



Searchmetrics - at a Glance

Integrated Search Analytics for SEO and SEM

Searchmetrics is the leading vendor of integrated Search Analytics solutions. Search Analytics is the next step following Web Analytics and is bringing full transparency for all search engine optimization relevant parameters. Leading German online portals are basing their search engine strategies on our solution. And with Searchmetrics Suite they are monitoring their domains, keywords and competitors hassle free.

For a selected circle of German customers we also do high end SEO consulting services. This know-how helps us to continually improve our software products.



The Searchmetrics Suite

Searchmetrics Suite is able to detect and to track all rankings of your Internet pages with respect to the most relevant keywords and combinations and the most important search engines. It also analyses why certain pages are ranking extraordinary well or really bad. This knowledge allows - among other things - to identify and occupy all keywords which are relevant or promising success for your business.

A Web based application without integration or implementation effort available at any time and any location. Well known reference customers like Zeit, ProSieben, ImmoWelt, buecher.de, bild.de or golem.de are giving proof for the high value of this software suite.

Without Searchmetrics Suite professional search engine optimization today is next to impossible.

Benefits of Search Analytics

- Increase efficiency of online marketing strategies
- transparent competition analysis
- savings on your online marketing budget
- dramatically reduces the ongoing effort to collect SEO and SEM data
- automating regular reports
- broad controlling instrument for SEO and SEM projects

Only Searchmetrics Suite offers:

- Highlight keyword traffic potential
- Queries for previous time periods (data history)
- Highlighting of keywords at the edge of page 1 rankings
- Complete backlink analysis using Searchmetrics crawling technology
- Ongoing adaption to leading search engines and Internet technologies
- Large distributed hosted server and storage infrastructure
- Fully automatic data aggregation

High End SEO Consulting

Our array of services from analysis to guidance, through on and off-site improvements in combination with continuous progress reports through our Searchmetrics Suite leaves no stone unturned in the quest to realise your fullest web potential. We are researching the most promising keywords and keyword combinations and will assist you with the optimization of your pages that will lead to high rankings with search engines and subsequent top positions.

All our measures fully comply with search engine rules.

High end SEO consulting services are offered only in Germany, Austria and Switzerland.

More Success with Search Analytics!

Searchmetrics Suite detects, stores and presents all data which is required for consequent and successful search engine optimization in a highly competitive environment. No other solution so far can offer a comparable breadth of integration and functionality. Searchmetrics Suite can replace the commonly used collection of single tools, scripts and tables - semi automated solutions that required frequent changes and adaptations.

General Functions

- Cockpit with overview diagrams for most important rankings
- Searchmetrics-exclusive KPI indicators for domain and keyword rankings (Searchmetrics Value Rank™, Searchmetrics SERPS Value™, SKAV™ Searchmetrics Keyword Advertiser Value)
- Export functions, search and filtering functions
- History of all tracked data and arbitrary reporting periods



Domain / Keyword Analysis

- Convenient administration, bulk uploads
- Broad domain dossier including all relevant rankings and problem indications
- Complete backlink analysis
- Deep automatic keyword research
- Highlighting of keyword traffic potential
- Organic and paid search positions of all tracked keywords

Competitive Analysis / Market Analysis

- Compare functions for domains
- Showing all competitors doing paid search ads on tracked keywords
- Detailed analysis of own and foreign SEM campaigns
- Domain and keyword related ranking change dynamics to assess opportunities and get early indicators for campaigns of competitors

About Searchmetrics

Searchmetrics GmbH is a venture of the German Holtzbrinck publishing group and has been founded 2007. It employs 45 specialists (as of Aug. 2008). Searchmetrics is the leading vendor of a Web based software service which ensures its customers top ranks with leading search engines. Target of Searchmetrics is the development and worldwide marketing of its Searchmetrics Suite as SaaS (software as a service) solution via a network of partners.

 









References

Already 3 out of 10 of the leading German Internet portals are using our solution.

Take advantage of our Know How and use your full online marketing potential with SEO and SEM.

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