

ANOTHER SEO TACTICS YOU SHOULD IMPLEMENT TONIGHT

Lukasz Zelezny

<https://seo.london>





BORTEX
FINE TAILORING

 **Contact Law**

 **EDGE RETREATS**
EXCEPTIONAL VILLA EXPERIENCES

fleetway
Discover the world for less

FOCUSECONOMICS


GAGLIARDI
L'ARTIGIANO DEL 1704

HomeAway

 **kayako**

Mashable

OwnersDirect
Part of the HomeAway Family

Tencent 腾讯

 **THOMSON REUTERS**

 **uSwitch**


VERCIDA


Zoopla



SEO TACTIC #1 “SNAPSHOT”

GIVE YOUR DATA STUDIO ACCESS TO YOUR SEARCH CONSOLE

← SELECT CONNECTOR

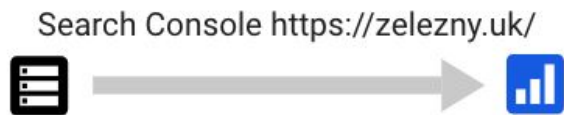
 **Search Console**
By Google

Google Search Console is a free service that helps you monitor and maintain your site's presence in search. The Data Studio Search Console connector helps you track and analyze your site's performance.

[LEARN MORE](#) [REPORT AN ISSUE](#)

zelezny	Tables
https://zelezny.uk/3-highly-secure-cloud-st...	Site Impression
https://zelezny.uk/onpage-seo-optimization/	Url Impression
https://zelezny.uk/	

You are about to add a data source to this report



Note that **Report Editors** can create charts using the new data source(s), and can add dimensions and metrics not currently included in the report.

CANCEL

ADD TO REPORT

THEN ADD
DATA
SOURCE TO
YOUR REPORT

EXCLUDE EMPTY QUERIES USING FILTER

Name Data source

AND

COMPLETE TABLE OF QUERIES FROM GIVEN PERIOD

Dec 1, 2017 - Apr 1, 2019

	Query	Landing Page	Impressi...	Url Clicks	URL CTR
1.	lukasz zelezny	https://zelezny.uk/	1,920	520	27.08%
2.	payload checker	https://zelezny.uk/http-status-checker/	7,391	415	5.61%
3.	200 ok checker	https://zelezny.uk/http-status-checker/	1,829	317	17.33%
4.	host checker 200 ok	https://zelezny.uk/http-status-checker/	2,374	271	11.42%
5.	lukasz zelezny	https://zelezny.uk/	269	111	41.26%
6.	bug response 200 ok	https://zelezny.uk/http-status-checker/	723	84	11.62%
7.	http status checker	https://zelezny.uk/http-status-checker/	8,695	84	0.97%
8.	200 ok http response	https://zelezny.uk/http-status-checker/	797	65	8.16%
9.	how to get seo clients without cold cal...	https://zelezny.uk/find-seo-clients/	640	47	7.34%
10.	proxy 200 ok	https://zelezny.uk/http-status-checker/	560	46	8.21%
11.	403 checker	https://zelezny.uk/http-status-checker/	267	44	16.48%
12.	cek host 200 ok	https://zelezny.uk/http-status-checker/	579	36	6.22%
13.	check host 200 ok	https://zelezny.uk/http-status-checker/	442	31	7.01%
14.	response header 200 ok	https://zelezny.uk/http-status-checker/	411	31	7.54%
15.	404 checker-http header checker	https://zelezny.uk/http-status-checker/	478	27	5.65%
16.	http status code checker	https://zelezny.uk/http-status-checker/	3,414	27	0.79%
17.	200 checker	https://zelezny.uk/http-status-checker/	215	26	12.09%
18.	conference speaker	https://zelezny.uk/conference-speaker/	13,670	25	0.18%
19.	cek header bug	https://zelezny.uk/http-status-checker/	377	21	5.57%
20.	http payload checker	https://zelezny.uk/http-status-checker/	189	21	11.11%
21.	sistrix vs semrush	https://zelezny.uk/keyword-research-with-semrush-sistrix-and-searchmetrics/	237	19	8.02%
22.	respon 200 ok	https://zelezny.uk/http-status-checker/	480	17	3.54%
23.	bug checker online	https://zelezny.uk/http-status-checker/	237	14	5.91%
24.	bulk http status checker	https://zelezny.uk/http-status-checker/	818	14	1.71%
25.	status 200 ok	https://zelezny.uk/http-status-checker/	206	13	6.31%
26.	seo slack channel	https://zelezny.uk/slack/	378	13	3.44%
27.	cek bug host 200 ok	https://zelezny.uk/http-status-checker/	80	10	12.5%

