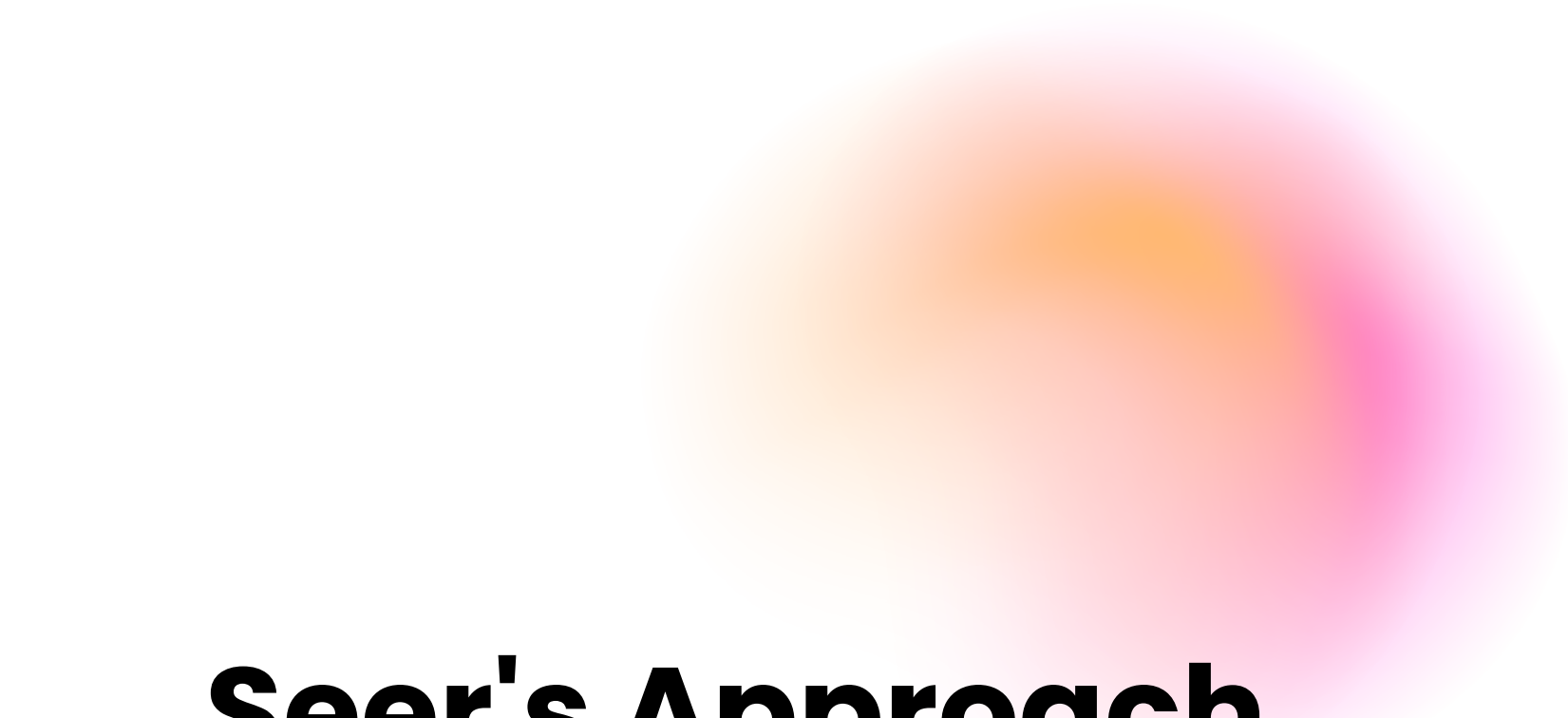


We Don't Trust
Our Gut. We
Trust Data.

Seer Interactive Capabilities

We are a digital marketing agency that relentlessly pursues buried truths in big data, sets fire to assumptions, and builds inspired communities from the ashes.

seer
interactive



Seer's Approach to AcmeCo's Digital Marketing Needs



Introduction

Seer Interactive is a data-driven digital marketing agency specializing in SEO, Paid Search, and Analytics. With over 20 years of expertise, we don't trust our gut—we trust data to deliver results.

