



HeySEO Berlin

Data-Driven SEO for Sustainable Growth

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Who we are

Since 2018, we are dedicated to empowering international businesses with data-driven SEO, AI innovation, and cutting-edge strategies.

We've delivered measurable results for global brands such as Montblanc, Rogue, and Spartoo.

Who is the founder, Alex



Alex has over a decade experience in SEO and Web Analytics with Results-driven approach scaling SEO for B2B, B2C and global markets. He combines strategic expertise with operational excellence to deliver proven results.

Additionally, completed a nine-month data science program, is Scrum Master certified, holds an MBA, and has web development skills gained from the Spiced Bootcamp.

MBA



Web-Entwicklung



Agile /Scrum



Data Science



Selected clients

from various sizes, industry and locations



**MONT
BLANC**



B/S/H/

RICOH
imagine. change.

TAHITI
TOURISME

ROGUE

**GROPIUS
BAU**
Interne
Produktion

alag

spartoo
IT'S cool TO BE YOU

RAS
RHEINLAND AIR SERVICE



GLENCORE

omni:us

keeptool



Expertise & Services - SEO Strategy & Consulting



SEO Audits but also:

- Keyword Research, Keyword Mapping, Content Optimization
- Internal Linking Strategies
- Site migration
- Dashboards, Performance Monitoring & Reporting
- Competitor Analysis
- Indexation & Crawlability
- Voice Search Optimization
- Mapping, Content Optimization
- User Journey Mapping
- SEO Split Tests
- Script Automation

Success Story Project with Montblanc: Triple Non-Brand Traffic



- **The Challenge:** Montblanc underperforming for product categories (non-brand)
- **Our Approach:** Keyword Research for all products across 10 main markets (EN-US, EN-GB, EN-CA, DE, FR, IT, ES-ES, ES-MX, EN-ME), product category renaming with specific niche targeting depending on the market with the following terms *luxury*, *designer*, and *leather*.
- **The Results:** Tripling of non brand traffic within one year of implementation.



Project Example: Indexation analysis



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directory: except Australia and Tier 1	country	total clicks Jan to Aug 23	monthly average	total local traffic on en-xx (Jan-Aug 23)	target country % of all en-xx traffic (Jan-Aug 23)	total country traffic on all montblanc.com domain (Jan-Aug 23)	%country traffic lands on local en-xx directory (Jan-Aug 23)	SEO Conversions all countries for directory (Jan-Aug 23)	monthly average	CVR
at	Austria	2000	250	20	10%	4800	4.17%	1	0	0.00%
au	Australia	1000	125	1	1%	800	0.13%	1	0	0.00%
ca	Canada	1500	187	10	1%	1000	0.10%	0	0	0.00%
de	Germany	7000	875	10	0%	2600	0.38%	1	1	0.10%
es	Spain	2000	250	40	2%	3900	10.26%	1	1	0.10%
fr	France	4000	500	1800	45%	7500	28.13%	1	1	0.10%
gb	United Kingdom	34000	4250	3000	9%	30000	10.00%	100	10	10.00%
ie	Ireland	600	75	12	2%	100	0.12%	0	0	0.00%
in	India	1000	125	10	1%	1000	0.10%	0	0	0.00%
it	Italy	2200	275	20	1%	800	0.25%	1	1	0.10%
jp	Japan	2500	312	10	0%	25000	0.10%	1	1	0.04%
kr	South Korea	8000	1000	40	0%	80000	0.10%	10	1	0.10%
nl	Netherlands	3000	375	28	1%	1000	0.28%	1	0	0.00%
nz	New Zealand	1000	125	300	30%	1000	30.00%	1	1	0.10%
pt	Portugal	1000	125	400	40%	1000	40.00%	20	2	0.20%
ru	Russia	10000	1250	100	1%	1000	10.00%	10	1	0.10%
us	United States	10000	1250	100	1%	1000	10.00%	40	4	0.40%
do	Dominican Republic	1000	125	10	1%	1000	1.00%	10	1	0.10%

The Challenge: Indexation Problems for example: Duplicate Keyword Targeting for main Category Terms. Too many English language variations

Analysis of duplicate pages per country combination and traffic and conversion for target territory to inefficiency of too many variations.

Result: Reducing duplicates helps master page to rank higher and avoids wrong page ranking for main markets (with wrong currency), increasing CVR and sales.