1 - 100 / 24160

WE HAVE THREE METRICS:

1. IMPRESSIONS
2. CLICKS
3. CTR

Dec 1, 2017 - Apr 1, 2019

	Query	Landing Page	Impressi...	Url Clicks	URL CTR
1.	lukasz zelezny	https://zelezny.uk/	1,920	520	27.08%
2.	payload checker	https://zelezny.uk/http-status-checker/	7,391	415	5.61%
3.	200 ok checker	https://zelezny.uk/http-status-checker/	1,829	317	17.33%
4.	host checker 200 ok	https://zelezny.uk/http-status-checker/	2,374	271	11.42%
5.	lukasz zelezny	https://zelezny.uk/	269	111	41.26%
6.	bug response 200 ok	https://zelezny.uk/http-status-checker/	723	84	11.62%
7.	http status checker	https://zelezny.uk/http-status-checker/	8,695	84	0.97%
8.	200 ok http response	https://zelezny.uk/http-status-checker/	797	65	8.16%
9.	how to get seo clients without cold cal...	https://zelezny.uk/find-seo-clients/	640	47	7.34%
10.	proxy 200 ok	https://zelezny.uk/http-status-checker/	560	46	8.21%
11.	403 checker	https://zelezny.uk/http-status-checker/	267	44	16.48%
12.	cek host 200 ok	https://zelezny.uk/http-status-checker/	579	36	6.22%
13.	check host 200 ok	https://zelezny.uk/http-status-checker/	442	31	7.01%
14.	response header 200 ok	https://zelezny.uk/http-status-checker/	411	31	7.54%
15.	404 checker-http header checker	https://zelezny.uk/http-status-checker/	478	27	5.65%
16.	http status code checker	https://zelezny.uk/http-status-checker/	3,414	27	0.79%
17.	200 checker	https://zelezny.uk/http-status-checker/	215	26	12.09%
18.	conference speaker	https://zelezny.uk/conference-speaker/	13,670	25	0.18%
19.	cek header bug	https://zelezny.uk/http-status-checker/	377	21	5.57%
20.	http payload checker	https://zelezny.uk/http-status-checker/	189	21	11.11%
21.	sistrix vs semrush	https://zelezny.uk/keyword-research-with-semrush-sistrix-and-searchmetrics/	237	19	8.02%
22.	respon 200 ok	https://zelezny.uk/http-status-checker/	480	17	3.54%
23.	bug checker online	https://zelezny.uk/http-status-checker/	237	14	5.91%
24.	bulk http status checker	https://zelezny.uk/http-status-checker/	818	14	1.71%
25.	status 200 ok	https://zelezny.uk/http-status-checker/	206	13	6.31%
26.	seo slack channel	https://zelezny.uk/slack/	378	13	3.44%
27.	cek bug host 200 ok	https://zelezny.uk/http-status-checker/	80	10	12.5%

1 - 100 / 24160

1	Query	Landing Page	Impressions	Url Clicks	URL CTR
2	lukasz zelezny	https://zelezny.uk/	1,920	520	27.08%
3	payload checker	https://zelezny.uk/http-status-checker/	7,391	415	5.61%
4	200 ok checker	https://zelezny.uk/http-status-checker/	1,829	317	17.33%
5	host checker 200 ok	https://zelezny.uk/http-status-checker/	2,374	271	11.42%
6	lukasz zelezny	https://zelezny.uk/	269	111	41.26%
7	http status checker	https://zelezny.uk/http-status-checker/	8,695	84	0.97%
8	bug response 200 ok	https://zelezny.uk/http-status-checker/	723	84	11.62%
9	200 ok http response	https://zelezny.uk/http-status-checker/	797	65	8.16%
10	how to get seo clients without cold calling	https://zelezny.uk/find-seo-clients/	640	47	7.34%
11	proxy 200 ok	https://zelezny.uk/http-status-checker/	560	46	8.21%
12	403 checker	https://zelezny.uk/http-status-checker/	267	44	16.48%
13	cek host 200 ok	https://zelezny.uk/http-status-checker/	579	36	6.22%
14	check host 200 ok	https://zelezny.uk/http-status-checker/	442	31	7.01%
15	response header 200 ok	https://zelezny.uk/http-status-checker/	411	31	7.54%
16	404 checker-http header checker	https://zelezny.uk/http-status-checker/	478	27	5.65%
17	http status code checker	https://zelezny.uk/http-status-checker/	3,414	27	0.79%
18	200 checker	https://zelezny.uk/http-status-checker/	215	26	12.09%

