



Pricing Overview

2025

Pricing Overview

Welcome to EIN Presswire, Everyone's Internet News Presswire®, the world's #1 press release distributor for SMBs and SMEs. EIN Presswire is a service of Newsmatics Inc., a Washington D.C.-based news tech company.

Press release distribution options have changed over the last few years. There is no need to stay with high priced press release services with exclusive contracts. The world of distribution is simply too big for that.

Whether you are looking to broaden the reach of your press releases or need to target a specific audience, EIN Presswire is an efficient and cost-effective place to start and a point of distribution that should be added to your strategy.

EIN Presswire is pay-as-you-go so you won't be locked into a long-term contract or subscription.

The Pricing Overview is designed to answer many of your initial questions about the cost and to explain what is included.

Everyone's got a story to tell. Let EIN Presswire spread the word. Start today!



I am extremely satisfied with the pricing of your platform. I have used your platform for dozens of releases, and almost every time, they have been indexed by Google News. The coverage typically ranges between 60 to 100 Google News mentions, and my clients are very pleased with the distribution results.

Ray Zhang
FlowMax Branding



The pay-as-you-go plan was a great option. I hope to get something good out of the press release being presented to media outlets. I liked that it was pretty easy and that the person in customer service on the phone was HELPFUL!

Meg Forsberg
Magazine Jukebox



Distribution Targets, Placements & Scheduling

Press Release Packages	Basic Get Recognized	Pro+ Expand Your Reach	Corporate Worldwide Attention
	Get Started	Get Started	Get Started
Press Release Pricing	Save money when buying in bulk		
Package Price	\$149	\$499	\$999
Number of Press Releases	1	5	20
Time Period to Use Your Release (From Date of Purchase)	365 days	365 days	365 days
Price per Press Release	\$149	\$99.80	\$49.95
Press Release Distribution (learn more)	All packages include AP News, Benzinga and Nexstar Media Group, accessing their combined 175 million monthly active users. Distribution also includes major news sites and wires, targeted journalists and editorial rooms, Bloomberg Terminals, MuckRack, Google News, Google and Bing Search, other major search engines and a social media push.		
Number of Press Releases	1	5	20
Number of Country Targets	1	2	2
Number of Industry Targets	1	5	5
Placement on AP News (Associated Press) with a Potential Reach of 35 Million Unique Monthly Visitors	✓	✓	✓
Placement on Benzinga with a Potential Reach of 5 million Unique Monthly Visitors	✓	✓	✓
Placement on Leading News Aggregators and Research Tools (Google News, Bloomberg Terminals, MuckRack, Moody's NewsEdge, Naviga and MenaFN)	✓	✓	✓
Exclusive Placement on 3,900+ Affinity Group Publications Based on Relevance	✓	✓	✓
Indexed on Major Search Engines (Google, Yahoo!, Bing, Ask)	✓	✓	✓
Distributed to U.S. TV/Radio Based on Relevance	✓	✓	✓
Placement on our Network of Partner Sites	✓	✓	✓
Placement on EIN Presswire	✓	✓	✓
Distributed through the World Media Directory Based on Relevance	✓	✓	✓
Placement on EIN Newsdesk Publications of Your Choice	✓	✓	✓
Distributed by Email to Registered EIN Newsdesk Readers	✓	✓	✓
Release Time Scheduling	✓	✓	✓
Same Day Distribution	✓	✓	✓

Reporting, Word Limit, Images & Keyword Links

Press Release Packages	Basic Get Recognized	Pro+ Expand Your Reach	Corporate Worldwide Attention
	Get Started \$149 for news release	Get Started \$499 for 5 releases	Get Started \$999 for 20 releases
Press Release Features	All press release packages include access to detailed distribution reports that enable you to track your press releases in search engines, social media sites and partner press release services.		
Detailed Distribution Reports See Sample	✓	✓	✓
Free Use of the AI Press Release Generator	✓	✓	✓
Search Optimized Title & Meta Tags	✓	✓	✓
Ad-free Press Release	✓	✓	✓
Word Limit	700	1,000	2,500
Number of Keyword Anchor Text Links per Release	3	3	3
Number of Embedded Images	1	3	5
Number of Embedded Videos	1	1	1
Embedded Google My Business (GMB) Listing	✓	✓	✓
Embedded Stock Symbol	✓	✓	✓
Embedded Quote	✓	✓	✓
Embedded Website (HTTPS only)	✓	✓	✓
RSS Syndication	✓	✓	✓

Buy now, send later!

- ▶ Press releases may be issued within one year from the date of purchase.

Questions? Need more information?

- ▶ Customer service representatives are ready to answer your inquiries across multiple time zones, 18 hours per day, Monday to Friday.