Project Example: Indexation analysis



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type of page excluding international pages	COUNTA of type of page	SUM of Clicks	% clicks	%pages	clicks per page
Consulting	13	8	0.14%	0.30%	0.6
Directory	18	33	0.57%	0.41%	1.8
Franchise by branch	258	854	14.75%	5.95%	3.3
Franchise by investment amount	14	201	3.47%	0.32%	14.4
Franchise Finance	82	61	1.05%	1.89%	0.7
Franchise News	35	11	0.19%	0.81%	0.3
Franchise References	26	2	0.03%	0.60%	0.1
Franchise Success Stories	38	37	0.64%	0.88%	1.0
Franchise Videos	49	2	0.03%	1.13%	0.0
HP	1	572	9.88%	0.02%	572.00
Information	247	1383	23.89%	5.69%	5.60
Information Blog	308	280	4.84%	7.10%	0.9
Information News	281	211	3.64%	6.48%	0.8
Misc	25	98	1.69%	0.58%	3.9
Regional: Austria	441	154	2.66%	10.16%	0.3
Regional: Germany	784	116	2.00%	18.07%	0.1
Regional: Switzerland	1219	217	3.75%	28.09%	0.2
top 500	500	1549	26.76%	11.52%	3.1
Grand Total	4339	5789	100.00%	100.00%	

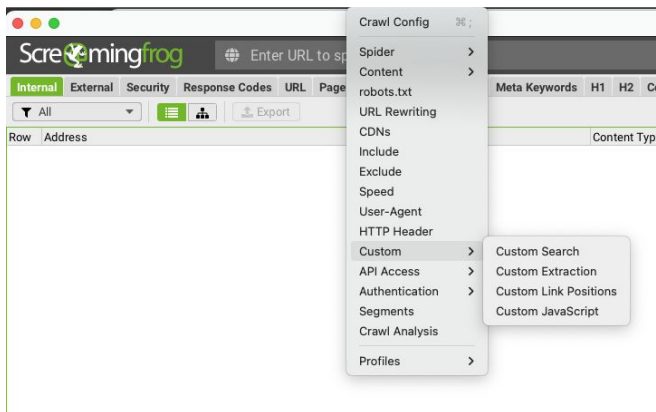
type of page	COUNTA of type of page	SUM of Clicks	SUM of Clicks	% total pages	Clicks per page	% page with at least one click
international	11382	271	4.47%	72.40%	0.02	1.09%

- The Challenge:** For this client, the *international* pages represented nearly three quarters of the total indexed pages but only for just over 4% of all the clicks.
- Solution:** Deindex those pages.
- Result:** More efficient crawling of site, Google can focus on important pages.