THE “SNAPSHOT” TABLE IS READY

Add levels to sort by

	Column	Sort On	Order
Sort by	Landing Page	Values	A to Z
Then by	Impressions	Values	Largest to Smallest

2 X SORT:
BY LANDING
THEN
BY IMPRESSIONS

— Copy

Query	Landing Page	Impressions	Url Clicks	URL C
seo uk	https://zelezny.uk/	23,044	5	
seo consultant london	https://zelezny.uk/	13,053	1	
uk seo	https://zelezny.uk/	12,092	1	
seo consultant uk	https://zelezny.uk/	11,840	3	
seo speaker	https://zelezny.uk/	9,550	9	
uk seo consultant	https://zelezny.uk/	7,791	0	
uk seo consultancy	https://zelezny.uk/	5,497	0	
seo in london	https://zelezny.uk/	5,160	2	
london seo consultant	https://zelezny.uk/	5,027	0	
london seo consultancy	https://zelezny.uk/	3,648	0	
seo expert london	https://zelezny.uk/	3,577	0	
seo conference	https://zelezny.uk/	3,358	0	
social media consultant	https://zelezny.uk/	3,104	0	
seo expert uk	https://zelezny.uk/	2,639	0	
seo	https://zelezny.uk/	2,364	0	
seo consultancy london	https://zelezny.uk/	2,201	1	
seo london	https://zelezny.uk/	2,047	0	
seo consultant liverpool	https://zelezny.uk/	1,958	1	
lukasz zelezny	https://zelezny.uk/	1,920	520	
social media consultant london	https://zelezny.uk/	1,677	0	
seo consultant brighton	https://zelezny.uk/	1,674	2	
seo consultant southampton	https://zelezny.uk/	1,585	0	
seo in uk	https://zelezny.uk/	1,563	0	
seo london uk	https://zelezny.uk/	1,511	0	
london seo expert	https://zelezny.uk/	1,484	0	
seo consultancy uk	https://zelezny.uk/	1,472	0	
seo keynote speaker	https://zelezny.uk/	1,322	1	

TRIGGER:
=IF (B3=B2, F2+1, 1)

The image shows a screenshot of an Excel spreadsheet with a column labeled 'TRIGGER' in column F. The cells in this column contain the numbers 1 through 5. A dialog box titled 'TRIGGER' is open over the spreadsheet, showing sorting and filtering options. The dialog box has a 'Sort' section with 'Ascending' and 'Descending' buttons, and a 'Filter' section with 'By color' dropdowns and a 'Less Than' filter set to '6'. There are also 'And' and 'Or' radio buttons and a 'Choose One' dropdown.

	F	G
	TRIGGER	
1	1	
2	2	
3	3	
4	4	
5	5	

TRIGGER

Sort

A↓ Ascending Z↓ Descending

By color: None

Filter

By color: None

Less Than 6

And Or

Choose One

PivotTable Builder

FIELD NAME

- Landing Page
- Impressions
- Url Clicks
- URL CTR
- TRIGGER

Filters Columns

Rows Values

: Landing Page ⓘ
 : Query ⓘ
 : Sum of Impressio... ⓘ
 : Sum of Url Clicks ⓘ
 : Average of URL C... ⓘ

Drag fields between areas

Row Labels	Sum of Impressions	Sum of Url Clicks	Average of URL CTR
+ https://zelezny.uk/http-status-checker/	29,426	529	1.49%
- https://zelezny.uk/find-seo-clients/	5,283	51	1.59%
how to get seo clients without cold calling	640	47	7.34%
how to find seo clients	525	2	0.38%
how to get seo clients	888	2	0.23%
seo clients	1,747	-	0.00%
how to get local seo clients	1,483	-	0.00%
+ https://zelezny.uk/conference-speaker/	18,319	32	0.15%
+ https://zelezny.uk/	69,579	19	0.03%
+ https://zelezny.uk/slack/	1,588	18	1.08%
+ https://zelezny.uk/blog-topic-content-title-generator/	32,999	12	0.04%
+ https://zelezny.uk/4-google-chrome-extensions-for-avid-users-of-youtube/	3,934	10	0.23%

THE MOST USEFUL PIVOTTABLE EVER

PivotTable Builder

FIELD NAME

- Landing Page
- Impressions
- Url Clicks
- URL CTR
- TRIGGER

Filters Columns

Rows Values

- Landing Page
- Query
- Sum of Impressio...
- Sum of Url Clicks
- Average of URL C...