- In the USA call: +1 (202) 335-3939
- In Europe call: +44 78 2202 3939
- Send an email: www.einpresswire.com/contact
- More about distribution: www.einpresswire.com/distribution
- Pricing & Comparison Chart: www.einpresswire.com/pricing
- Meet the Team and How-To videos: www.einpresswire.com/video-tutorials
- Have high-volume distribution needs? [Let's talk!](#)

Customer Testimonials



Not only was EIN Presswire more affordable, it did more — posts on LinkedIn, Twitter and Facebook — and its core distribution service reached further and landed us more placements. From here on out, EIN Presswire is going to be our go-to service whenever we have company news to share.

Donovan C. Baltich
Wellspring Gardens



Over the years, I've used many PR distribution services. It's my pleasure to recommend EIN Presswire because their value proposition is THE BEST! The cost is LOWER, the platform is the EASIEST, MOST EFFICIENT and FASTEST to use, and they consistently deliver the media coverage that my clients HIGHLY VALUE - throughout the USA and internationally !

Martin Eli
SecuritySolutionsWatch.com



Thank you for doing an amazing and outstanding job, in publishing and distributing my press release! You all have gone above my expectations more than I could imagine. Establishing the Foundations of a Relationship is going to become a very successful book! I highly recommend EIN Presswire to those who desire to have their press release published!

Oscar J. Starr II
Express direct Professional Services LLC



I love EIN Presswire and I have recommended them to other PR professionals. I myself do the PR. I love how easy it is to make it. In addition, I run a meaningful work program for kids, an when they exceed expectations, I make a PR about their results. I also, can't say enough about the customer service, I receive; very responsive and accommodating.

Carlos Cyberman
Recruiting for Good & The Sweetest Gigs



I must say, the response on our press release and asking for revisions highlighting our mistakes was very good. We were very happy with EIN Presswire. We have even published the press release on all of our social media channels and added a link to the release on EIN Presswire's website. Once again, thank you for giving us the opportunity to work with you.

Nouman Ali
CTO, DigitilizeWeb, Manchester, UK



I cannot express enough how grateful I am for the exceptional services provided by EIN Presswire. As a small business owner, their expertise and support have been instrumental in helping me achieve my marketing goals. The EIN team has gone above and beyond to provide personalized guidance, ensuring that my content is reaching the right audience.

Rhadi Ferguson
2004 Olympian, Tampa Florida Judo



Follow us!

- We regularly post about distribution best practices, how to get the most out of your account and more. You'll also be the first to know about special discounts and offers!



Now here are the **5 video scripts** she can use right away 

Script 1: "The Bonus Hook"

"So I recently found out about Eklavya Asset Managers — it's a platform that lets you invest or trade with full support. And here's the best part: they're giving up to a 50% bonus on your first deposit. Like, if you deposit R2,000, you could start with R3,000. That's actually insane. If you've been thinking of doing something smarter with your money — check them out."

Script 2: "For People Who Don't Know Where to Start"

"So many people don't know what to do with their money — should you invest? Should you trade? What even is the difference? That's why I like Eklavya Asset Managers. They guide you whether you want to do it yourself or let them manage it for you. Plus, right now, they're offering a 50% bonus on your first deposit. That's wild. Get started while it's still available."

Script 3: "Let Your Money Work"

"Honestly, keeping your money in a savings account right now just isn't enough. With Eklavya Asset Managers, you can actually explore options like investing or trading — and they'll help you understand how it works. Oh — and you can get up to a 50% bonus when you deposit. That means your money works even harder from day one."

Script 4: "Not a Finance Expert? No Problem."

"I'm not a financial expert — but I still want my money to grow. That's why I use Eklavya Asset Managers. You can choose to trade on your own, or invest and let them guide you. And get this: you can get a bonus of up to 50% on your first deposit. That's actually the perfect way to start if you've never done this before."

Script 5: "Simple, Safe, Smart"

“What I like about Eklavya Asset Managers is how simple and clear everything is. You don’t need experience. You don’t need to figure everything out alone. Just sign up, deposit, and they walk you through the rest. Plus — there’s a 50% bonus right now on your first deposit. So don’t overthink it. Just start.”

We Build Digital Experiences That Bring Your Clientele Close To You.

We're a Digital Marketing Agency & we're experts in SEO & Website Design.

Bybit | Africa SEO Growth & Visibility Strategy

Quotation for Digital Marketing Services

Client Name: Bybit

Date: 16 July 2025

Prepared By: Symaxx Digital

1. Executive Summary

Bybit is scaling rapidly across key African markets — including South Africa, Nigeria, Kenya, and Ghana — and now seeks to solidify its organic visibility and user trust through SEO. This proposal outlines how Symaxx Digital will help Bybit dominate organic search in these regions through localized SEO, high-quality content, technical optimization, and strategic influencer partnerships.

At Symaxx, we specialize in unlocking growth for high-performing fintech and crypto brands across Africa. With our proven track record generating over **200+ leads per day** for investment platforms and **ranking #1 for high-volume local keywords** in competitive markets, we are confident in our ability to replicate this success for Bybit.

