

2024



WSS.media

WHY

SEO 

SERIOUS



WSS.media is an international performance agency with deep expertise in SEO, analytics, and content marketing.

7+

International Experience

50+

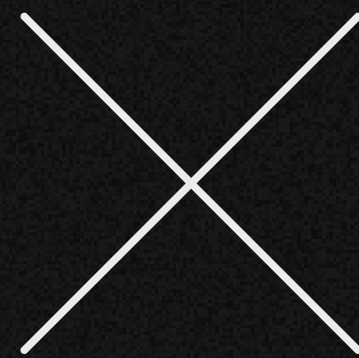
Successful Projects

70+

People in the Company

Top experts from
Cryptocurrency, FinTech,
and EdTech world

{Cooperation}



Your
Company
Logo

Seamless Processes

We optimize every process for simplicity and ease of use. Navigate effortlessly and work stress-free.

Rapid Document Handling

We facilitate lightning-fast document flow so you can progress swiftly.

Flexible Billing

We provide multiple convenient billing formats to suit your needs.

Expert Teams

Our seasoned professionals have specialized expertise to collaborate on and guide your success.

Speed Meets Expertise:

We understand the value of time.

Our streamlined process, from initial consultation to contract signing, takes just **5 days**.

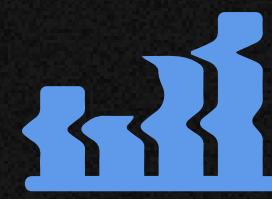
This ensures you can capitalize on opportunities faster and start experiencing the benefits of our expertise sooner.

{Services}



SEO Promotion

- International SEO
- Link building
- Copywriting



Analytics

- Marketing analytics
- Product analytics
- Data analytics
- BI analytics
- ML analytics



What else?

- Performance marketing
- ASO
- Telegram promotion

{We are trusted by}



COIN360

TRADELIZE

BitcoinWiki



COINTELEGRAPH

UNIONE



osome

HitBTC



change
NOW



ADSTERRA

Silverbird



SATCHEL^{EU}

crypto.news



changelly



yet
another
defi



CRIPTO
INTERCAMBIO

Freewallet



Blockchain
Cuties Universe



HOW DO WE WORK

WSS.media

{Cooperation model}



We will become a part of your team:

#1 Outstaffing Work Model

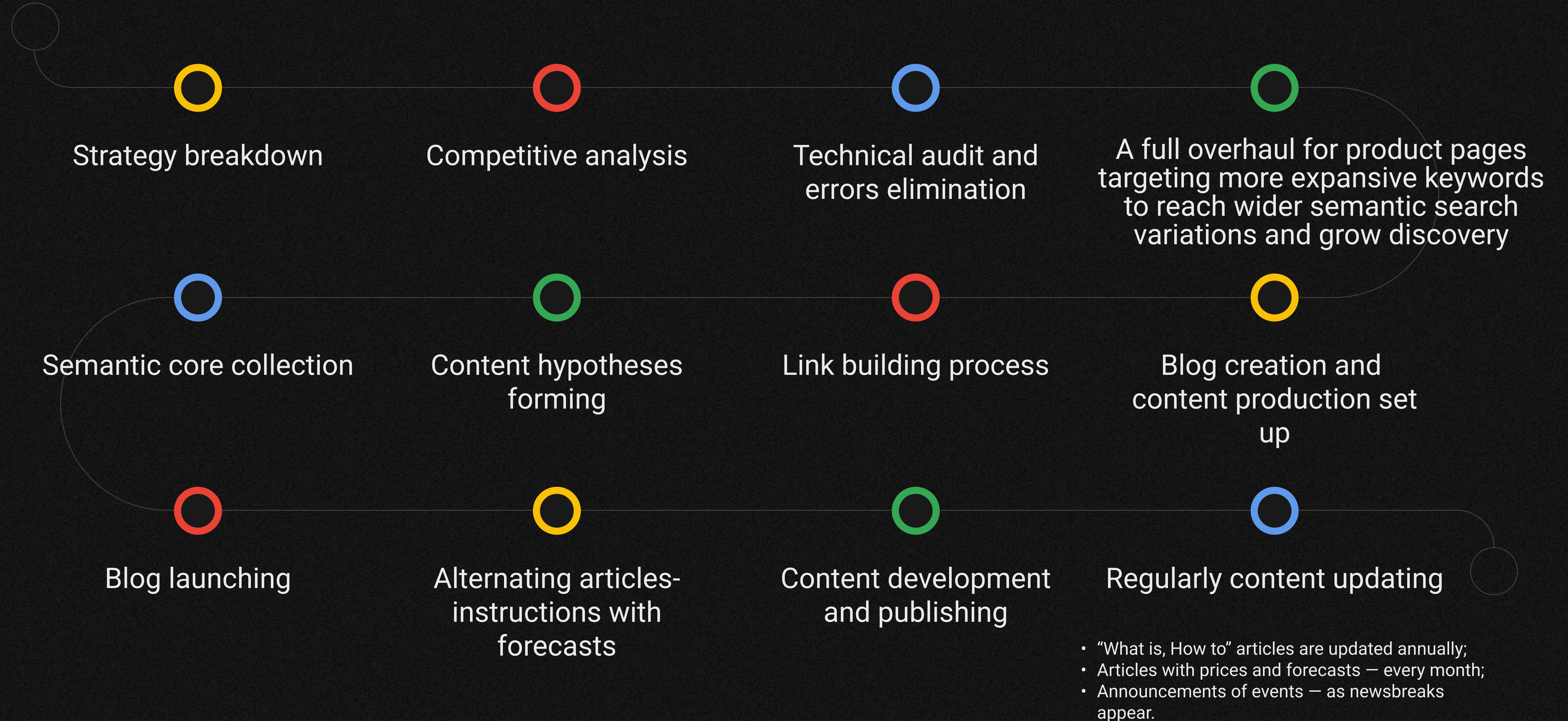
- It means close cooperation with the specialists **chosen by you** who will work on the project;
- You will practically become a **project manager**: you will be able to directly set tasks for our employees, see how much time they spent on a particular task, and evaluate their effectiveness.