Drag fields between areas

Row Labels	Sum of Impressions	Sum of Url Clicks	Average of URL CTR
https://zelezny.uk/http-status-checker/	29,426	529	1.49%
https://zelezny.uk/find-seo-clients/	5,283	51	1.59%
https://zelezny.uk/conference-speaker/	18,319	32	0.15%
https://zelezny.uk/	69,579	19	0.03%
https://zelezny.uk/slack/	1,588	18	1.08%
https://zelezny.uk/blog-topic-content-title-generator/	32,999	12	0.04%
https://zelezny.uk/4-google-chrome-extensions-for-avid-users-of-youtube/	3,934	10	0.23%
https://zelezny.uk/seo-snapshot-method/	712	9	0.50%
seo snapshot	363	9	2.48%
lukasz zelezny	157	-	0.00%
site:zelezny.uk	79	-	0.00%
seo quick	62	-	0.00%
check seo status	51	-	0.00%
https://zelezny.uk/seo-audit/	70,359	5	0.01%
https://zelezny.uk/3-highly-secure-cloud-storage-and-backup-solutions-for-businesses/	5,551	4	0.07%
https://zelezny.uk/digital-marketing-strategy-for-hotel-owners/	7,706	4	0.04%
https://zelezny.uk/8-external-forces-that-drive-business-performance/	425	3	0.88%

THE MOST USEFUL PIVOTTABLE EVER



Wszystkie

Kategorie

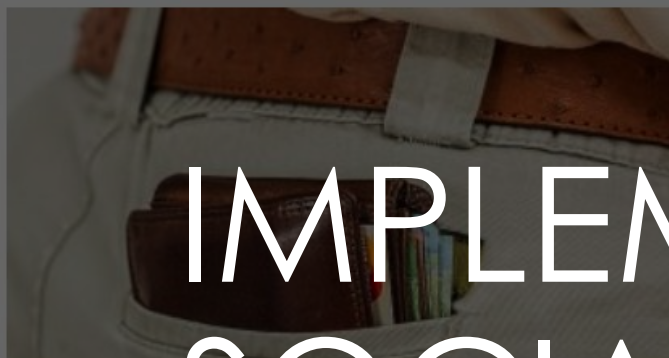
Artykuły

Najlepsze blogi

Sitemap



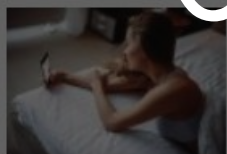
WSZYSTKIE



[Blik – Gdzie zapłacę, wygoda, bezpieczeństwo, możliwości](#)

Gdzie można płacić Blikiem? Czym jest Blik i gdzie można płacić Blikiem? Klik to sposób

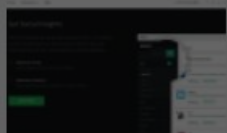
Czytaj »



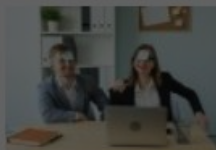
[Tik Tok co to jest za aplikacja. Jak założyć oraz usunąć konto?](#)



[Jak Zrobić Dobre Zdjęcia Telefonem z Selfie Stick \(z Kija\)](#)



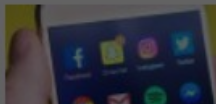
[Co to jest Brand24, jak analizować wyniki, czy działa i sprzedaje?](#)



[Jak zacząć pracę i zostać specjalistą social media](#)



[Jak w Shopify zainstalować sklep, skonfigurować domenę](#)



[Jak włączyć, wyłączyć, przywrócić, zdobyć i stworzyć](#)