We go beyond standard SEO. While our strategy includes deep technical audits, content creation, and regional keyword research, we also bring:

- Access to **top-tier African influencers** (3M+ followers in South Africa alone)
- **Data-led insights** into untapped crypto regions like Egypt and Tanzania
- A **dedicated 5-person expert team** working directly on your campaigns

Our goal is to generate **100,000–250,000 new monthly organic visitors** within 90–120 days and position Bybit as the most trusted, visible crypto exchange in Africa.

Whether you choose our Core SEO Package or our full Pan-African Domination Package, you'll receive a 90-day performance guarantee — or your investment back.

Let's help Bybit lead the next wave of crypto growth in Africa, the smart way: organically, locally, and with full precision.

2. About Symaxx Digital

Symaxx Digital is a performance-driven SEO agency built to help fintech, crypto, and high-growth companies scale across emerging markets — with a special focus on Africa.

We've worked with regulated investment platforms, financial services providers, and competitive e-commerce brands, helping them achieve

massive organic growth through tailored SEO strategies and localized content. One of our standout partnerships is with **Eklavya Asset Managers**, a South African investment platform, where we helped scale daily leads to over **200 per day** within 90 days using a combined SEO and content-led approach.

But our success doesn't stop at finance. We also dominate other complex verticals — such as **healthcare**, where our clients rank **#1 for "dentist near me"**, a high-intent keyword with over **74,000 monthly searches** in South Africa alone.

At the core of our team are:

- **SEO specialists** with technical depth
- **Content strategists** who localize and convert
- **Data analysts** who optimize for growth
- **Influencer coordinators** who extend reach and trust

We're not just an SEO vendor — we're your long-term growth partner, bringing deep market insight, performance accountability, and a team that's ready to act fast and deliver.

3. What Sets Us Apart

We don't just "do SEO." We deliver results in highly competitive environments — and back them up with strategy, speed, and substance.

Here's what makes Symaxx Digital the clear choice for Bybit:

1. Real Results in Finance & Fintech

We've helped **Eklavya Asset Managers**, a South African investment platform, grow to over **200+ qualified leads per day** using SEO and content alone — no gimmicks, just strategy and execution. Organic traffic 5X'd in just 90 days.

2. Top Rankings in Competitive Industries

In healthcare, we've secured **#1 rankings for "dentist near me"** — a keyword with over **74,000 monthly searches** — helping our clients dominate in the most saturated local verticals. This proves our ability to win where competition is high and trust matters.



3. Localized SEO With Cultural Precision

Africa isn't one-size-fits-all. We tailor messaging, content tone, keyword selection, and landing pages to each country's language, behavior, and legal context — delivering *conversion-ready* localization, not just translation.



4. Influencer Access for Extra Reach

We have direct access to some of **South Africa's biggest influencers**, including accounts with **3M+ followers**. We can activate this network to build trust and expand visibility — and scale this offering into other countries as needed.



5. A Full Team, Ready to Go

You won't get a freelancer or junior account manager. You'll get a **5-person SEO strike team** including a strategist, content lead, technical analyst, and reporting manager — all available on Slack, Zoom, or WhatsApp.



6. Transparent, Actionable Reporting

Weekly and monthly dashboards built inside tools you already use (GA4, GSC, Looker Studio) so you always know what's happening, what's improving, and what's next.

4. The African Crypto SEO Opportunity

Africa is one of the fastest-growing crypto markets globally — but it remains massively under-optimized when it comes to organic search. This creates a rare opportunity for Bybit to dominate trusted search visibility before competitors catch up.



Crypto Ownership: Top African Markets

Recent studies reveal the top 5 African countries for crypto ownership by percentage of the population:



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Rank	Country	Ownership %	Key Insight
1	South Africa 	10.0%	Mature market with high search intent and growing regulation
2	Nigeria 	5.9%	Global crypto leader in volume and mobile-first behavior
3	Kenya 	5.1%	M-Pesa integration drives adoption; search volume is rising
4	Egypt 	3.0%	Underserved SEO market with a growing Gen Z investor base
5	Tanzania 	2.4%	Early-stage interest, low competition, and mobile-first users

Insight: Bybit has already identified 4 key regions — we recommend also targeting **Egypt** and **Tanzania** for strategic first-mover SEO advantage.

High-Intent Search Examples

Here's what users are actively searching for each month:

South Africa

- “Best crypto exchange South Africa”
- “Buy Bitcoin safely ZA”
- “Crypto trading platform with low fees”

Nigeria

- “How to trade crypto in Nigeria”
- “Best Bitcoin app Nigeria”
- “Binance alternatives”

Kenya

- “Buy Bitcoin with M-Pesa”
- “Best crypto wallet Kenya”
- “How to sell crypto safely”

Ghana

- “Where to buy crypto in Ghana”

- “Crypto apps in Ghana”
- “Withdraw from crypto wallet Ghana”

Why SEO Wins in Africa

- **Mobile-first users** rely on search to validate platforms before registering
- **Paid ads are distrusted** by many users — organic rankings build real authority
- **SEO is a long-term moat** that keeps generating leads without ad spend

Bybit is well-positioned to lead. With structured content, localized messaging, and smart SEO execution, you can own the top spots for Africa's most valuable crypto search terms — before your competitors do.

