

## Case study on the unique system

### "Marketing Technology"

Figures, data, facts ...

The marketing technology is offered in cooperation with the company SourceWeb AG® . The technology is designed for companies that want to increase either their awareness and/or their online reputation.

#### 1. Off-page optimization

A distinction is made between two variants of search engine optimization, the so-called on-page optimization, i.e. optimizations on the page itself (clean source code, labeled images, clean navigation) and off-page optimization.

On-page optimization influences about 30% of search engine listing , while off-page optimization affects about 70%.

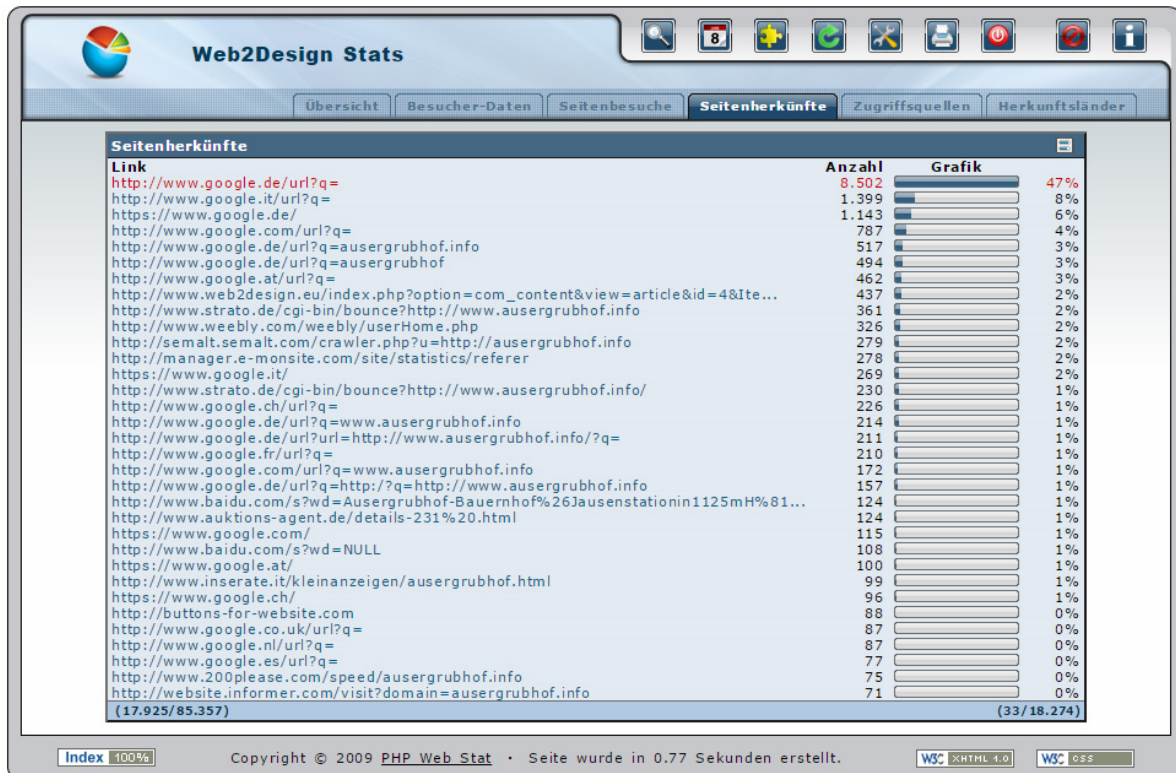
Off-page optimization is usually very difficult to influence, as search engines pay particular attention to how "important" a website on the Internet is in this evaluation.