Agenda

- Understanding AcmeCo's needs.
- Seer's approach to fulfilling these needs.
- Why Seer is the right partner for AcmeCo.

Understanding AcmeCo's Needs

 "There is a person behind every search"

AcmeCo's Digital Marketing Goals

AcmeCo is focused on three key objectives:



SEO Optimization:

Conducting technical audits, optimizing product pages, and implementing a content strategy to improve organic visibility.



Paid Search:

Performing competitive analysis, launching optimized campaigns, and using A/B testing to maximize ROI.



Data Analytics:

Providing actionable insights and clear reporting for both technical and non-technical stakeholders.

As AcmeCo's new VP of Marketing reevaluates all investments, we have a unique opportunity to solidify our partnership by demonstrating measurable value.

Approach to SEO Optimization

 "There is a person behind every search"

SEO Strategy to Drive Visibility and Growth

Seer's SEO approach focuses on three key areas:

Technical Audit:

Identifying and resolving issues that hinder site visibility to ensure a strong foundation for organic growth (Page 9 of the Seer Capabilities Deck).

Keyword Strategy:

Prioritizing high-converting keywords using PPC data, identifying gaps, and targeting opportunities (Page 11 of the Seer Capabilities Deck).

Content Optimization:

Developing a top-of-funnel content strategy to engage and convert audiences at every stage of their journey.

- Audience Research
- Keyword Research
- On-site Optimization
- Content Strategy
- Keyword & Content Gap Analysis
- Competitive Analysis
- Analysis of Customer Personas
- Technical SEO Audits/Support
- Revenue-Based Link Building
- Content/Asset Promotion

Approach to Data Analysis and Insights

Data-Driven Insights for Continuous Optimization

Seer uses advanced analytics to transform raw data into actionable strategies.

Trend Identification:

Regularly analyze marketing performance to uncover trends, gaps, and opportunities.

Actionable Insights:

Present data in clear, stakeholder-friendly formats that drive decision-making.

Tailored Reporting:

Align metrics and insights with AcmeCo's business goals to maximize impact.



“There is a person behind every search”

Approach to Paid Search

Paid Search Strategy for Long-Term Success

Our paid search strategy drives measurable growth:

Competitive Analysis:

Leverage tools like SEMrush to benchmark AcmeCo’s performance against competitors (Page 15 of the Seer Capabilities Deck).

Optimization with Supernova™:

Detect inefficiencies and reinvest budget into high-performing campaigns (Page 18 of the Seer Capabilities Deck).

Efficient Budgeting:

Eliminate waste and reallocate 10–20% of inefficient spend to maximize ROI (Page 17 of the Seer Capabilities Deck).

Which ngrams are inefficient by CPA and ROAS? ⓘ										
Ngram	# URLs	# Search Terms	Impressions	Clicks	Conversions	Cost	CVR	CPA	% Above Account Avg CPA	
1	17	4,955	13,796	1,264	135.98	\$11,377.37	10.76%	\$83.67	-4.93%	
2	17	913	4,769	880	81.20	\$6,842.01	9.23%	\$84.26	-4.26%	
3	16	2,809	8,310	1,110	96.93	\$9,130.57	8.73%	\$94.20	7.03%	
4	15	729	1,619	68	9.50	\$823.95	13.97%	\$86.73	-1.45%	
5	15	250	721	62	3.99	\$575.48	6.44%	\$144.23	63.88%	
6	15	674	1,267	97	8.00	\$552.76	8.25%	\$69.10	-21.49%	
7	14	675	4,371	240	14.00	\$3,611.64	5.83%	\$257.97	193.13%	
8	14	671	4,366	240	14.00	\$3,611.64	5.83%	\$257.97	193.13%	
9	14	162	367	32	2.00	\$288.63	6.25%	\$144.32	63.98%	
10	14	209	493	39	4.00	\$207.29	10.26%	\$51.82	-41.12%	
11	14	326	2,527	632	55.94	\$4,744.57	8.85%	\$84.82	-3.63%	
12	14	273	10,720	2,693	281.13	\$19,330.45	10.44%	\$68.76	-21.87%	
13	14	685	4,392	240	14.00	\$3,611.64	5.83%	\$257.97	193.13%	
14	14	634	1,636	96	6.00	\$1,744.52	6.25%	\$290.75	230.37%	
Totals	18	16,394	56,520	5,760	543.11	\$47,740.27	9.43%	\$87.90	-0.12%	