5. Our Strategy & Process

Our approach is simple: **combine technical excellence, local relevance, and long-term visibility** to position Bybit as the most trusted crypto exchange across Africa.

We focus on what drives rankings *and* conversions — not fluff. Below is a breakdown of the core pillars of our SEO program.

5.1 Technical SEO & Site Optimization

We'll begin by auditing and fixing structural weaknesses in Bybit's site to ensure Google sees, indexes, and ranks every high-priority page.

What we do:

- Site-wide technical audit (crawl errors, speed, indexing, mobile UX)
- Structured data & schema markup improvements
- Internal link enhancements + canonical tagging
- Multilingual/region-based site setup (e.g., en-za, en-ng)

5.2 Regional Keyword Strategy & Local Mapping

We build your growth around **real user behavior** in each region. Our keyword maps include both transactional (“buy crypto in Kenya”) and educational (“how to use Bybit in Nigeria”) intent.

What we do:

- Keyword discovery by region and language
- Cluster mapping (blog content, FAQs, product pages)
- Competitive gap analysis across Binance, Luno & others
- Strategic prioritization based on traffic + conversion potential

5.3 Content Creation & Localization

We don't just write — we **localize and convert**. Our writers create high-impact SEO content tailored to the tone, culture, and regulations of each market.

What we do:

- 8–20 high-quality articles/month (depending on package)
- Region-specific landing pages (e.g. "How to trade crypto in Ghana")
- Trust-building content (FAQs, tutorials, security explainers)
- Collaboration with your content/legal teams for compliance

5.4 Backlink Building & Influencer Integration

We build authority off the page as well — through a mix of link-building and influencer-driven awareness.

What we do:

- High-authority backlinks from local finance, tech, and crypto blogs
- Strategic placements in African fintech directories & news outlets
- Activation of South African influencers (3M+ followers) for awareness
- Optional influencer expansion across Kenya, Nigeria, and Egypt

5.5 Performance Tracking & Optimization

We believe in full transparency. You'll see what's working, where we're improving, and what comes next — every single week.

What we do:

- Weekly keyword and traffic reports
- GA4, GSC, Looker Studio dashboards
- Monthly strategy sessions with recommendations and rollout plans

- Slack/WhatsApp for daily comms + priority access to our team

6. Case Studies & Results

We don't just talk strategy — we deliver outcomes. Below are two examples that prove Symaxx Digital can win in both regulated financial environments and competitive consumer sectors.



Case Study 1: Eklavya Asset Managers (Finance, South Africa)

Client: A regulated South African investment platform

Challenge: Low organic traffic and poor visibility in search

Solution: Full technical SEO, localized landing pages, and authority-building content

Results (within 90 days):

- **5X organic traffic growth**
- **200+ qualified leads per day**
- Top rankings for high-value investment and trading keywords
- Supported by video SEO and platform-specific content targeting

This campaign proves our ability to **generate qualified leads** in regulated fintech industries through SEO alone — no paid media required.



Case Study 2: Local SEO in Healthcare (“Dentist Near Me”)

Client: Multi-location dental group in South Africa

Challenge: Compete for top local SEO rankings in a saturated market

Solution: Hyper-local keyword strategy, technical fixes, and service-specific content

Results:

- **#1 ranking for “dentist near me”** — a keyword with **74,000+ monthly searches**
- Consistently outranking national and franchise competitors
- Surge in inbound bookings directly attributed to organic traffic



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This success shows we know how to dominate **“high-intent, high-volume” keywords**, even in markets where trust and conversion are hard to earn.

7. Pricing & Packages

We offer two SEO growth packages tailored to Bybit's needs — with the flexibility to scale. Both packages come with a **90-day performance guarantee**: if we don't deliver measurable growth, we refund your investment.

Below is a breakdown of what's included:

SEO Package Comparison

Feature	Core Regional SEO	Pan-African Domination
 Countries Covered	South Africa, Nigeria, Kenya, Ghana	All from Option 1 + Egypt, Tanzania, +2 optional regions
 Content Creation	8 localised SEO articles/month	20+ region-specific articles/month
 Keyword Strategy	30+ keywords/country	100+ keywords/month with topic authority mapping
 Backlink Building	20 quality backlinks/month	30+ high-authority backlinks (crypto blogs, finance outlets)
 Dedicated Team	5-person SEO team	Same team + influencer coordinator + technical AI analyst
 Influencer Marketing	Optional Add-On	Included (3M+ reach in South Africa + scalable by country)
 Technical SEO	Full audit + fixes (up to 100 pages)	Full audit + AI-enhanced optimization (schema, UX, page speed)
 Reporting	Monthly dashboard + Zoom call	Client portal + weekly insights + C-suite strategy decks
 Strategy Calls	Monthly Zoom call	Monthly call + Quarterly growth roadmap presentations
 Guarantee	90-Day Performance Guarantee	Same guarantee with faster growth timelines

Recommendation

Most Bybit competitors aren't investing at this level yet — but with the **Pan-African Domination Plan**, you can leapfrog them and secure long-term search dominance while building brand authority and trust.