Project Example: Internal Linking Optimization



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```
def load_data(file_path):
    try:
        df = pd.read_excel(file_path, engine='openpyxl')
        print(f"Data loaded successfully. Number of rows: {len(df)}")
        return df
    except FileNotFoundError:
        print(f"Error: The file at {file_path} was not found.")
        return None
    except ValueError as e:
        print(f"Error: {e}")
        return None
    except Exception as e:
        print(f"An unexpected error occurred: {e}")
        return None
```

- **The Challenge:** Not enough internal links between main pages
- **Solution:** identification of main page and main keyword per page, status quo, target number of links, content extraction, script to identify opportunities, CMS implementation.
- **Result:** Main 50 pages with at least 20 internal links mostly from other important pages.

SEO Process & Methodology



SEO Workflow

1. SEO Audit (Initial Phase)

- Competitor Analysis
- Keyword Research & Mapping
- Content Plan
- On-Page & Technical SEO Audit
- Backlink Analysis



2. Strategy Development (Before Each Retainer Cycle)

- Proposal for Monthly Retainer (Tailored to Client's Budget & Needs)
- Client Validation & Approval



3. Ongoing SEO Retainer (Monthly Execution)

(Scope depends on client budget & requirements)

- **Meta Optimization**
- **Content Creation / Refactoring**
- **Backlinks & Link Building**
- **Reporting & Monitoring:**
 - Traffic Dashboards
 - Google Search Console (Indexation, Errors)
 - Backlink Checks

SEO Audit Deliverables



Report
between 15 and 20+ pages



Backlog

summary of issues found prioritized

Issues: 11 still open	Description and Action	Priority	Status
Duplicate issues due to Swiss German pages: Many German (DE) pages are not indexed	<p>The presence of Swiss German URLs is causing duplicate content issues, with Google prioritizing them over the German (DE) URLs, despite the use of hreflang.</p> <p>Many DE pages aren't indexed, or their visibility is affected.</p> <p>To resolve duplicate content issues and ensure that the correct German (DE) URLs are indexed: Make pages more distinct between CH and DE. In the meantime given DE is a much more important market it may be considered to use canonical making DE pages master.</p>	A	0.6x
Review site structure: Add more/refactor SAP-related pages, prioritizing pages with the most potential (e.g., SAP jobs in city, SAP + job positions)	<p>The current structure could be optimized by adding more targeted SAP pages and organizing them for maximum traffic potential. Focus on high priority areas like location-specific SAP jobs or specific SAP job roles.</p>	A	0.6x
The AI SAP job filter: https://www.ventures.de/ai-sap is not indexable.	<p>Improve site architecture to increase relevance for SAP topics and enhance organic search opportunities.</p> <p>Making it indexable, it could target the SAP jobs related keywords.</p> <p>The homepage is targeting a misspelled keyword ("Tech-Rekrutierung"), and this keyword even correctly spell has very little search volume. This is affecting its visibility. There is a need for better keyword targeting related to it to use SAP.</p> <p>Optimize the homepage for relevant keywords like "IT Recruiting" and "IT Personalvermittlung" adding "SAP Personalberatung" if SAP is the main focus for the site.</p>	A	0.6x
Review homepage Keyword Targeting getting rid of spelling mistake	<p>IT Recruiting (IT Personalvermittlung) 38 characters</p> <p>If SAP is a major focus, also mention SAP again like most of the competitors. Then the suggestion is:</p> <p>IT Recruiting SAP Personalberatung 34 characters</p> <p>The main SAP page currently uses only one H2, limiting its optimization for secondary keywords and impacting SEO performance and content structure.</p> <p>Add multiple H2s, incorporating relevant secondary keywords to help structure the content for better search engine visibility.</p>	A	0.6x
SAP Main Page: More H2s including secondary keywords	<p>H2 suggestions:</p> <ul style="list-style-type: none">SAP Personalberatung und Recruiting – Maßgeschneiderte Lösungen für Ihr UnternehmenSAP Personalberatung und Recruiting – Wasun unser Service den Unterschied machtSAP Personalberatung für UnternehmenSAP Personalberatung für Successful Factors Recruiting und moderne LösungenSAP Personalberatung durch erfahrene SAP Personalberater mit MaßnahmeGlobale SAP Personalberatung – Die besten Talente für Ihre Anforderungen <p>Content for each heading should commit to each H2, ideally with at least 100 words.</p> <p>The Jobs pages are linking to an error URL, which redirects to the .com site so the German SAP is losing strength.</p> <p>For example on this page, the SAP anchor text links to:</p>	A	0.6x
Correct internal links errors (clunky links on DE Job pages pointing to SAP DE page are redirected to .com SAP page)	<p>https://www.ventures.de/jobs/tech/recruiting/ instead of: https://www.ventures.de/jobs/tech/sap-personalvermittlung/</p> <p>So it redirects to: https://www.ventures.com/tech/recruiting/</p> <p>The current content under the H2 headings is thin and lacks depth. Expanding this content will help improve relevance and user engagement.</p>	A	0.6x
SAP Main Page: Add more and better content for each H2 (at least 100 words, currently averages 30 words)	<p>Ensure each H2 section contains a minimum of 100 words of relevant content.</p> <p>The current main description needs improvement, which affects the main's visibility, and click-through rate is:</p>	A	0.6x

Testimonials & Success Metrics



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"Alex was a huge help in Latana improving its SEO performance. He has contributed in so many ways from technical SEO to keyword research and link building. It has been amazing watching our rankings and website performance improve during the time we worked together. Personally, I have learned so much about SEO that will stand to me in my role at Latana and beyond. Alex is also a wonderful person to work with. Friendly and kind, he had a great way of explaining concepts that the team here didn't initially understand. His skill and patience has taught us a lot. I can't recommend him enough."



Joy Corkery Head of Content Operations at Latana

"Working with Alex has been smooth since Day 1. On top of being a great person, he is also a highly skilled SEO professional that understands the specific needs of the company. We have worked together on many different projects (meta tags optimisation, internal linking, site architecture, etc.) and his suggestions were always on point. All his feedback has been promptly implemented, leading to impressive increase in traffic quality (CTR, Bounce Rate, Conversion Rate). Alex is very effective and results-driven and I can recommend him for all things SEO."



Piero Milione - International E-Commerce & Marketing
Intelligence Manager @ Montblanc

LinkedIn

Our Tools & Technology



Let's Work Together!



Book a free intro call today and start driving sustainable growth for your business

Send us an Email: hey@heyseo.ai or [Book a free Intro Call](#)