Are searches being sent to inefficient landing pages? ⓘ									
URL	# Search Terms	Impressions	Clicks	Conversions	Cost	CVR			
1	5,616	24,005	3,435	364.57	\$25,112.61				
2	4,662	12,963	922	95.00	\$5,188.95				
3	1,861	3,597	276	26.50	\$2,332.58				
4	1,054	3,877	161	2.00	\$6,051.55				
5	638	992	96	16.00	\$700.73				
6	618	2,145	69	2.00	\$738.26				
7	572	3,740	259	12.75	\$4,523.58				
8	454	2,932	229	6.00	\$1,251.98				
Totals	16,559	56,712	5,769	543.11	\$47,797.81	9.41%	\$88.01	0.00%	

Negative Keyword Recommendations			
KEYWORDS	CLICKS	CONVERSIONS	COST
		0.0	\$51.78
jobs	18	0.0	\$23.15
applications	8	0.0	\$75.98
employee	2	0.0	\$43.87
job	6	0.0	\$50.17
career	5	0.0	\$12.84
opening	2	0.0	\$25.89
temp	1	0.0	\$32.14
hire	1	0.0	\$98.01
intern	1	0.0	

“There is a person behind every search”

Seer's Experience and Expertise

90%

New Visitors

185K

Sessions

2,000%

Exceeded goals

 "There is a person behind every search"

Why Seer is the Right Partner for AcmeCo

Seer's proven track record makes us the ideal partner:

Results-Driven: Waterlogic case study (Page 13 of the Seer Capabilities Deck): 2,000% exceeded goals and 90% new visitors.

Collaborative Team: Dedicated specialists working seamlessly with AcmeCo's team.

Industry Expertise: Decades of experience across eCommerce, B2B, and B2C.

Our clients recommend us 103% higher than the industry average according to NPS data.



GE Power & Water



AUTODESK



BAPTIST HEALTH



VITAS
Healthcare

AMERICAN GREETINGS



Trex



children'shealth

Cross- Divisional Collaboration and Resource Allocation

 "Data has the power to unite teams
around a common goal"

Effective Resource Allocation for Seamless Delivery

Seer ensures efficient delivery through:

Team Structure:

Dedicated roles, including Team Leads and Account Managers, tailored to AcmeCo's needs.

Collaboration Tools:

Asana and Slack streamline communication and task management.

Capacity Management:

Leveraging Seer's average team capacity of 61% to ensure adequate resources are allocated.

OUR TEAM'S GOT HEART

We are characterized by our desire to be the best group of digital marketing consultants you can find, passionately working to solve problems and connecting people to what it is they're searching for. Beyond that, we care a whole lot about each other, our clients, and the community. It's important to each of us to make impact, to make each other better, and if we can, make this world a little better by paying it forward

Additional Value-Add Solutions

Going Beyond the Scope: Additional Value for AcmeCo

Seer delivers additional value through:

Conversion Rate Optimization (CRO): Optimize landing pages to improve conversions (Page 34 of the Seer Capabilities Deck).

Proprietary Tools: Supernova™ provides actionable insights, saving \$45M in PPC inefficiencies (Page 59 of the Seer Capabilities Deck).



“Data has the power to unite teams around a common goal”

Relationship Building and Next Steps

 "We play well with others."