#2 Agency Work Model

- Standart cooperation;
- **We will free you** from running non-core business processes, and you will be able to direct all your efforts toward solving other priority tasks;
- Monitoring tasks implementation and the entire responsibility for the result of the work will lie with **our project team**.



{Customer Journey Map}



{Our Standards}



Guaranteed Quality:

1. Trust in the high standards we uphold, backed by our service level agreements (SLAs)

Dedicated Communication:

2. Choose your preferred level of interaction - collaborate directly with your assigned Project Manager or engage with the entire team for comprehensive communication.

Real-time Insights:

3. Gain actionable insights through interactive reporting, allowing you to track progress and make informed decisions.

Predictable Costs:

4. Benefit from transparent pricing models that eliminate any hidden fees or surprises.

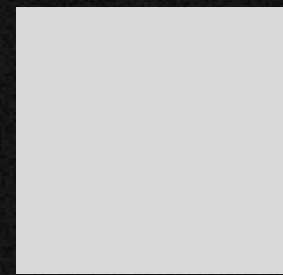
Continuous Learning:

5. Invest in your team's success with personalized training sessions tailored to your project needs..

{Reporting}



See every step

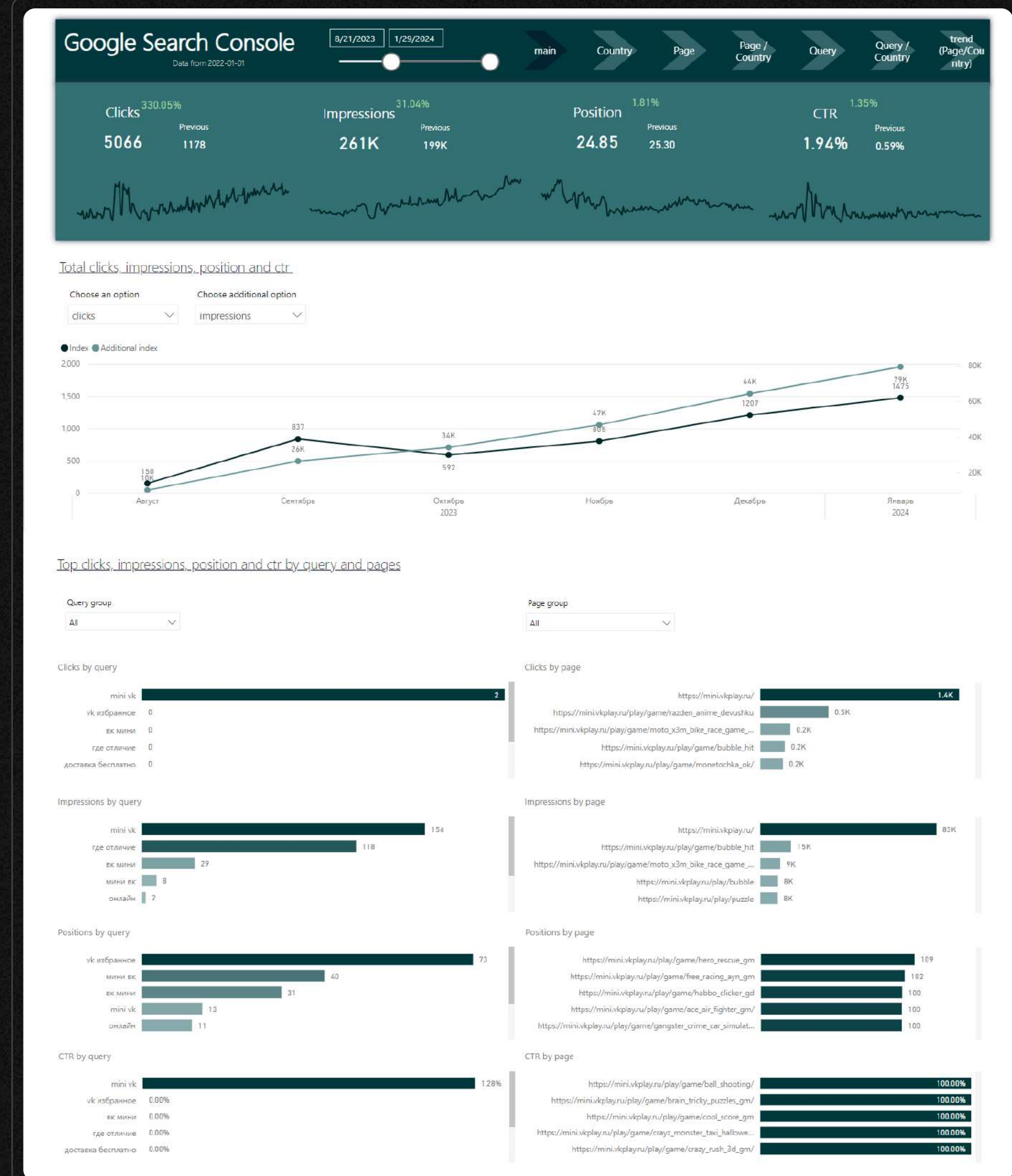


Our clients get acquainted with each step through monthly reporting. In these reports, you can see what work has already been done, how the site traffic and its visibility have increased, and how many leads have been received.

From the 2nd month of cooperation, all of our clients can see the results of SEO promotion in real-time in the format of BI dashboards.

BI Dashboard Helps:

- Visualize business analytics simply and clearly;
- Customize data upload according to the individual needs of the business;
- Bring together all the data received from different sources in one place;
- Minimize the manual work of specialists and move away from routine tasks.





