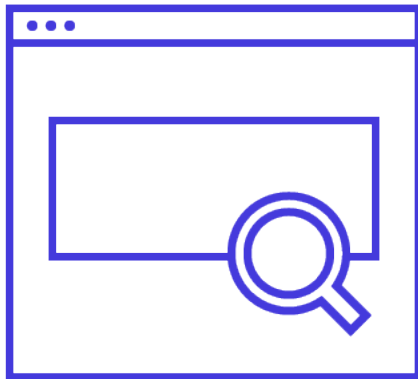
- **On-site SEO** - Unlimited keywords, sitewide optimization, keyword research and more.
- **Content** - Analysis & revision of existing content, and new content creation
- **Off-site SEO** - Link building, link profile analysis and local business optimization
- **Reports & education** - Monthly reports, SEO handbooks, detailed activity report and more
- **Optional services** - Website emergency care & expansion

## PACKAGES

- **Local Basic** - Ideal for micro-businesses, up to 5 pages
- **Local Pro** - Ideal for small businesses, up to 12 pages
- **Regional** - Ideal for small/mid-market, up to 25 pages
- **National** - Ideal for mid-market, up to 40 pages



# **Case study: Bundling websites & SEO for small businesses**



 sunrise system

 website LEADer

# The story behind websites & SEO

Sunrise System sells SEO direct to small businesses in the Polish market

## WHY INTRODUCE WEBSITES?

- Some prospects did not have a website
- Some small business clients had websites, but they were performing poorly
- Launched Mono Websites in Poland in December 2019

# What's the best go-to-market offer?

Websites as a standalone, or bundle.

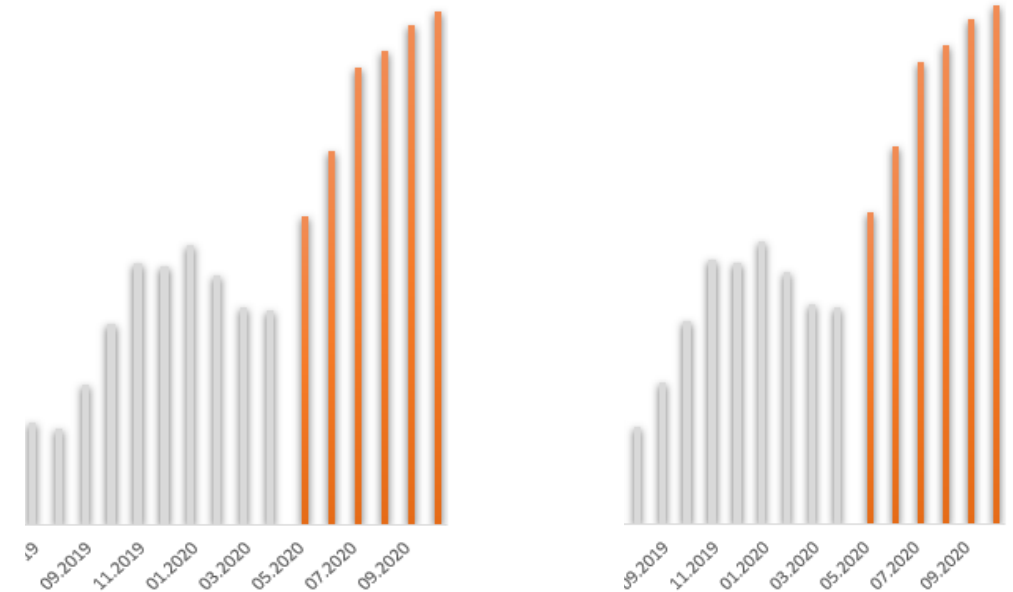
Launched Mono Websites with two options:

- Websites as a standalone
- Websites & SEO as a bundled offering

It was offered to existing customers with poor website technology, as well as a bundled offer to new customers.

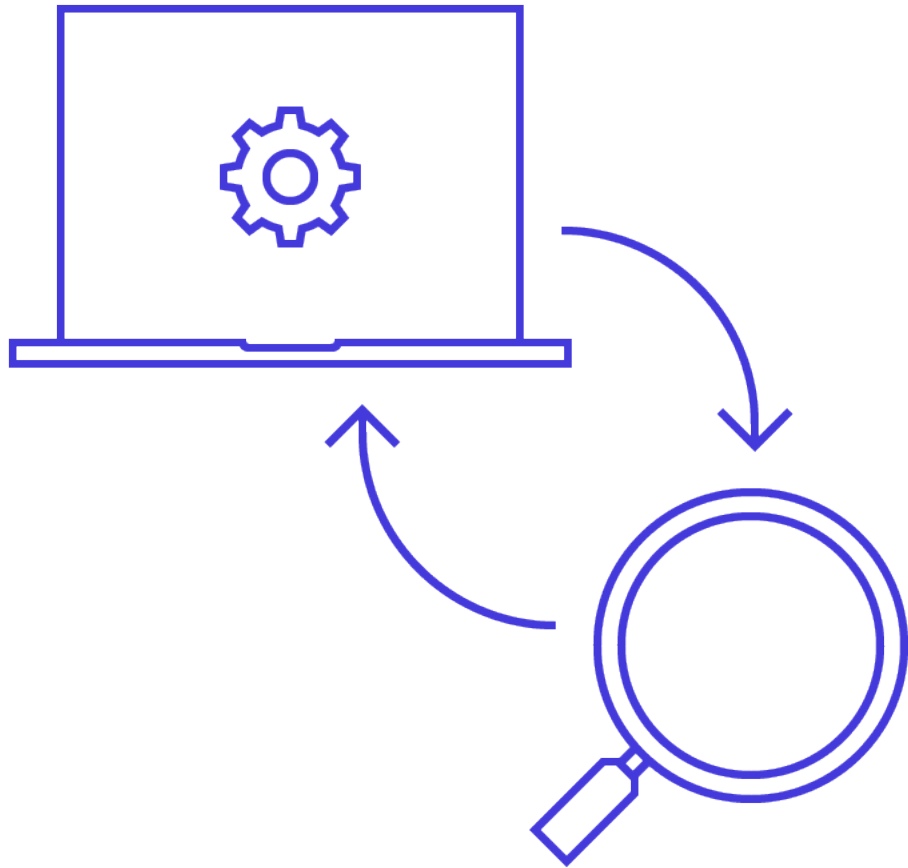
All numbers are based on real customers in Poland  
Courtesy of Sunrise System