This package is ideal if you want:

- Fast expansion across multiple regions
- Maximum search visibility
- A scalable, fully managed SEO engine
- Built-in influencer support

8. Next Steps

We're excited about the opportunity to help Bybit grow its presence, visibility, and trust across Africa. With the right content, technical foundation, and local strategy — this region can become one of Bybit's highest-performing organic markets.

Here's how we move forward:

Step 1: Select Your Package

Let us know which option best aligns with your goals:

- **Core Regional SEO – \$10,000/month**
- **Pan-African Domination – \$16,000/month (Recommended)**

We're happy to discuss and customize deliverables if needed.

Step 2: Discovery Workshop

We'll schedule a 60-minute Zoom session to:

- Align on regions, goals, and KPIs
- Review current performance
- Finalize campaign structure and content roadmap

Step 3: Onboarding & Kickoff

Within 7 days of approval:

- You'll receive access to a **shared portal**, dedicated WhatsApp group, and onboarding deck
- Campaign assets, content calendar, and tracking tools will go live
- Technical SEO fixes and Wave 1 content production begins

Step 4: Growth Begins

From Week 4 onward:

- You'll receive performance reports, keyword ranking dashboards, and new content drops
- Monthly Zoom reviews with real insights and next-phase strategies
- Quarterly C-suite roadmaps (for premium clients)

We're ready to help Bybit lead the next phase of Africa's crypto growth — organically, authentically, and at scale.

Let us know when you're ready to begin.

We Build Digital Experiences That Bring Your Clientele Close To You.

We're a Digital Marketing Agency & we're experts in SEO & Website Design.

Bybit Africa SEO & Content Domination Strategy

Quotation for Digital Marketing Services

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Ghana

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- Collaboration with your content/legal teams for compliance

5.4 Backlink Building & Influencer Integration

We build authority off the page as well — through a mix of link-building and influencer-driven awareness.

What we do:

- High-authority backlinks from local finance, tech, and crypto blogs
- Strategic placements in African fintech directories & news outlets
- Activation of South African influencers (3M+ followers) for awareness
- Optional influencer expansion across Kenya, Nigeria, and Egypt

5.5 Performance Tracking & Optimization

We believe in full transparency. You'll see what's working, where we're improving, and what comes next — every single week.

What we do:

- Weekly keyword and traffic reports
- GA4, GSC, Looker Studio dashboards
- Monthly strategy sessions with recommendations and rollout plans

- Slack/WhatsApp for daily comms + priority access to our team

6. Case Studies & Results

We don't just talk strategy — we deliver outcomes. Below are two examples that prove Symaxx Digital can win in both regulated financial environments and competitive consumer sectors.

Case Study 1: Eklavya Asset Managers (Finance, South Africa)

Client: A regulated South African investment platform

Challenge: Low organic traffic and poor visibility in search

Solution: Full technical SEO, localized landing pages, and authority-building content

Results (within 90 days):

-  **5X organic traffic growth**
-  **200+ qualified leads per day**
-  Top rankings for high-value investment and trading keywords
-  Supported by video SEO and platform-specific content targeting

This campaign proves our ability to **generate qualified leads** in regulated fintech industries through SEO alone — no paid media required.

Case Study 2: Local SEO in Healthcare (“Dentist Near Me”)

Client: Multi-location dental group in South Africa

Challenge: Compete for top local SEO rankings in a saturated market

Solution: Hyper-local keyword strategy, technical fixes, and service-specific content

Results:

-  **#1 ranking for “dentist near me”** — a keyword with **74,000+ monthly searches**
-  Consistently outranking national and franchise competitors
-  Surge in inbound bookings directly attributed to organic traffic

This success shows we know how to dominate **“high-intent, high-volume” keywords**, even in markets where trust and conversion are hard to earn.

7. Pricing & Packages

We offer two SEO growth packages tailored to Bybit's needs — with the flexibility to scale. Both packages come with a **90-day performance guarantee**: if we don't deliver measurable growth, we refund your investment.