The screenshot shows a Google search interface. The search bar contains the text "www.ausergrubhof.info". Below the search bar, there are navigation tabs for "Web", "News", "Videos", "Bilder", "Shopping", "Mehr", and "Suchoptionen". The search results are displayed below, showing two entries:

- Ausergrubhof - Bauernhof & Jausenstation in 1125m Höhe ...**  
[www.ausergrubhof.info/](http://www.ausergrubhof.info/) ▾ Diese Seite übersetzen  
 Sehr gepflegte Hofanlage-Bauernhof mit Jausenstation "Ausergrubhof" in Naturser Sonnenberg zu verkaufen...  
 Sie haben diese Seite oft aufgerufen. Letzter Besuch: 09.12.14
- Statistik Counter v2 © Pawlita.de - Tauchclub Flinke Flosse ...**  
[www.flinke-flosse.de/counter/.../detail.php?...www.ausergrubhof.info](http://www.flinke-flosse.de/counter/.../detail.php?...www.ausergrubhof.info) ▾  
 TOP 50 Referer ([www.ausergrubhof.info](http://www.ausergrubhof.info)) Details November 2013. Nr. Referer, Views.  
 1, <http://www.ausergrubhof.info>, 2. Counter Statistik v2 © Pawlita.de.

The most important factor is the so-called link rank. Every link to a website is rated as a recommendation by search engines. If, for example, the website [www.teissl.info](http://www.teissl.info) links to [www.ausergrubhof.info](http://www.ausergrubhof.info), Google assumes that [www.teissl.info](http://www.teissl.info) likes the content of [ausergrubhof.info](http://www.ausergrubhof.info) and lists them [ausergrubhof.info](http://www.ausergrubhof.info) accordingly higher.



← Here you can see the total number of page links in the amount of 85,357. This number of links was achieved with a trial system runtime of two months.

(17.925/85.357)

Usually it is very tedious and time-consuming to build up a whole "link structure" on the Internet. However, we have developed a novel system with which this task can be implemented efficiently and cost-effectively. For this reason, it is also possible for us to offer this Marketing Optimizer so inexpensively.

Our marketing optimization automatically organizes tens of thousands of Links on the Internet. All these links are found by search engines and are included in the evaluation of the website. In addition, thousands of real visitors also reach the website through the many links. Every visitor is a potential customer.

Result briefly summarized:

- 1.) On-page optimization covers about 30%, off-page optimization about 70% of the listing in search engines.
- 2.) After a short period of time, we were able to generate over 2,300 links on Google & Co. and over 85,300 links on other websites that have been successfully used by website visitors. However, in the meantime, several million links have been created to achieve an optimal result.

The number of links can be increased as desired up to a number of 300,000,000 websites. This corresponds almost to the number of domain registrations worldwide.

## 2. Increase of the Alexa ranking

In addition to the Google PageRank, there is another meaningful indicator for the success of a website, the Alexa Rank, which plays a major role especially with regard to the advertising effectiveness of a page. Whether you attach great importance to a high ranking or not, it remains to be seen, but more and more webmasters, SEOs and affiliation operators and brokers are looking at the Alexa Rank to get a rough picture of the traffic of a website in advance.

### *How important is the Alexa Rank for a website*

Meanwhile, it is well known that more and more advertising brokers pay special attention to the Alexa Rank and the commission for publishers is often linked to a high Alexa Rank, which alone should pay special attention to an optimization of the Alexa Rank. Thus, especially for advertising websites with regard to advertising placements, a high Alexa Rank is a better basis for negotiation.

However, if you do not advertise on your own website, you should at least be aware of the importance of the Alexa Rank in the evaluation of a website. In the meantime, every operator of a website will probably use one or the other online service to evaluate websites in order to measure the distribution, optimization and, of course, the traffic of a website in concrete figures. The variety of these evaluation services is now enormously high and all possible variants are offered, from simple overviews to complete analyses of a website.

As an example of such a service, I would like to mention at this point the website rating Seitwert, whose function and evaluation I have already explained in more detail in a previous article. In addition to the data from Google Trends, Seitwert also uses the Alexa Rank as a basis for stating the traffic of a website under the evaluation area "Traffic Figures". Seitwert assigns a maximum of 10 out of 100 possible points for the area of access numbers. Traffic accounts for 10% of the points included in this rating. Already with an Alexa Rank below 100,000 you already reach 5 points in the rating of Seitwert. If you consider that even 30-40 points are enough for a ranking as an above-average good and optimized page, then it is clear that traffic plays a major role in the calculation. And this information about the traffic of a page, most rating services pull from the Alexa Rank.