AUDYTY SEO DLA ŚREDNICH I DUŻYCH FIRM

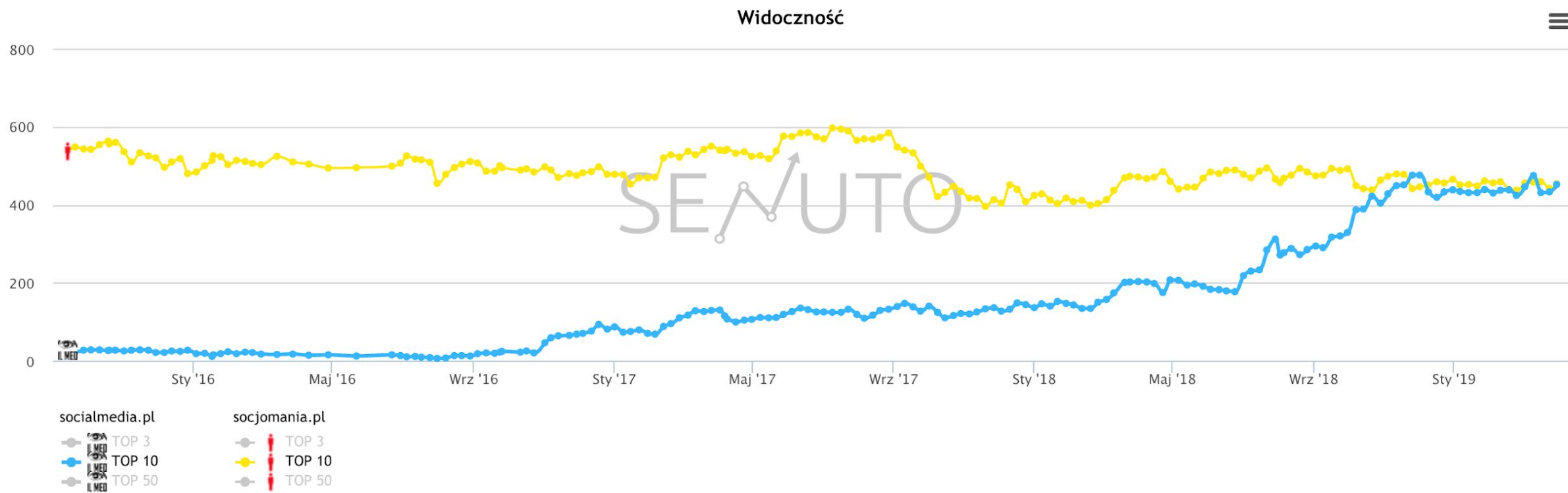


Lukasz Zelezny

Szkolenie SEO dla właścicieli stron działających na WP

Widoczność

Monitoring
Tygodniowy



Porównaj widoczność

Domena
socjomania.pl

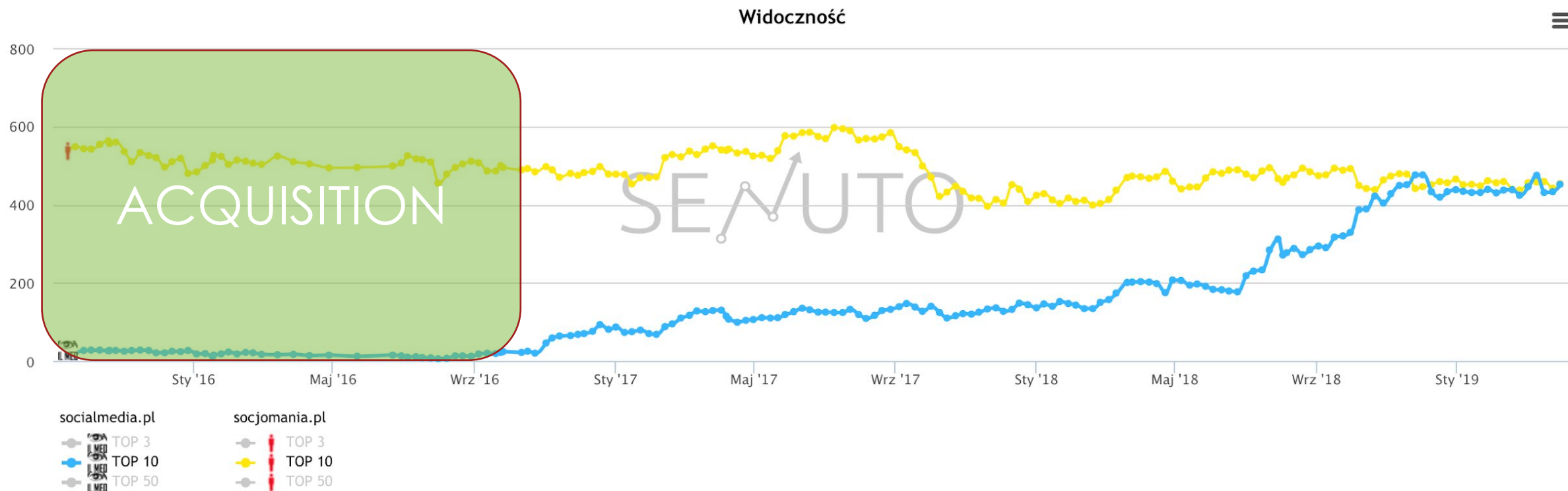
Domena

Domena

IMPLEMENTATION - SOCIALMEDIA.PL

Widoczność

Monitoring
Tygodniowy



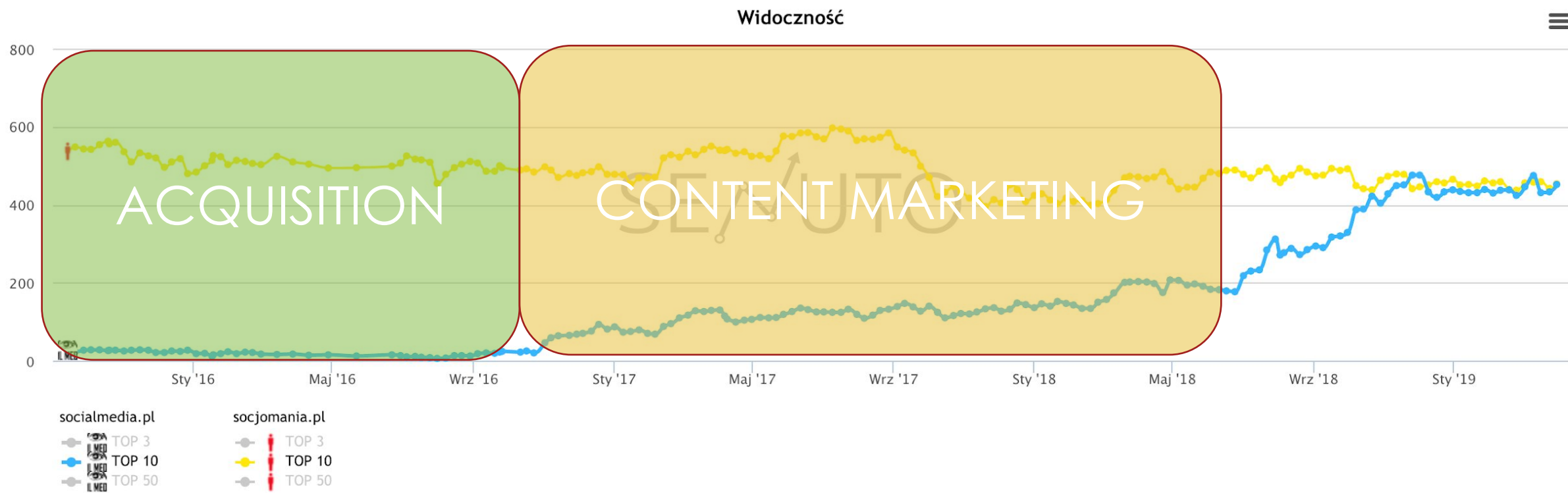
Porównaj widoczność

Domena
socjomania.pl

Domena