Below is a breakdown of what's included:

SEO Package Comparison

Feature	Core Regional SEO	Pan-African Domination
 Countries Covered	South Africa, Nigeria, Kenya, Ghana	All from Option 1 + Egypt, Tanzania, +2 optional regions
 Content Creation	8 localised SEO articles/month	20+ region-specific articles/month
 Keyword Strategy	30+ keywords/country	100+ keywords/month with topic authority mapping
 Backlink Building	20 quality backlinks/month	30+ high-authority backlinks (crypto blogs, finance outlets)
 Dedicated Team	5-person SEO team	Same team + influencer coordinator + technical AI analyst
 Influencer Marketing	Optional Add-On	Included (3M+ reach in South Africa + scalable by country)
 Technical SEO	Full audit + fixes (up to 100 pages)	Full audit + AI-enhanced optimization (schema, UX, page speed)
 Reporting	Monthly dashboard + Zoom call	Client portal + weekly insights + C-suite strategy decks
 Strategy Calls	Monthly Zoom call	Monthly call + Quarterly growth roadmap presentations
 Guarantee	90-Day Performance Guarantee	Same guarantee with faster growth timelines



Recommendation

Most Bybit competitors aren't investing at this level yet — but with the **Pan-African Domination Plan**, you can leapfrog them and secure long-term search dominance while building brand authority and trust.

This package is ideal if you want:

- Fast expansion across multiple regions
- Maximum search visibility
- A scalable, fully managed SEO engine
- Built-in influencer support

8. Next Steps

We're excited about the opportunity to help Bybit grow its presence, visibility, and trust across Africa. With the right content, technical foundation, and local strategy — this region can become one of Bybit's highest-performing organic markets.

Here's how we move forward:

Step 1: Select Your Package

Let us know which option best aligns with your goals:

- **Core Regional SEO – \$10,000/month**
- **Pan-African Domination – \$16,000/month (Recommended)**

We're happy to discuss and customize deliverables if needed.

Step 2: Discovery Workshop

We'll schedule a 60-minute Zoom session to:

- Align on regions, goals, and KPIs
- Review current performance
- Finalize campaign structure and content roadmap

Step 3: Onboarding & Kickoff

Within 7 days of approval:

- You'll receive access to a **shared portal**, dedicated WhatsApp group, and onboarding deck
- Campaign assets, content calendar, and tracking tools will go live



- Technical SEO fixes and Wave 1 content production begins



Step 4: Growth Begins

From Week 4 onward:

- You'll receive performance reports, keyword ranking dashboards, and new content drops
- Monthly Zoom reviews with real insights and next-phase strategies
- Quarterly C-suite roadmaps (for premium clients)

We're ready to help Bybit lead the next phase of Africa's crypto growth — organically, authentically, and at scale.

Let us know when you're ready to begin.

1. Introduction to Symaxx Digital

Symaxx Digital is a full-service digital performance agency that specializes in helping fintech and high-growth startups unlock visibility, leads, and revenue through SEO. With deep experience working across South African and African digital markets, we bring an agile, data-driven approach to growing brands organically.

We've supported clients across various sectors including trading platforms, financial services, and e-commerce. Our notable work with Eklavya Asset Managers demonstrates our ability to grow qualified traffic and lead volume in competitive financial spaces. Our distributed team is made up of SEO specialists, content strategists, analysts, and technical experts who understand how to win in Africa's most active online markets.

2. Market Context: SEO in Africa

Africa's digital ecosystem is rapidly expanding, particularly in financial technology. Yet, it remains an under-optimized region when it comes to organic search. Here's what we know:

Regional Insights

- **Nigeria** and **South Africa** lead in crypto search volume, driven by high adoption rates and youthful, tech-savvy populations.
- **Kenya** shows strong intent around educational search terms (e.g. "how to trade crypto in Kenya") and mobile-first tools.
- **Ghana** is fast-emerging with significant growth in search interest for investment apps and secure exchanges.

Top Search Behaviors (Sample QAs)

- "Best crypto exchange in Nigeria"
- "How to deposit Naira into Bybit"

- “Crypto trading platform South Africa legal”
- “How to earn passive crypto income Kenya”

Key Challenges

- Trust barriers: Users seek educational and transparent content
- Lack of localized content: Many global brands overlook regional nuances
- Limited competition in SEO: A clear opportunity to lead the space organically

3. Strategic Approach

To help Bybit win in key African markets, we propose a comprehensive SEO program designed around three main pillars: visibility, trust, and performance.

3.1 Technical SEO & On-Site Optimization

- Conduct full technical audits to identify crawl errors, indexing issues, site speed bottlenecks, mobile responsiveness, and structured data improvements.
- Optimize URL structures, internal linking, canonical tags, and schema markup for regional performance.
- Implement multilingual and region-specific SEO where appropriate (e.g., “en-za”, “en-ng”).

3.2 Regional Keyword Strategy & Content Localization

- Identify high-intent, location-specific keywords (transactional and informational) in Nigeria, South Africa, Kenya, and Ghana.
- Develop and localize landing pages (e.g., “Crypto exchange in Nairobi” or “How to buy Bitcoin with M-Pesa”).

- Collaborate with Bybit's content team to ensure tone, compliance, and accuracy.

3.3 Content Development & Link-Building

- Produce educational blog content, product tutorials, user guides, and region-specific FAQs.
- Build authoritative backlinks through guest posting, partnerships with local publishers, and finance/trading blogs.
- Improve Bybit's existing content structure to capture more long-tail opportunities.