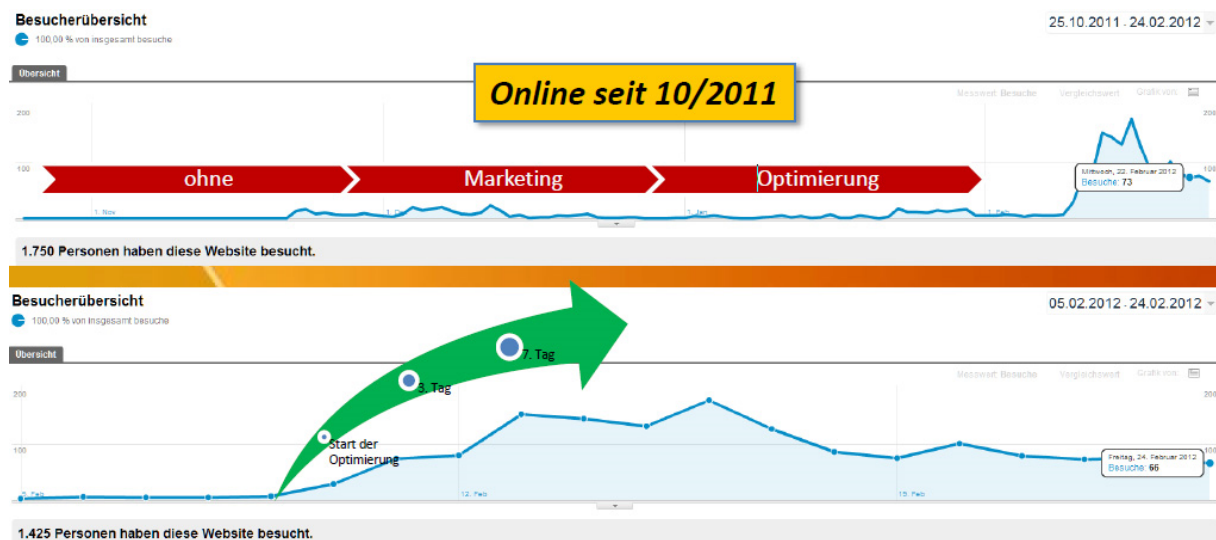
### **Our results:**

After our test run with the website [www.chefsachegesundheits.com](http://www.chefsachegesundheits.com), we achieved a ranking optimization of 5,200,000 places to the worldwide rank 793,600 and rank Germany 196,339 in a short time.

### Site Information for **chefsachegesundheits.com**

 Alexa Traffic Rank: **793,600**  Traffic Rank in DE: 196,339

Attached is a graph about the impact of ranking growth on Alexa:



If desired, the website we maintain can receive an optimization that puts it among the TOP 10,000 of the worldwide ranking lists. Of course, a guarantee can also be agreed upon conclusion of the contract.

### 3. "Keyword" Keyword Optimization

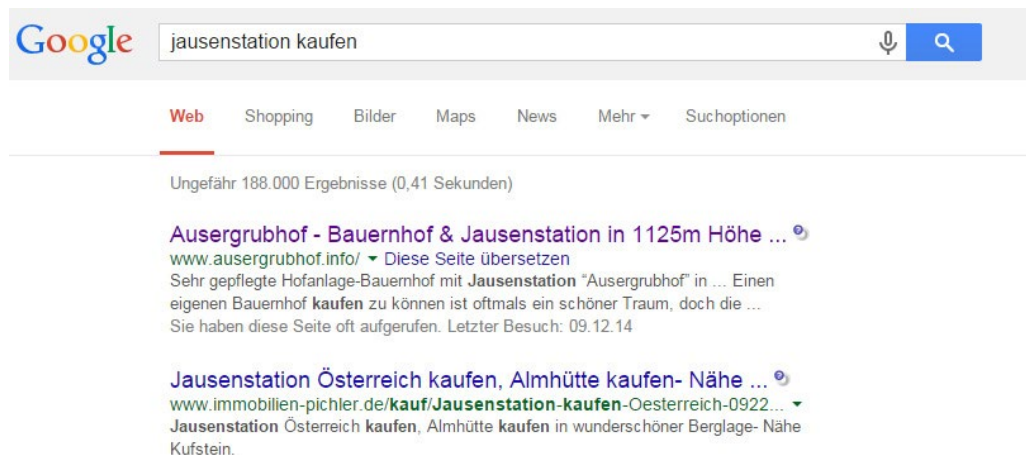
A very important part of search engine optimization for commercial Internet projects is keyword optimization, so that a domain can be found on search engines at all.