Domena

IMPLEMENTATION - SOCIALMEDIA.PL



Porównaj widoczność

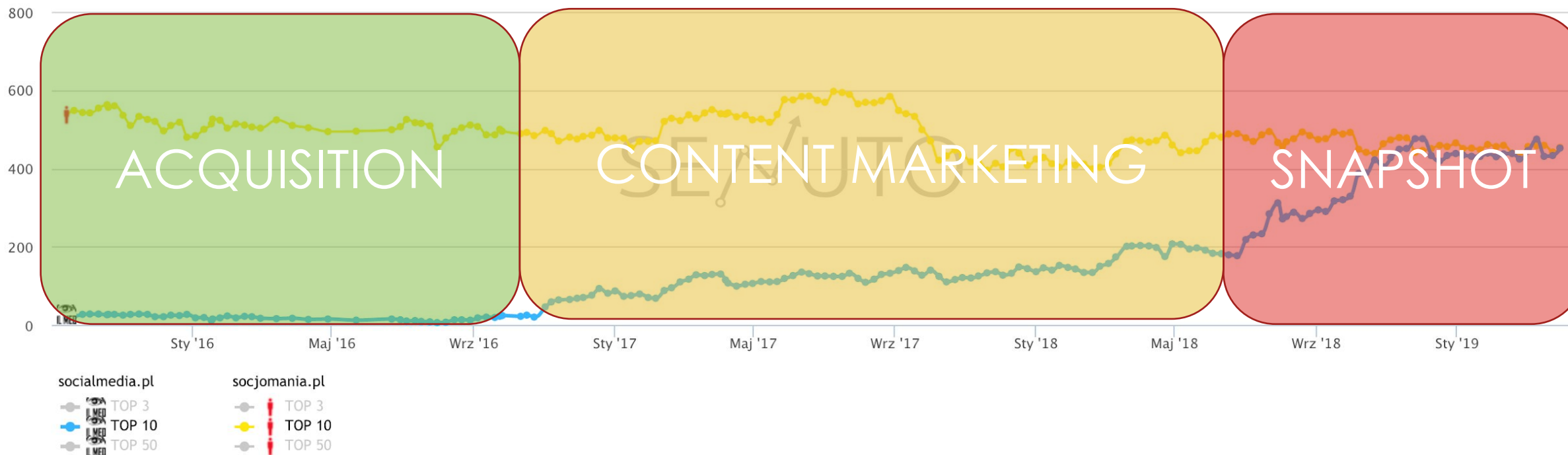
Domena
socjomania.pl

Domena

Domena

IMPLEMENTATION - SOCIALMEDIA.PL

Widoczność



Porównaj widoczność

Domena
socjomania.pl

Domena

Domena

IMPLEMENTATION - SOCIALMEDIA.PL

Audience Overview ✓

SAVE EXPORT SHARE INSIGHTS

Organic Traffic
53.32% Users

+ Add Segment

Jan 1, 2016 - Mar 31, 2019

Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions



IMPLEMENTATION - SOCIALMEDIA.PL

Audience Overview ✓

SAVE EXPORT SHARE INSIGHTS

Organic Traffic
53.32% Users

+ Add Segment

Jan 1, 2016 - Mar 31, 2019

Overview

Sessions vs. Select a metric

Sessions

ACQUISITION

CONTENT MARKETING

SNAPSHOT

Hourly Day Week Month

10,000
5,000

2017

2018

2019

IMPLEMENTATION - SOCIALMEDIA.PL

CONCLUSIONS:

- use keywords that are already ranking quite well;
- leverage quality traffic;
- play Google game.