4. Proof of Expertise & Relevant Experience

4.1 Case Study: Eklavya Asset Managers (South Africa)

- Eklavya is a regulated South African investment platform.
- We've helped scale their daily leads to **over 200 per day** using a hybrid SEO + paid media strategy.
- Organic traffic has increased 5X within 90 days due to our content and technical improvements.
- The campaign included custom landing pages, video SEO, and regional keyword domination.

4.2 Industry Fit

- We understand financial compliance, crypto-related content nuances, and content approval workflows.
- Our SEO specialists are up to date on Google's E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) standards—crucial for fintech.

- We've developed scalable strategies for brands that operate in both highly competitive and low-competition regions.

5. Local Market Opportunities: Africa-Specific Insights

5.1 Crypto Demand in Africa

- **Nigeria:** Consistently ranked among the top countries for crypto adoption globally. High mobile penetration and unstable fiat currency drive strong demand for crypto education and trading platforms.
- **South Africa:** A maturing crypto market with growing regulatory clarity. High search intent around Bitcoin, Ethereum, and local payment integrations.
- **Kenya:** Increasing adoption driven by M-Pesa integration possibilities and interest in DeFi. Popular search terms include "buy bitcoin with M-Pesa" and "best crypto app in Kenya."
- **Ghana:** Emerging interest among younger, mobile-first users. Huge opportunity to dominate with localized educational content.

5.2 SEO Opportunities by Region

Africa presents a massive untapped opportunity for Bybit to dominate organic search across high-intent, crypto-related queries. With mobile-first adoption, growing financial curiosity, and limited SEO competition, strategic targeting in key countries can deliver exponential traffic and brand lift.

South Africa

There are an estimated **80,000+ crypto-related searches** each month, with users actively seeking reliable exchanges and trading education. Key queries include:

- “Best crypto exchange South Africa”
- “Buy Bitcoin safely ZA”
- “Crypto trading platform with low fees”

Opportunity: Strong buyer intent and moderate competition. A localized content and SEO strategy can deliver first-page rankings quickly.

Nigeria

Nigeria leads globally in crypto-related search interest, with **120,000+ monthly queries** across trading, investing, and platform trust.

Top searches include:

- “How to trade crypto in Nigeria”
- “Best Bitcoin app Nigeria”
- “Binance alternatives”

Opportunity: Highly engaged mobile audience with growing distrust in traditional banking systems. A consistent publishing strategy will position Bybit as the #1 trusted crypto brand in Nigeria.

Kenya

Kenya produces **40,000–60,000 monthly crypto searches**, focusing on real-time prices, secure platforms, and educational content.

Popular queries:

- “Bitcoin price today Kenya”
- “Best crypto wallet Kenya”
- “How to sell crypto safely”

Opportunity: Underserved content market with high growth potential. SEO success here will drive early dominance and brand loyalty.

Ghana

Ghana sees **25,000–40,000 monthly searches** for crypto-related topics, including transactions, mobile apps, and trading support.

Top queries:

- “Where to buy crypto in Ghana”
- “Crypto apps in Ghana”
- “Withdraw from crypto wallet Ghana”

Opportunity: Emerging crypto market with fewer competitors. Early SEO investment can create long-term organic visibility and market capture.

Summary of Opportunity

Bybit has the tools, content foundation, and brand trust to quickly rank for high-value keywords in all four markets. With targeted on-page SEO, technical fixes, local content, and strategic backlinks, it's realistic to project **100K–250K additional monthly visitors** from organic search within 90–120 days.

6. What Makes Us Different

1. Performance-Based Confidence

We've helped multiple brands in the financial and investment sectors—including high-growth platforms like Eklavya Asset Managers—generate thousands of high-quality leads monthly. Eklavya now receives **over 200 qualified leads per day**, all fueled by SEO and data-driven ad strategies.

2. Localized Strategy With Proven Execution

We don't apply one-size-fits-all tactics. Each country requires different on-page messaging, cultural tone, and keyword targeting. Our team

has deep insights into **African search behavior**—not just language localization, but **conversion-focused localization**.

3. End-to-End SEO & Content Delivery

Unlike most agencies that focus only on traffic, we handle the full pipeline:

- Technical fixes
- Local keyword research
- Content writing & optimization
- Design of lead-gen pages
- Backlink building
- Conversion rate optimization

4. Transparent Reporting

We deliver weekly and monthly dashboards showing performance growth, traffic impact, conversions, and ongoing improvements—built in tools you already use like **Looker Studio, Google Search Console, and GA4**.

7. Why Now

Crypto Curiosity Is Rising in Africa

African countries are seeing massive spikes in search activity for crypto-related education, safe platforms, and trusted exchanges. The

local demand is growing—but most global players haven't fully optimized for it. That's your opportunity.

SEO Is a Long-Term Competitive Moat

Paid ads provide quick wins, but SEO is the **only channel that compounds** over time—bringing consistent, high-converting traffic without ongoing spend. Early movers dominate rankings and brand visibility.