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SEO

*Writing texts with keywords and placing links is not SEO promotion yet. We are adherents of an integrated approach to SEO, therefore we improve the quality and authority of the site according to the principles of E-A-T and YMYL.

We start working on your project only after a **detailed prediction of the results**. Before signing a contract, you will already have:

- A detailed individual work plan for 12 months, taking into account the specifics of the business;
- Website traffic forecast for 12 months, based on the volume of planned work, market analysis, and level of competition
- Content strategy;
- Link building strategy.



Link Building

Getting quality links from reputable sites

- Developing a strategy for building a link profile based on a detailed audit of the site and analysis of competitors;
- We are engaged in all types of outreach: guest posting, ABC exchange (linking), and the purchase of links from pre-approved sites;
- Making sure that the links remain for a long time and constantly increasing their number;
- Getting your separate article to the top for certain keywords;
- Using only white hat link profile development techniques to avoid search engine filters;
- Fixing mistakes of previous contractors.



Content Marketing

We write and translate articles that are **loved** by people and robots

- Working with any website content: we draw up technical specifications for copywriting, proofreading, and editing new texts, optimize, and rewrite ready texts.
- Analyzing keywords, frequency of publications, SEO-promotion strategy on the competitors' websites.
- Writing in any language for different locations and hiring native writers.



We set up analytics at all stages of a project – from data collection to attribution modeling and creating dashboards

Analytics

- We study every action of your client, look for connections, and guess what their next step will be. With this knowledge, you will optimize your marketing strategies and invest in working channels.

- **Hard Skills:**

{GoogleAnalytics}

{GTM}

{Google Optimizely}

{javascript}

{SQL}

{Python}

{Math statistics}

{BI}



We make your brand noticeable and recognizable

SEO PR

- Building brand recognition across media channels to increase visibility and foster a favorable image, potentially boosting search traffic and behavioral metrics.
- Engaging in media campaigns to reinforce brand authority, influencing how search engines perceive relevance and content quality, particularly within the crypto community.
- Driving website traffic through dynamic media campaigns.
- Creating content that garners attention and shares on social platforms and naturally attracts backlinks.
- Participating actively in local communities and creating locally-focused content to fortify brand presence in regional search results.



Behavior Factors

We influence the ranking algorithm by simulating user actions

- Simulating user actions, we copy the behavior of a user who clicks on your snippet in search results and performs the desired action.
- Creating bounces for competitors, we aim to divert traffic from them.
- Generating incent traffic for ourselves.
- Achieving goals through launched advertising campaigns based on the CPA model, we optimize our marketing efforts.
- Visible within 10-20 days, positive dynamics in Google indicate the effectiveness of our strategies
- After disabling the behavioral factors, the effect persists for 2 to 6 months, demonstrating the long-term benefits of our approach.



Additional services

- **Performance marketing**
We increase the conversion of the site without increasing the advertising budget.
- **ASO**
We promote applications in Google Play and App Store.
- **Telegram promotion**
We take care of everything: from designing product channel to participating in affiliate or adv programs



WASSIES

We help startups *grow* and big companies get *stronger*

WSS.media

{Coin 360}

{<https://coin360.com>}



It is a real-time cryptocurrency and crypto exchange data aggregator. The site offers indispensable tools for both beginners and professionals in the field of crypto trading to stay abreast of the slightest movements in the crypto market.

The main goals:

- The company wanted to synchronize the overall marketing strategy and SEO promotion as a new marketing direction.
- User traffic from Google/month: 117,000 users
- Average session length – 4 minutes;
- Organic growth – 20,000 users.

Result:

1 million

visitors – traffic growth from 117,000 per month

500 000

organic growth from 20,000 per month

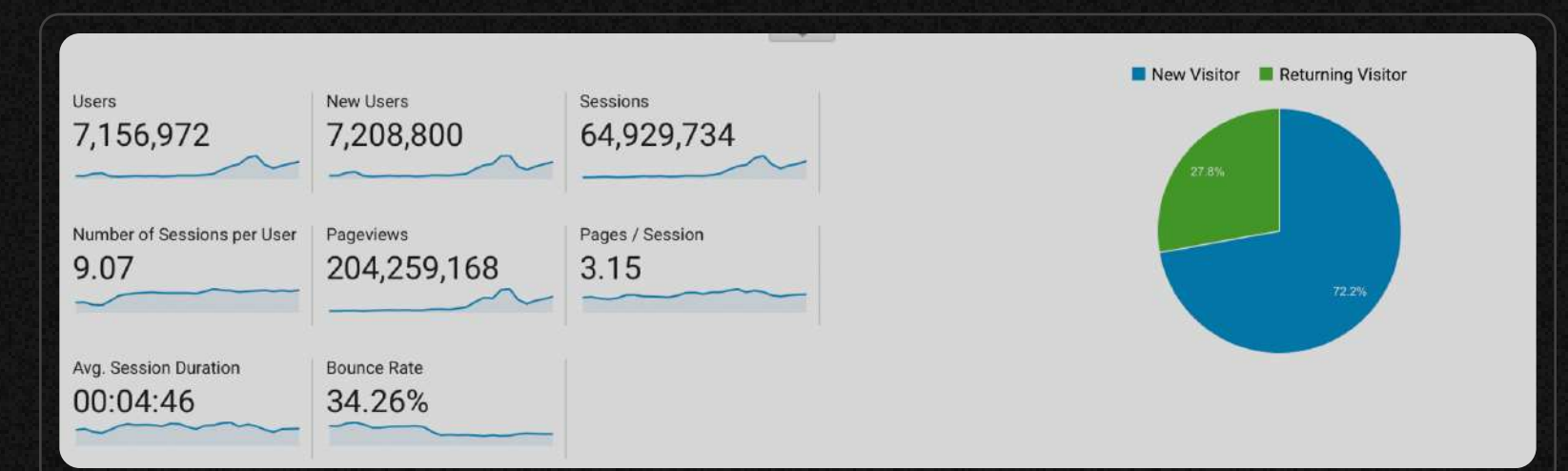
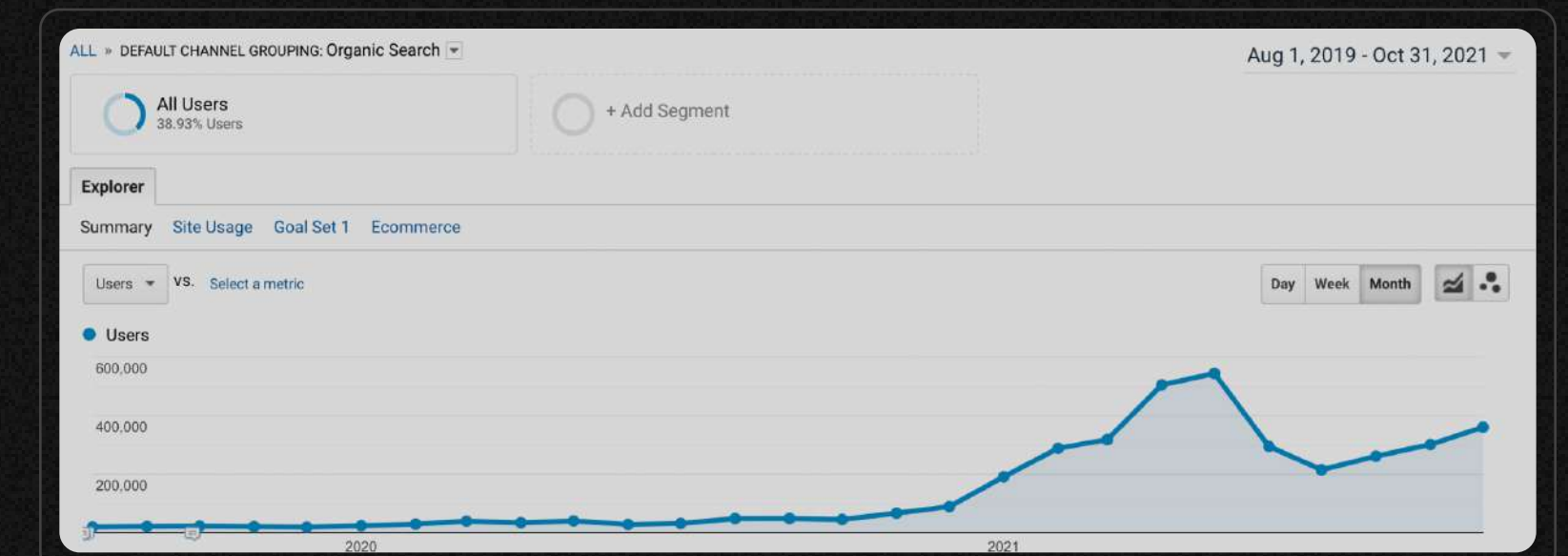
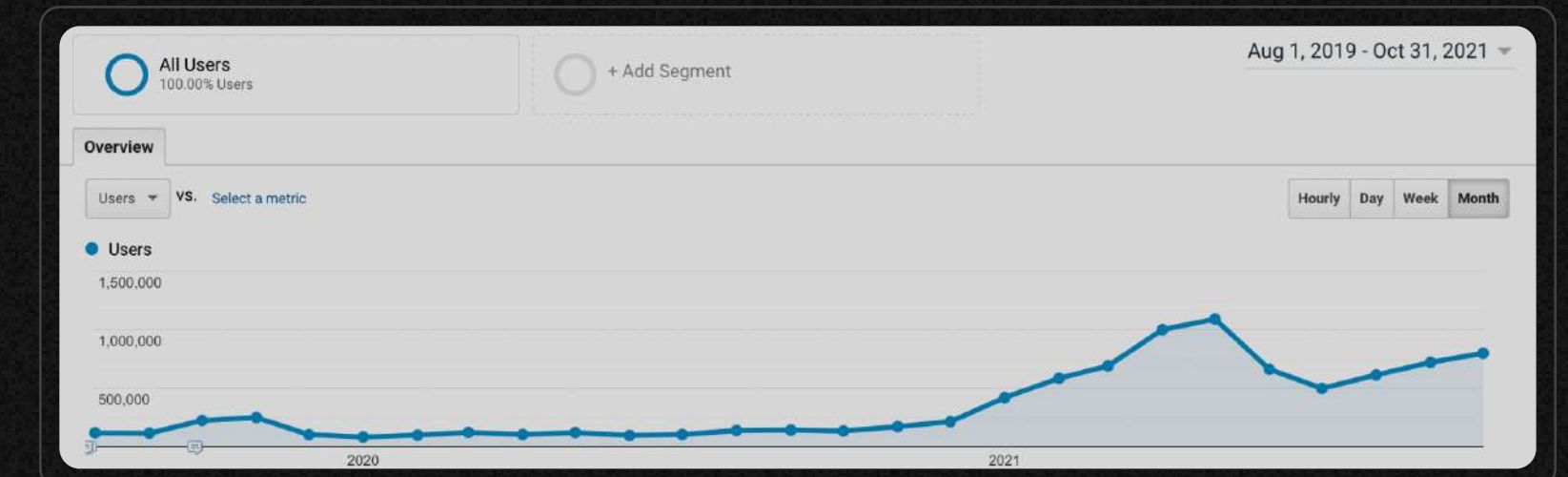
29 %

of the total – organic growth

>7 million

new users, increase in views and number of sessions

	Users	New Users	Sessions	Bounce Rate
1 Direct	7,156,972	7,208,800	64,929,734	34.26%
2 Organic Search	3,639,691			34.95%
3 Referral	2,786,369			29.63%
4 App	543,736			30.79%
5 Affiliates	164,304			53.76%
6 Social	130,303			33.83%
7 Display	108,465			40.04%
8 (Other)	96,322			27.91%
9 Paid Search	13,341			30.84%
10 Email	844			34.85%
	361			35.64%



