
DIGITAL MARKETING



HUBMEDIA is a place gathering all information on topics related to website visibility.

Customers will find professional and extensive knowledge and advice in the field of content, SEO, expert services, linkbuilding and broadly understood social media



TEAM

An experienced team of specialists familiar with the specifics of the work of marketing, PR, sales departments as well as media houses, creative agencies and publishers



TEAM

EDITORIAL OFFICE

200

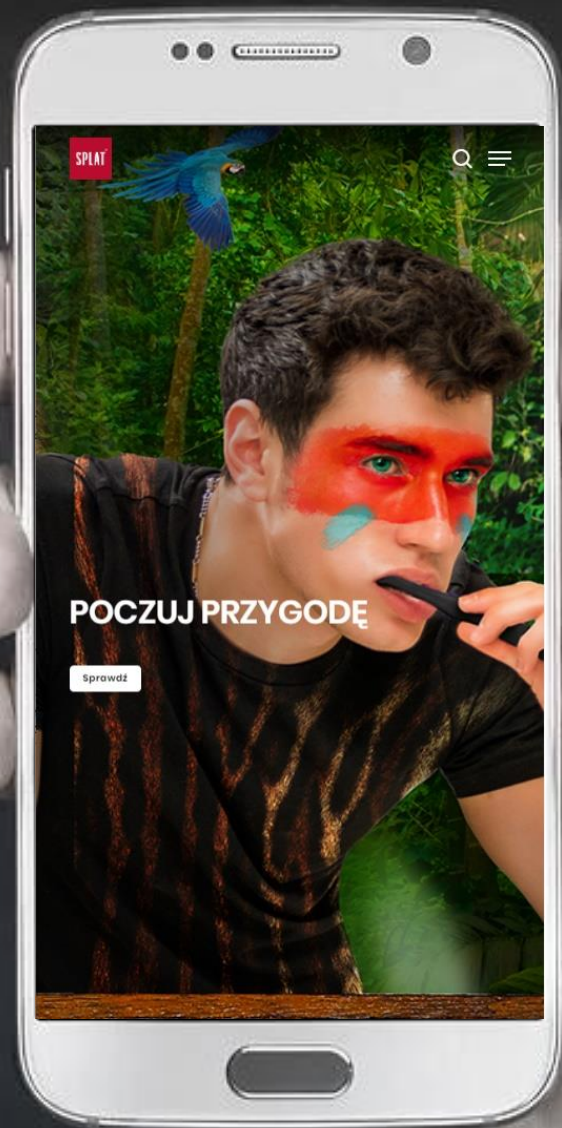
authors
Language correction
Substantive correction
Content platform

TEAM SEO

101 mln
phrases in Polish

19 mln
phrases monitored weekly for visibility

600
changes to google algorithms a year





TEAM DEVELOPMENT

50 websites

within 12 months

- Online stores - e-commerce
- Apps
- Content and sales platforms
- Landing pages
- Calculators
- Surveys

Hosting

- Maintenance care
- Technical support

TEAM UX

- Graphic design consulting (home page and subpages)
- Consulting of "clickable" website mockups
- Content consulting - text and visualization.



TEAM

CONTENT STRATEGIES

Content tool – establishing a group of recipients, examining thematic areas, establishing basic queries, studying semantic environment of phrases, dividing areas into logical clusters, creating briefings, selecting a dedicated team of editors

Commcontent – dedicated solution for e-commerce

Content factory – monitoring of published articles, comparing text statistics to competitive content

Content optimized – searching for a relevant keywords, using keywords in the text, creating exclusive texts, increasing the likelihood of conversion, customer-site expertise can become an independent publisher, building Google position, using longtail and short head phrases



TEAM

SOCIAL MEDIA

- Presence monitoring
- Full moderation on Facebook and Instagram profiles (7 days a week)
- Creating publication schedules
- Implementation of content on profiles
- Reporting (quantitative and qualitative analysis and recommendations), on request also in English as part of the monthly cost for moderation
- Participation in weekly telephone statuses (Mondays)
- Creating multimedia content
- Creating canvases (1 month)
- In-app contests (text, photo contests - a simple template app)



TEAM ACCOUNT

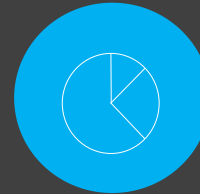
- 6 years of experience in project management
- editorial organization and management
- publisher selection
- selection of graphics
- Implementation of content campaigns
- Reporting
- Each customer has their own account

COMPETENCES



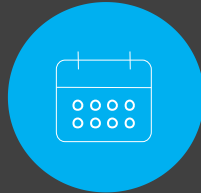
Audits

SEO, UX, Content, Social Media



Graphic design

Website designs, UX, Advertising formats, Logotypes, Corporate identity (brand)



Content

Expert texts, Guides, Interviews, DIY, Product descriptions, Category descriptions, Language and substantive corrections, Translations, Videos, 2 and 3D animations, Infographics



Social Media

Facebook, Instagram, Twitter, LinkedIn, Youtube, Internet forums, Communication strategy, Current service, Influencers, Advertising



Development

Landing page, Product pages, Platforms, Applications, Calculators, Programming, Maintenance



Reach campaigns

SEM, Affiliation, Recommendation, Programatic, WOMM, Social Media

Offering services to foreign markets



Czech Republic | France |
Spain | Netherlands |
India | Israel | South Korea
| Germany | Poland |
Russia | Turkey | Ukraine |
USA | Hungary | Great
Britain | Italy | Portugese

Publisher examples

200 publishers

Grouped in themed packets:

- Woman
- Man
- Culinary
- House and garden
- Entertainment
- Business
- Moto
- Children
- Tourism



SEO TOOLS



Ahrefs is a tool to analyze and check the quality of incoming links. Ahrefs catalogues and grades links using its own metrics of quality.

Searchmetrics is the most popular global tool for website content analysis. It allows you to check the visibility of your site in a given market and find new content options as well as check the current status of content.



Screaming Frog SEO Spider is a crawler. It moves through the website mimicking Google's own bots. This behaviour is helpful in finding technical errors on the website.

Sitebulb is used to analyze onsite, but is a much more powerful tool. It allows you to create transparent reports with ready-made tips for webmasters.



SEO TOOLS



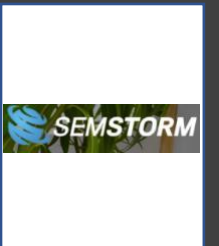
Keywords - In addition to SEO tools, we use keyword finding tools that aim to find new keywords in the right language.

Senuto is the largest Polish tool for analyzing website visibility. The 101,000,000 keyword database allows you to find new thematically related keywords, create article topics, and search for search potentials.



NewsPoint - thanks to this tool we are able to monitor comments, opinions or ratings posted in online media about a given brand or product on an ongoing basis.

Semstorm - thanks to this tool we can check the visibility of the site in online media by entering the appropriate phrases



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Thank You for your attention
