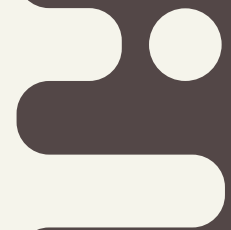


SEO as a service

BOOST YOUR ONLINE TRAFFIC

with cutting edge AI-driven smart content

 **VERBOLIA**

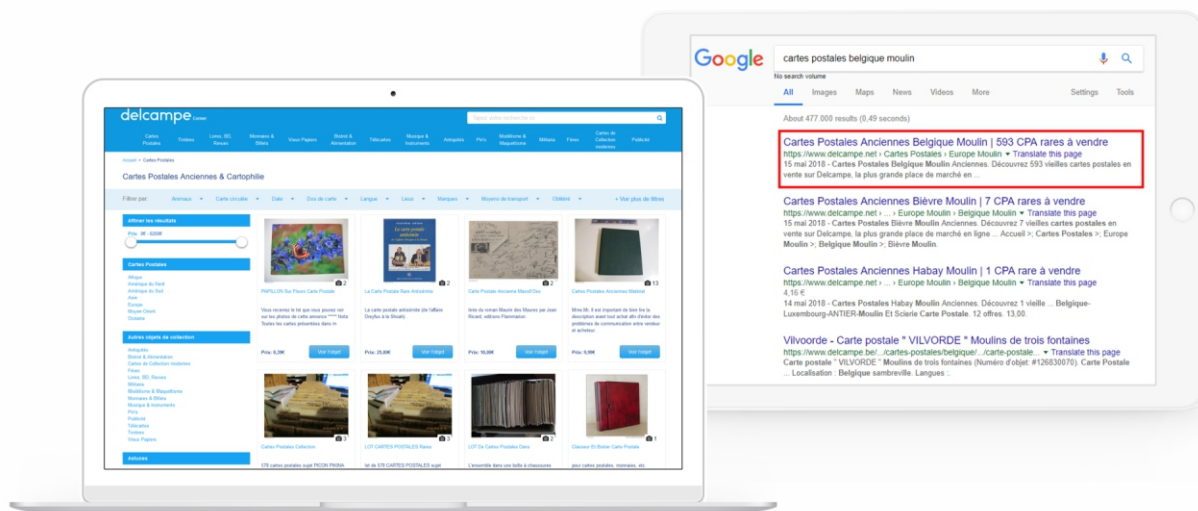


Delcampe.net: Zero to 50.000 new SEO visitors in the space of 2 months

Delcampe.net is a leading auction website for collectables worldwide. Each day, millions of second-hand stamps, coins and vinyl records are available for sale via Delcampe.net. In spite of Delcampe.net remaining amongst the leaders in the industry, its SEO traffic has been slowly decreasing over the years as a result of competition. Verbolia was contacted and tasked with leveraging the **SEO potential of their millions** of ads using our advanced technology.

How we helped:

Our Verbolia technology analyzed millions of classified ads from Delcampe and extracted the most SEO-relevant elements contained in the product textual descriptions. Based on this analysis, and a continual review of the SEO potential, **hundreds of thousands of pages were created** to precisely match **long-tail search terms**. Each page was optimized in terms of SEO best practices, and our proprietary NLP/NLG technologies ensure that the content displayed on the pages perfectly matches the semantic context of the user request. In addition, the extracted content was utilized in order to provide a unique user experience with **advanced filtering** of the search results. This method enables us to create pages that respond exactly to the users' requirements, resulting in satisfied users with consequent significant conversion rates. The best part of it is that our client, Delcampe.net has nothing to do: our SaaS solution is developed, maintained, hosted and optimized by Verbolia!



It works:

500.000
pages created

+3%
conversion rate

75.000
monthly visitors

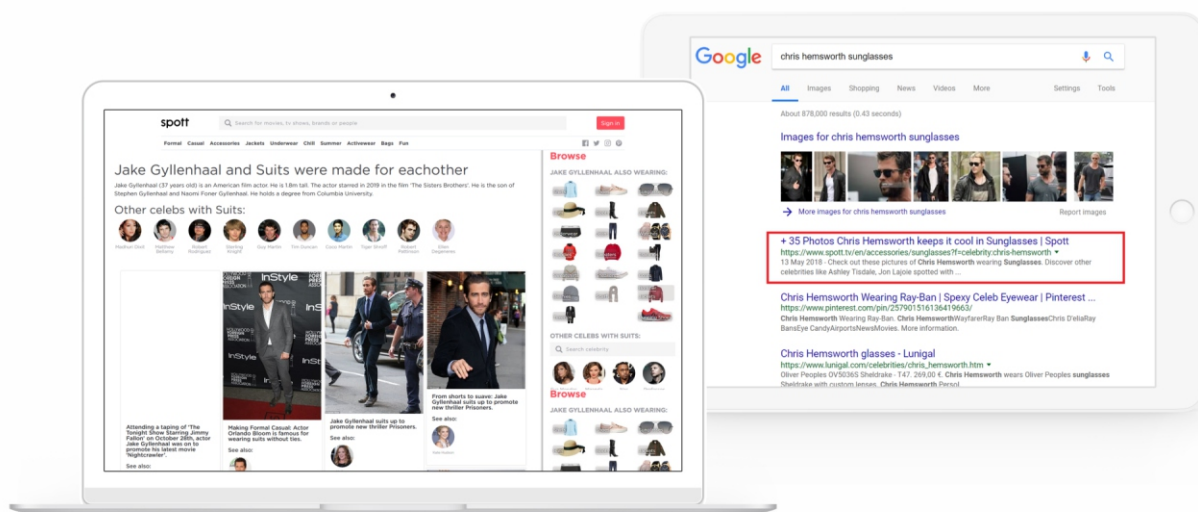
After 6 months, several of the pages created by Verbolia are already ranking highly in search engines: we have increased from zero to **3200 unique SEO users per day**, in a very specific niche. An **excellent conversion rate of 3%** has been achieved, which is only the beginning, as our technologies are constantly evolving to follow the latest SEO trends and maximize conversion rates.