{Cointelegraph}

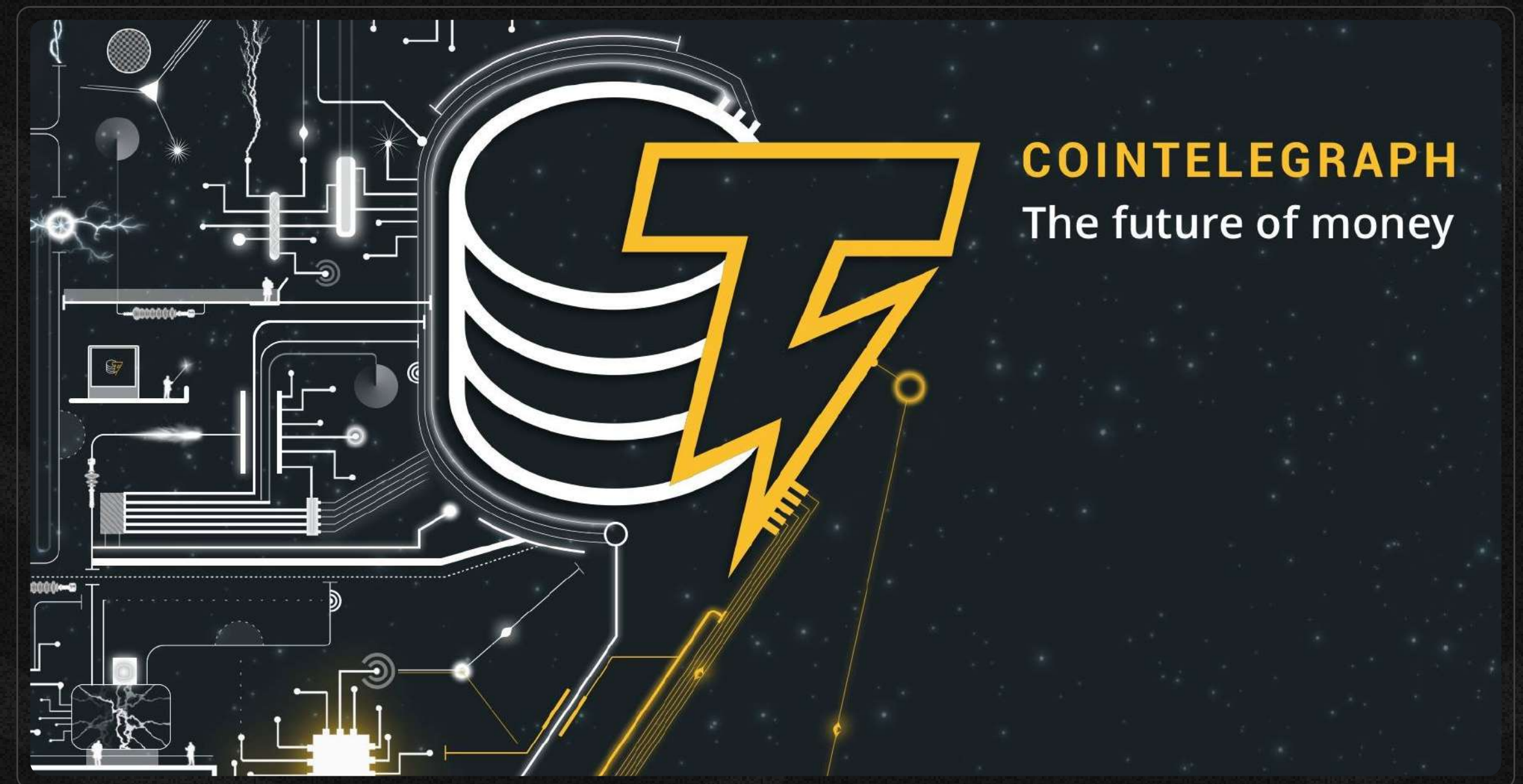
{<https://cointelegraph.com>}



Cointelegraph is an independent digital media resource that covers a wide range of news about blockchain technology, crypto assets, and emerging trends in the field of financial technology.

The main goals:

- Be the first cryptocurrency media resource;
- Increase website traffic;
- Set up end-to-end analytics.



{Changelly + WSS.media}



<https://changelly.com>

Customized product and marketing analytics

RESULTS:

- Set up user behavior tracking on the website and in the mobile app;
- Collected more than 1 terabyte of data on user actions;
- Calculated more than 500 metrics;
- Conducted over 100 A/B tests;
- Built over 50 dashboards.



{Bitcoin Wiki}



It is a multilingual encyclopedia project on blockchain and cryptocurrency. Find 6000+ articles concerning bitcoin, ethereum, exchange, mining, safety, storage, and ICO. All articles are created collaboratively by anonymous crypto enthusiasts, everyone can become a cryptowiki author.

The main goals:

- Start the project from scratch;
- Get a platform for SEO experiments;
- Increase traffic up to 1 million.