Regulatory Shifts Are Coming

The markets you're targeting are actively discussing crypto regulation. Brands that establish educational authority now will **own trust** when regulation kicks in.

Competitors Are Gaining Ground

Brands like Binance and Luno already rank for major terms in South Africa and Nigeria. But their local content is thin. **You have the chance to outrank them** with higher-quality, better-localized content in under 90 days.

8. Our Process

Our SEO campaigns follow a refined, results-driven methodology tailored to your regional goals and scale:

1. Discovery & Strategy

- Align with your internal KPIs and compliance requirements
- Audit current rankings, competitors, and content gaps
- Develop localized SEO goals by country (Nigeria, Kenya, Ghana, South Africa)

2. Technical Optimization

- Resolve indexing, speed, and structural issues
- Fix on-page problems (title tags, H1s, meta, internal links, etc.)
- Ensure mobile-first performance and UX alignment

3. Keyword Research & Content Planning

- Regional keyword mapping per country and language
- Align topics with search intent and local trends
- Prioritize revenue-driving QAs (Question-Based Keywords)

4. Content Creation & Localization

- Write optimized, conversion-ready content for each region
- Localize tone, references, and compliance messaging
- Structure blogs, pages, and pillar content for discoverability

5. Backlink Acquisition

- Build high-authority, niche-relevant backlinks across Africa
- Secure placements on regional blogs, fintech directories, and press outlets

6. Monitoring & Reporting

- Weekly traffic and ranking reports
- Conversion analysis and next-step recommendations
- Monthly strategy calls

9. Timelines & Milestones

Phase	Timeline	Key Deliverables
Discovery & Strategy	Week 1	Region-based audits, competitor analysis, keyword maps
Technical Optimization	Weeks 2–3	SEO fixes implemented on main site and subfolders
Content Development (Wave 1)	Weeks 3–6	10–15 localized blog posts, 4–6 regional landing pages
Link Building Initiated	Week 4 onwards	Minimum 20 new referring domains/month
First Report & Adjustments	Week 4	Ranking snapshot, traffic analysis
Second Report & Expansion	Week 8	Updated performance dashboard, next content wave plan

We can deliver early momentum within **30–45 days**, with measurable ROI from Month 2 onwards.

10. Pricing Options & Next Steps

Transparent Value, Guaranteed Outcomes

At Symaxx, we're confident in our ability to deliver measurable SEO results across Africa's most competitive markets. That's why we offer performance-driven packages designed to accelerate your organic visibility while aligning with Bybit's expansion goals. Both packages include a **90-day performance guarantee**—if we don't deliver measurable improvements, we refund your investment.

Option 1: Core Regional SEO Growth Package – R180,000/month (~\$10,000)

Designed for emerging market coverage and foundational SEO dominance across 4 countries (South Africa, Nigeria, Kenya, Ghana).

What's Included

-  **Technical SEO & On-site Optimisation** (Up to 100 pages/month)
 -  **Local Keyword Strategy & Mapping** for 4 regions (30+ keywords/country)
 -  **Localized SEO Content Production** (8 new articles/month)
 -  **High-Quality Link Building** (20+ backlinks/month across regional publications & crypto networks)
 -  **SEO Analytics, Reporting & Monthly Strategy Reviews**
 -  **Regional Competitor SEO Tracking & Benchmarking**
 -  **Dedicated SEO Strategist & Technical Team**
 -  Weekly WhatsApp Check-ins + Monthly Zoom Strategy Calls
 -  **90-Day Results Guarantee**
-

Option 2: Pan-African Visibility & Content Domination Package – R288,000/month (~\$16,000)

A premium, high-impact SEO and content growth plan for aggressive expansion across **up to 8 African markets**, including Egypt & Tanzania.

Everything in Option 1, plus:

-  **8-Country Coverage** with multi-language support where needed
 -  **SEO Localization & Structured Content Clusters** (100+ keywords/month)
 -  **20+ Articles/Month** (SEO-optimized, geo-targeted, industry-aligned)
 -  **Topical Authority Mapping** to rank for high-volume informational queries
 -  **30+ High Authority Backlinks** (editorial, crypto blogs, regional news sites)
 -  **AI-enhanced Technical Auditing** (page speed, schema, mobile-first indexing)
 -  **Dedicated Client Portal** with real-time reporting & project tracking
 -  **Quarterly Strategy Decks & C-Suite-Level Roadmap Presentations**
 -  **90-Day Results Guarantee**
-

Next Steps

1. **Select a Package:** Let us know which option aligns best with your goals.
2. **Discovery Workshop:** We'll conduct a 60-minute strategic workshop to align on KPIs, target regions, and current SEO performance.

3. **Onboarding:** You'll receive a dedicated onboarding deck, shared team calendar, and Slack/WhatsApp access for daily communication.
4. **Go Live:** Initial deliverables and content production begin within 7 days of onboarding.