SEO visibility of two of Sunrise System's customers in Poland



Customer A:  
Local business in the  
medical industry  
Poznan, Poland

Customer B:  
Local business in the  
construction industry  
Krakow, Poland



# Driving greater customer satisfaction

Bundle websites + SEO = A better experience

- **Synergy:** Synergies for YOU and your SMB clients for a better overall experience
- **Control:** 100% control on what you deliver
- **Seamless delivery:** No miscommunication between website & SEO provider
- **One-stop provider:** Less hassle for the SMB to have one provider for both offerings
- **Long-term satisfaction:** Combination ensures that website performs better in the long-run



# Bundling websites & SEO services

Sunrise System has had incredible success bundling websites & SEO services in Poland.

**93%** of sales were websites were sold as a website & SEO bundle

**3x** Increase in average revenue per user (ARPU) by selling websites & SEO as a bundle

**10%** Increase in overall sales revenue

# So what's the value of bundling?

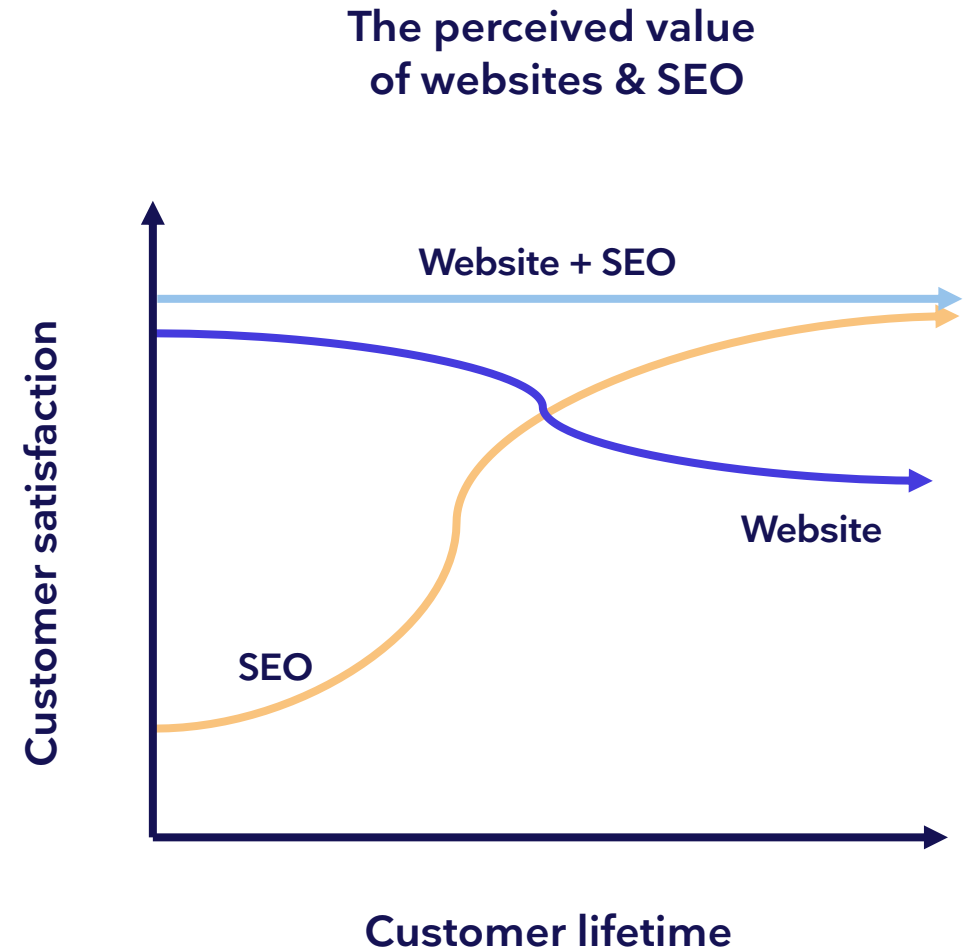
Bundles drive value for you and your SMB clients.

For you as a provider:

- Drive more long-term value
- Reduce customer churn over time
- New revenue stream

For your small business clients:

- Instant satisfaction from the website
- STRONGER online visibility in the long-term

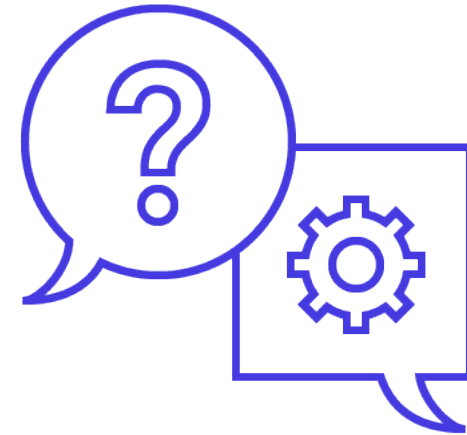


# Time for Q&A!

Do you have any questions for the us?

We'd love to answer any questions that you may have.

Feel free to type it in to the GoToWebinar control panel.





**Thank you.**