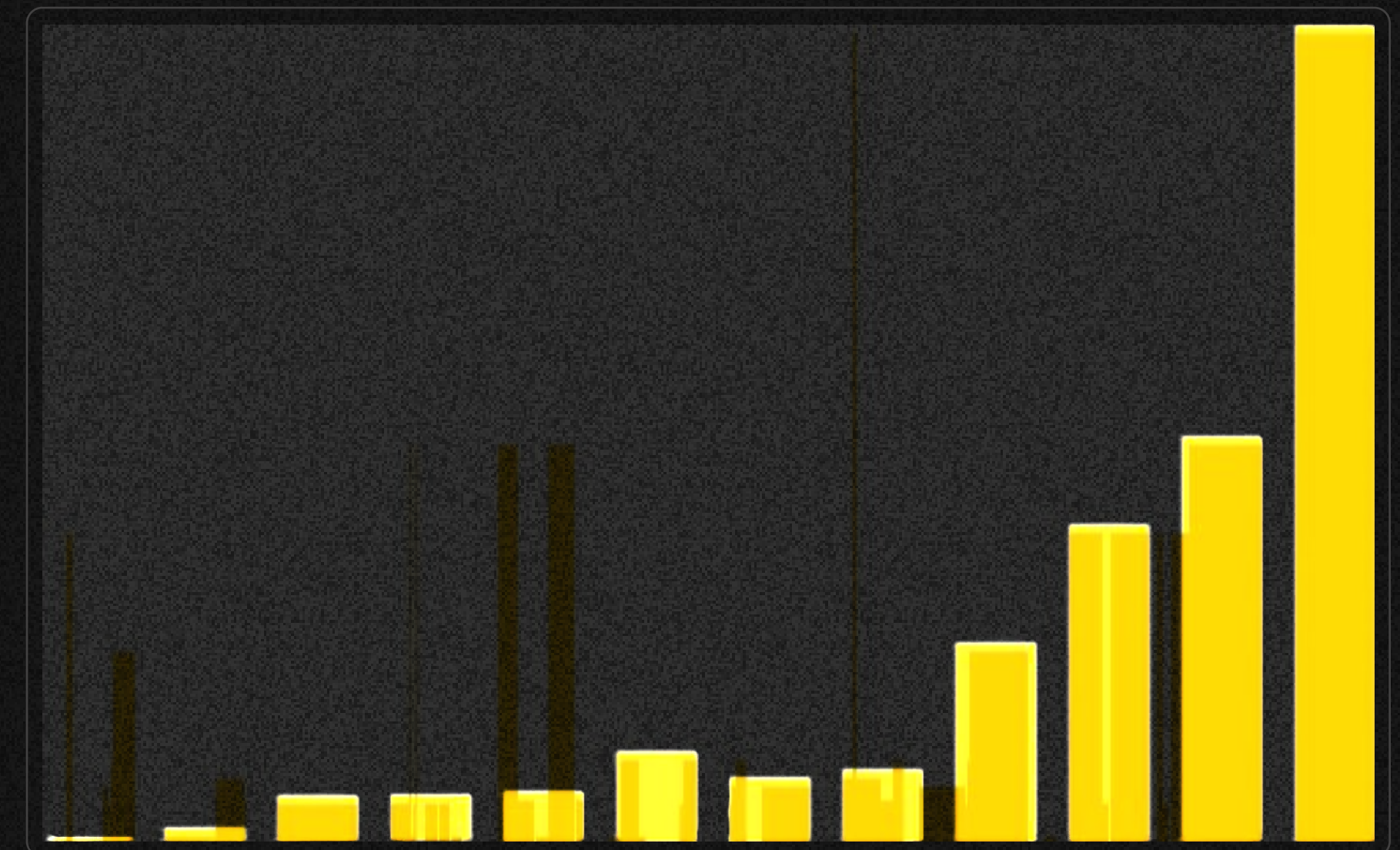
Solutions:

- Complete semantics was collected and clustered for coins, companies, people, etc;
- Content plan was developed and implemented in the English version;
- Machine translation was used for the remaining 8 languages;
- Editing machine translation.

Result:

1 million

visitors – traffic growth from 0 in 2 years



{Blockchain Cuties}



{Blockchain game based on ETH: <https://blockchaincuties.com/>}

The main problem of SEO promotion: no traffic from the keywords “crypto games” and “coin”.

The main goals:

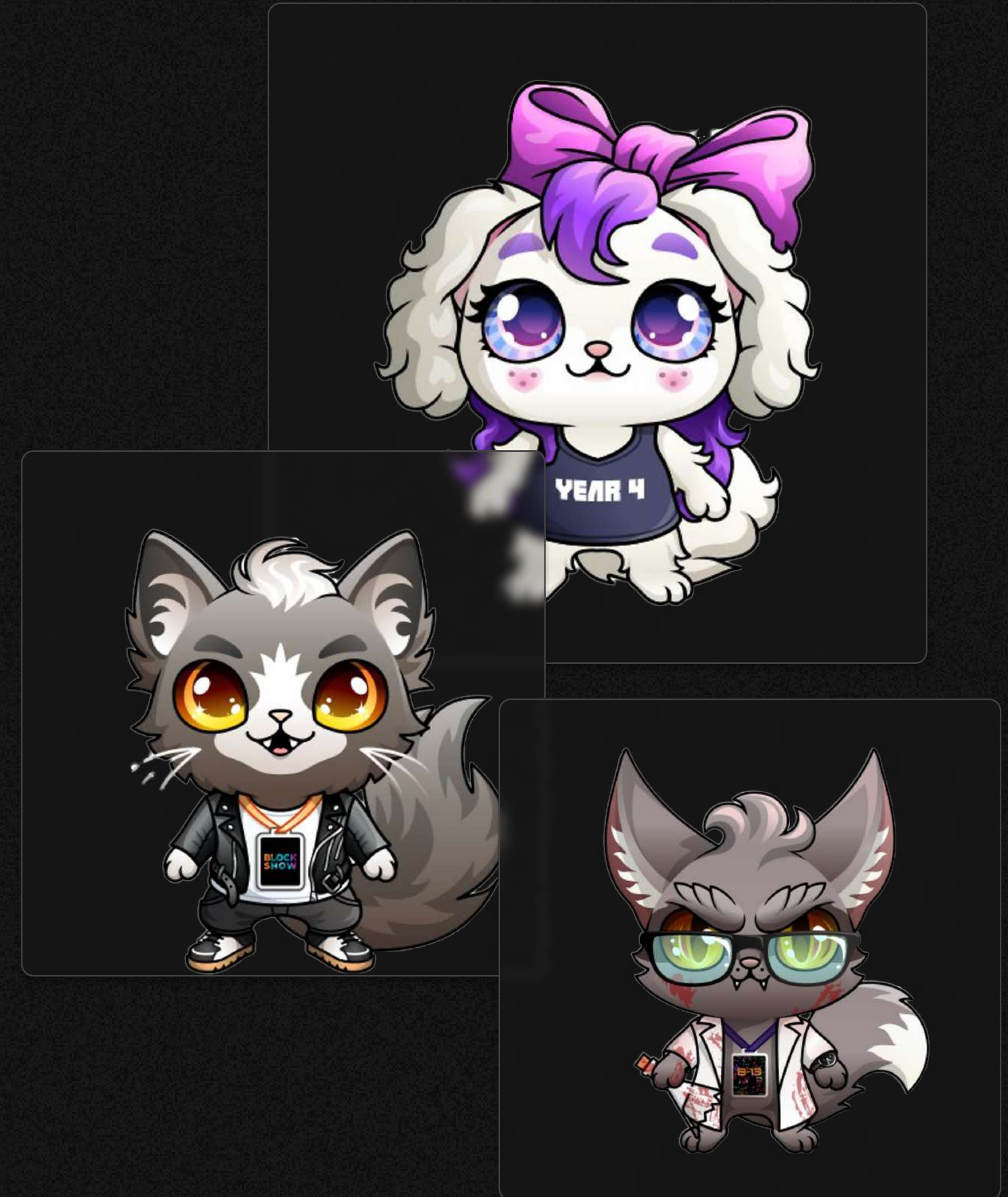
- Provide technical support for the branded game;
- Promote the game using the query “crypto games” in conjunction with the query “ETH coin”.