Spott.tv: From Zero to 30.000 new monthly SEO visitors in the space of a single month

Spott.tv is a Belgium based company which raised €3.5 Million in order to fulfill its mission of making content interactive and shoppable. Spott.tv is making waves in the media industry and has won numerous awards, including the 2017 Rising Star Award at Fast 50 Deloitte, as well as the Global Ad-Tech Start-Up of the Year Award at the Future of TV Advertising Forum in London. Spott was in need of assistance to **turbo boost SEO traffic** to its site and was impressed by the combined expertise of SEO and NLP/NLG technology from eRowz.

How we helped:

With assistance from eRowz proprietary machine learning tools, tens of thousands of search terms with search volumes perfectly matching Spotts' mission were identified. Pages for each of these search terms were then created by **aggregating data from various sources** on the web. By applying natural language technology, we ensured that each page featured **unique and relevant** content, optimized from an SEO perspective in order to reflect each individual search term intention. In order to maximize crawlability for search engines, **eRowz hosted the pages created** for Spott on its own servers, although the pages are housed under the Spott.tv domain. All of this was achieved with next to **no technical intervention** from Spott.



It works:

56.000
pages created

up to **56.000** daily
pages crawled by Googlebot

65.000
monthly visitors

After 4 months, the figure of **65.000 new monthly SEO** visitors to the pages created for Spott.tv had already been achieved. This is merely the start, we are looking forward to creating several more pages for the US market and to opening up the Brazilian market in the near future. Onwards and upwards!

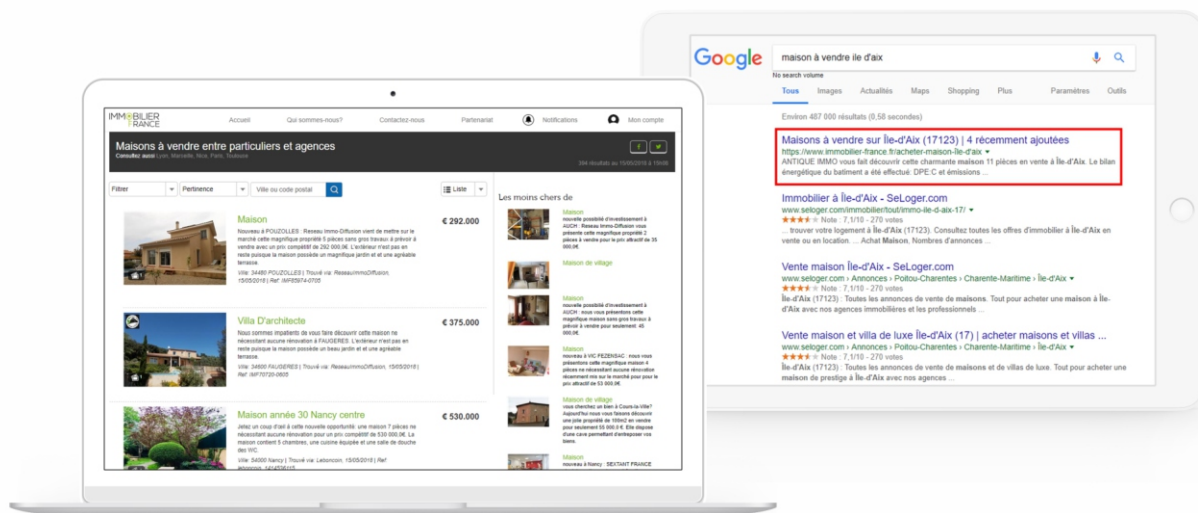
Immobilier-france.fr : From Zero to 375.000 new monthly SEO visitors in 2½years!

Immobilier-france.fr was started by eRowz, a company specializing in data aggregation of classifieds. The objective was to showcase the creation of a website from scratch based on data aggregation. We built the website (initiating a brand-new domain), collected the data and prepared it for SEO.

How we helped:

With assistance from eRowz proprietary machine learning tools, we identified tens of thousands of search terms with perfectly matching **search volumes in a Real Estate lexical context**. We then created pages for each of these search terms by **aggregating data collected from various sources on the web**.

By applying natural language technologies, we ensured made sure that each page had unique and relevant content, providing superb usage metrics.



It works:

250.000
pages created

up to **95.000** daily
pages crawled by Googlebot

375.000
monthly visitors

After the first month, we have experienced **constant growth for 2½ years**. We reached 375,000 visitors last month.



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