When I ask website owners about their greatest desire in the field of search engine optimization, the answer is very often "I want a better ranking in Google for my keyword XY".

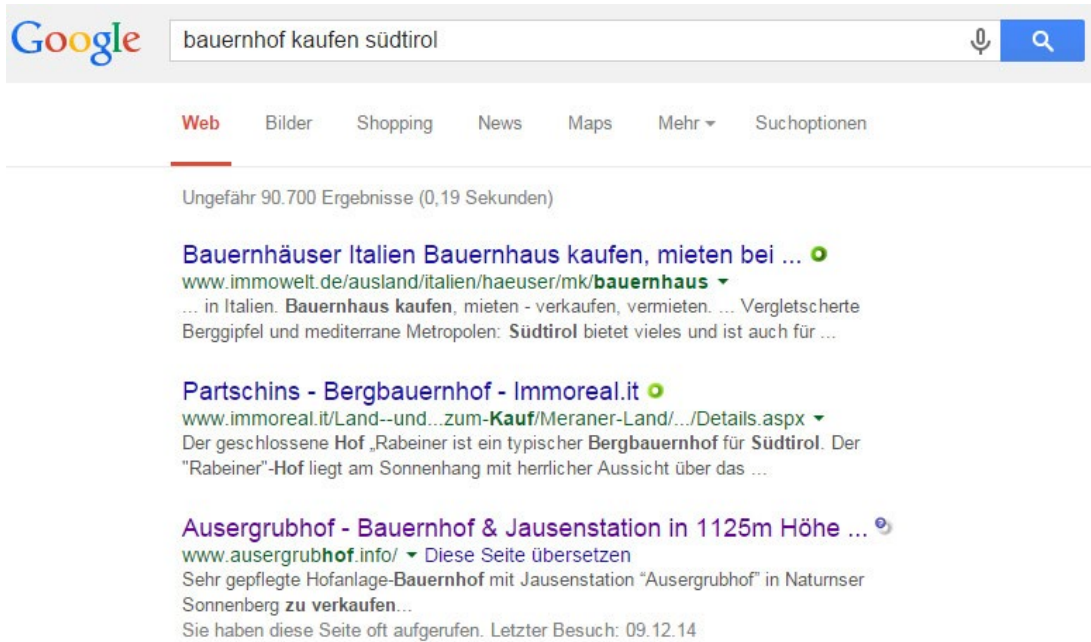
#### **Our results:**

We are able to bring desired keyterms forward on search engines.

Here is an image, we have brought the search term "buy snack station" for the website we maintain to number one in the Google search results.



Here are more examples of keywords that we have successfully placed.