Solutions:

- The main focus is on technical SEO;
- We switched the site to server rendering, and the site started to appear for the main keywords;
- We developed the entire site with the names of individual cats and, again, used server-side rendering for these pages with cats. Thus the site can be easily found with the brand query, not only with the cryptocurrency brand query but also with the name of the game items.

Results:

- Improved technical performance of the game;
- We brought the site to the top 10 using the keywords “crypto games” and the name of the coin.



{Osome + WSS.media}



<https://osome.com>

The main goal:

- Increase the amount of targeted organic traffic and blog visibility in SERPs.

Solutions:

- We compiled the semantic core and selected thematically forming words on the basis of latent semantic analysis;
- Developed a content plan based on the traffic analysis of search competitors;
- Created detailed technical specifications for each material on the site.

Results:

+ 325 %

organic traffic

6x

more users from Bing

4x

increased link profile

Brought the site to the **TOP** using 4 main keywords:

- *bookkeeping*
- *register a company*
- *company registration*
- *accounting*

{Adsterra + WSS.media}



{<https://adsterra.com>}

The main goal:

- Increase the volume of targeted traffic and authority of the resource.

Solutions:

- Optimizing the loading speed on all pages of the site and bringing their performance to 80-100 points according to PageSpeed insights;
- Carrying out all the necessary SEO work on the service pages of the site;
- Creating detailed terms of reference for new articles and updating existing blog posts.



ADSTERRA

Result:

+ 164 %

organic traffic in 3 months

Brought the site to the top of
Google (US) using the main
keywords

{Crypto News}

{<https://crypto.news/>}



The main goals:

- Get into Google News and get traffic from this channel.
- Achieve growth in organic traffic, clicks and impressions

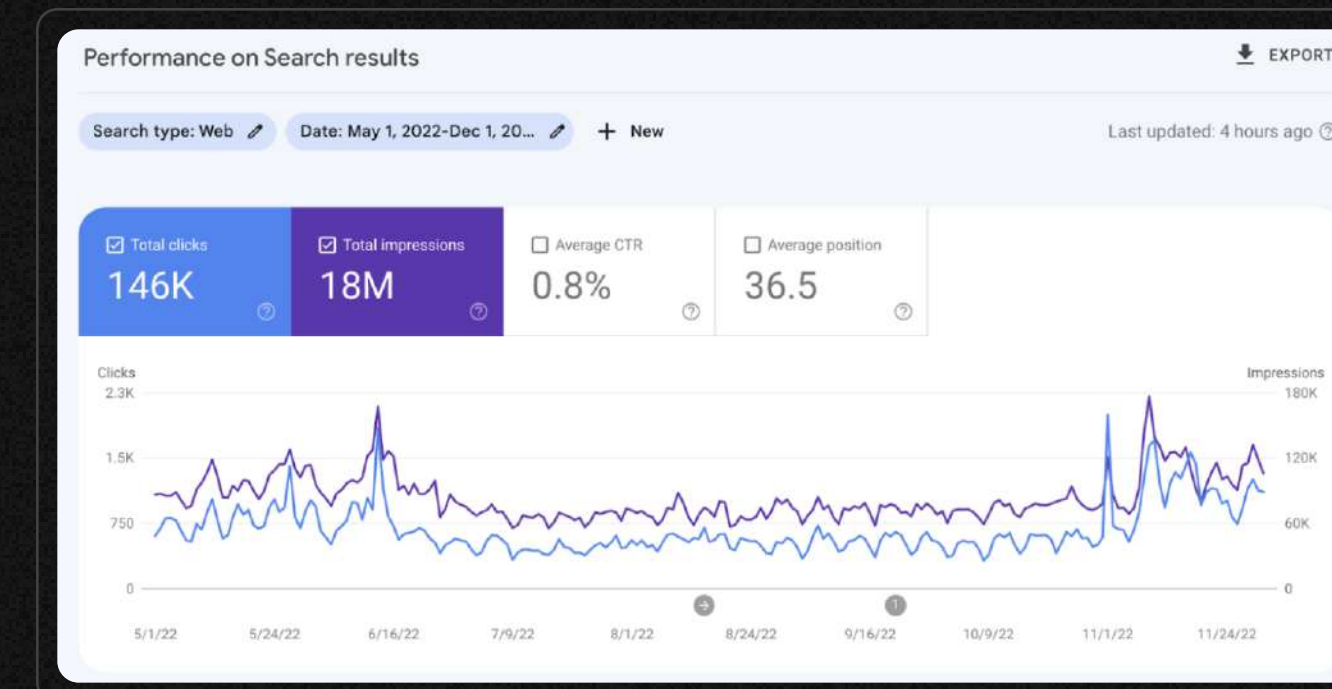
Solutions:

- We identified pages that were already listed on Google with good traffic potential (LHF). The team regularly provided the client with briefs to improve specific pages of the site from the /learn/ section.
- We have worked on the articles: requests for the article “how can I open bitcoin account” have been in the TOP3-10 since the moment of elaboration and regularly bring traffic to the site

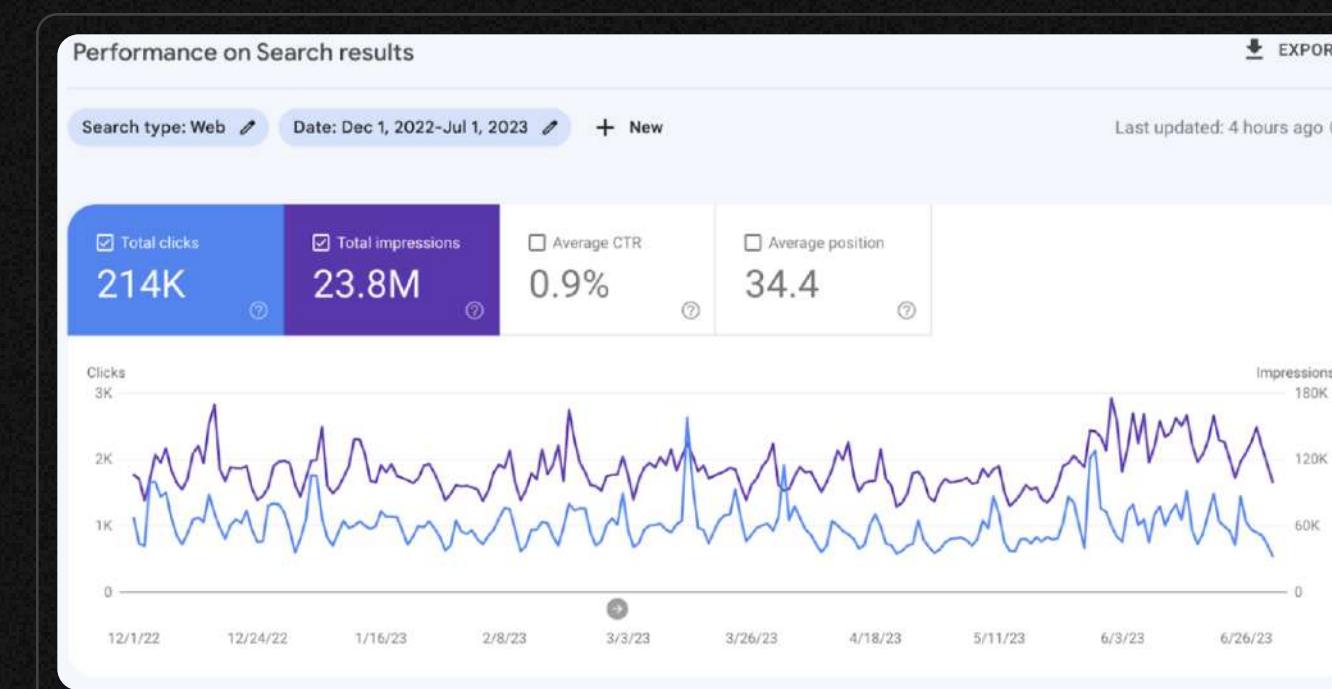
Result:

151 %

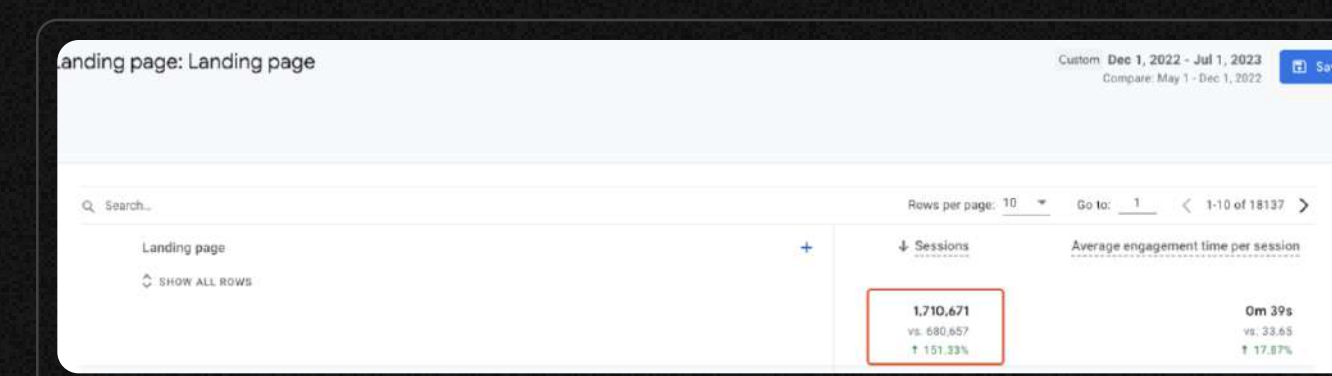
increase in the number of organic sessions



Clicks and impressions of the project before we begin working with the client.



Number of clicks and impressions of the site after six months of working with the client.



GA4: comparison of two periods - 7 months before the start of work on the project and 7 months after the start of work.



Let's do it

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