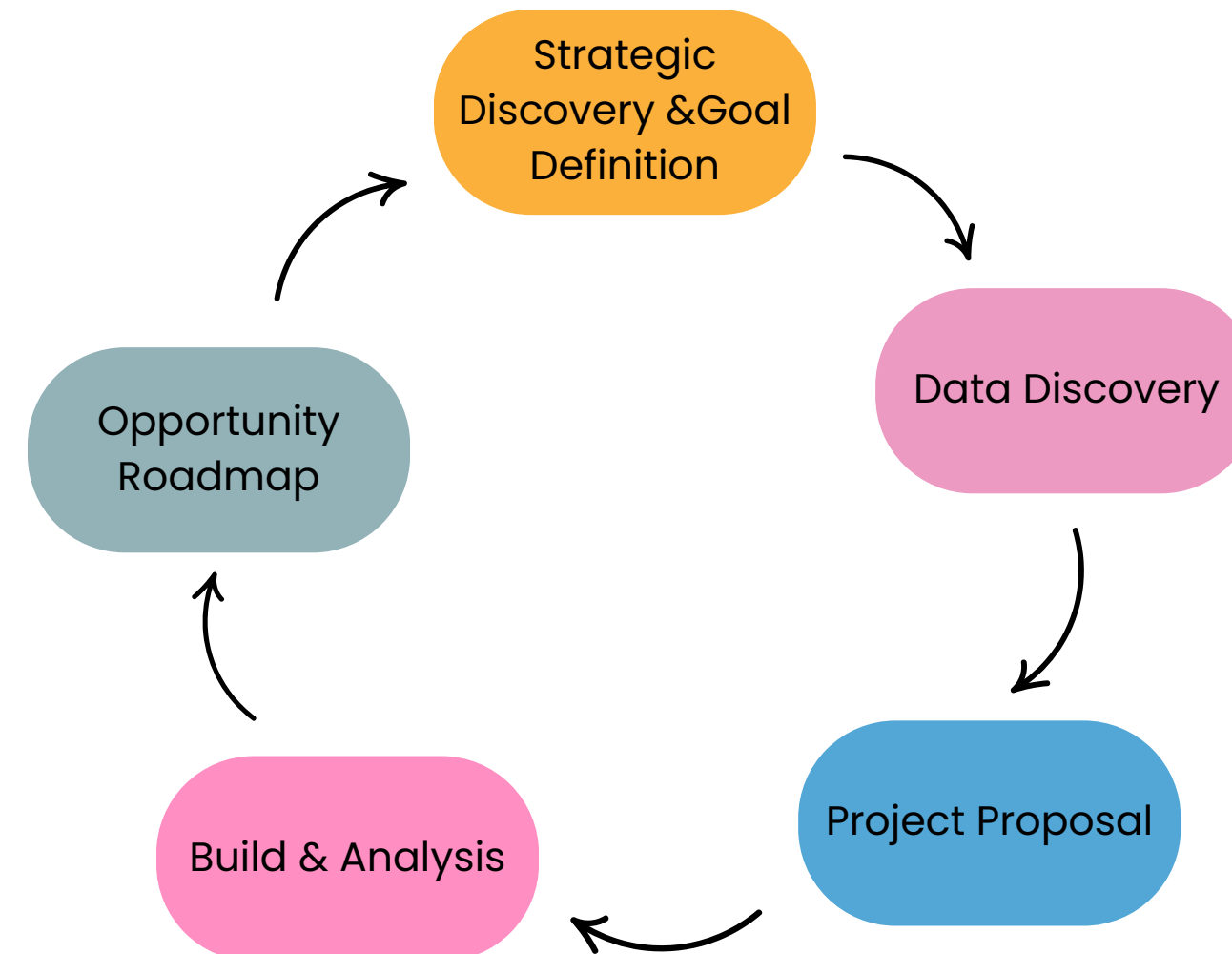
Building a Strong Partnership with AcmeCo

To strengthen our partnership:

Trust-Building Steps: Collaborate closely with AcmeCo's new VP of Marketing to align on goals.

3-Month Roadmap: Initial milestones include a kickoff meeting, SEO and PPC audits, and early wins (Page 48 of the Seer Capabilities Deck).

Ongoing Collaboration: Regular check-ins and transparent reporting to ensure alignment.



Conclusion and Q&A

180+

members, global presence,
proven adaptability.



adamm@seerinteractive.com

 "We play well with others."

Why Seer is the Best Fit for AcmeCo

Seer's expertise and client-first approach make us the perfect partner to drive AcmeCo's growth.

- Data-driven strategies that deliver results.
- Proven ROI across SEO, Paid Search, and Analytics.
- A dedicated team ready to collaborate with AcmeCo.

Let's discuss how Seer can help AcmeCo achieve its digital marketing goals.

Let's Talk

Adam Melson – AD of Business Strategy