Google  🔍


Web Bilder Shopping News Maps Mehr ▾ Suchoptionen

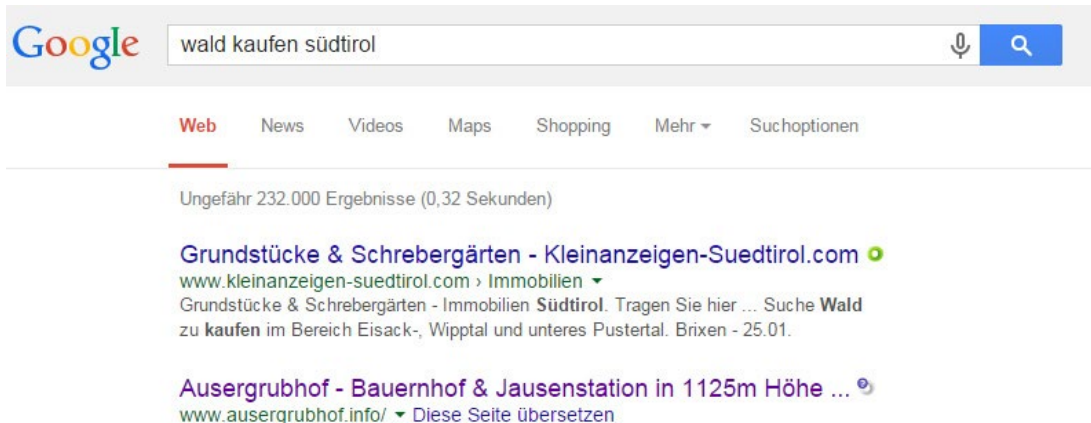
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Ungefähr 90.700 Ergebnisse (0,19 Sekunden)

**Bauernhäuser Italien Bauernhaus kaufen, mieten bei ...**   
[www.immowelt.de/ausland/italien/haeuser/mk/bauernhaus](http://www.immowelt.de/ausland/italien/haeuser/mk/bauernhaus) ▾  
 ... in Italien. **Bauernhaus kaufen**, mieten - verkaufen, vermieten. ... Vergletscherte Berggipfel und mediterrane Metropolen: **Südtirol** bietet vieles und ist auch für ...

**Partschins - Bergbauernhof - Immoreal.it**   
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 Der geschlossene Hof „Rabeiner ist ein typischer **Bergbauernhof** für **Südtirol**. Der "Rabeiner"-Hof liegt am Sonnenhang mit herrlicher Aussicht über das ...

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 Sehr gepflegte Hofanlage-**Bauernhof** mit Jausenstation "Ausergrubhof" in Naturser Sonnenberg **zu verkaufen**...  
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Google  🔍

Web News Videos Maps Shopping Mehr ▾ Suchoptionen

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Ungefähr 232.000 Ergebnisse (0,32 Sekunden)

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 Grundstücke & Schrebergärten - Immobilien **Südtirol**. Tragen Sie hier ... Suche **Wald** zu **kaufen** im Bereich Eisack-, Wipptal und unteres Pustertal. Brixen - 25.01.

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[www.ausergrubhof.info/](http://www.ausergrubhof.info/) ▾ Diese Seite übersetzen

For more information, we would like to invite you to view an excerpt from our extensive statistics.

Address: [www.ausergrubhof.info](http://www.ausergrubhof.info)

Statistics: [www.ausergrubhof.info/statistiken/](http://www.ausergrubhof.info/statistiken/)

Password: hof4verkauf

#### SUCCESS THROUGH ONGOING OPTIMIZATION

Due to our optimization of the website [www.ausergrubhof.info](http://www.ausergrubhof.info), we have received over **400 feedback** from **potential interested parties** who are interested in buying this property. Although this was only a **2-month test period**, since today there are always which interested parties per week. Thus, our product potential has been confirmed several times.

**View of the webmail (small excerpt):**

Address: [www.webmail.sourceweb.eu](http://www.webmail.sourceweb.eu)

eMail: [referenz@ausergrubhof.info](mailto:referenz@ausergrubhof.info)

Password: on request (sehr confidential)

#### 4. Social networks

Facebook likes, Twitter followers, YouTube views and good customer reviews are the most important currency on the Internet. Companies, restaurants and hotel operators appreciate a high level of attention on these platforms due to their enormous advertising potential. The company also enjoys a higher reputation with visibly high popularity.

#### Our performance:

Thanks to our unique system, we have the opportunity to significantly increase the values mentioned above. Of course, we guarantee the authenticity of the number of visitors. We would be happy to explain our options to you in detail in a personal conversation.

If you are interested in getting to know other products from our product range, we are happy to help you, as with all other questions, via Skype (username: sourceweb) or by phone (+43 660 8064 600).

Certifications and further information on <http://www.cv-pdf.teissl.info> or on [www.teissl.info](http://www.teissl.info)