SEARCH

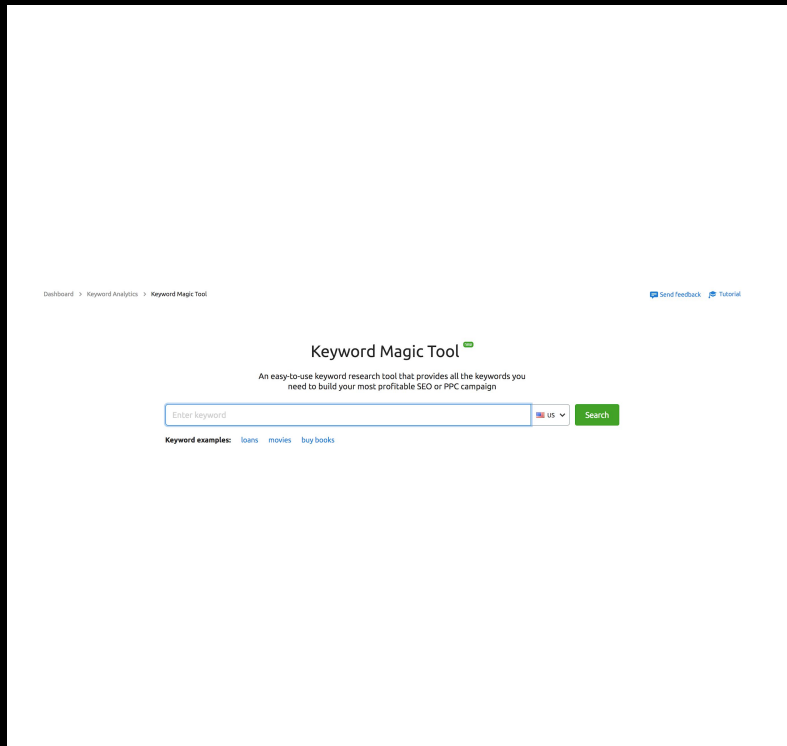
ENGINE

OPTIMIZATION

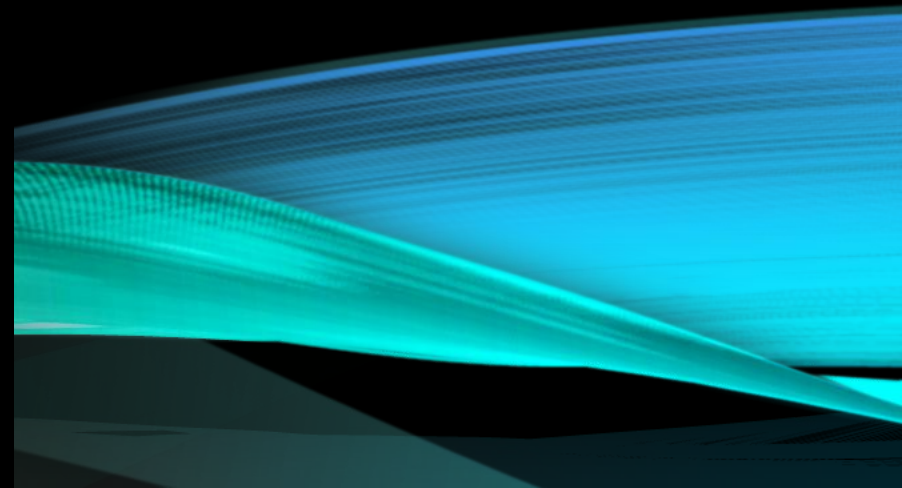


SEO TACTIC #2

“KEYWORD MAGIC TOOLS”



KEYWORD MAGIC
TOOLS



KEYWORDS BY INTENT

Awareness

Interest

Consideration

Conversion

Retention

Advocate

QUESTIONS (WHY/HOW/WHAT/WHERE/ETC)

Awareness

Interest

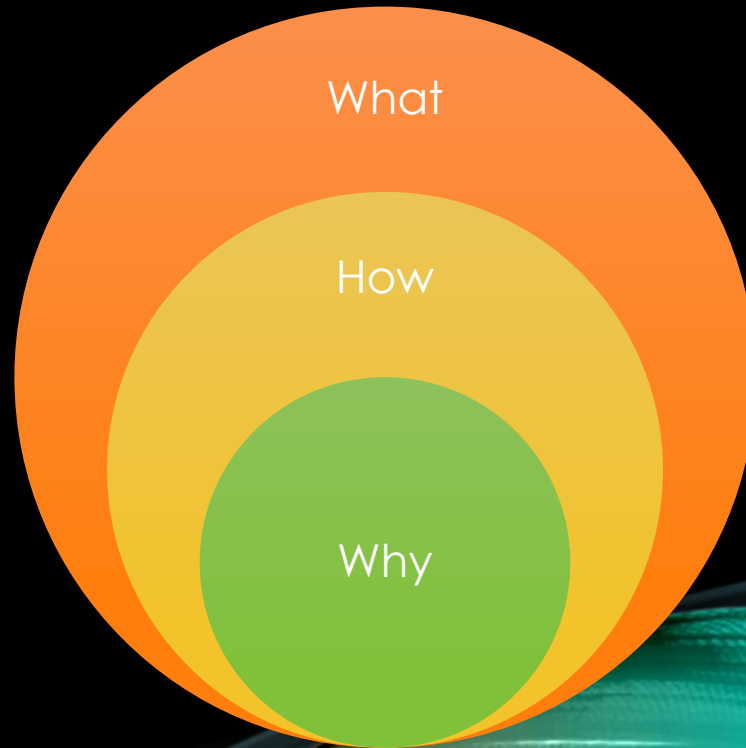
Consideration

Conversion

Retention

Advocate

SIMON SINEK'S THE GOLDEN CIRCLE – START WITH WHY



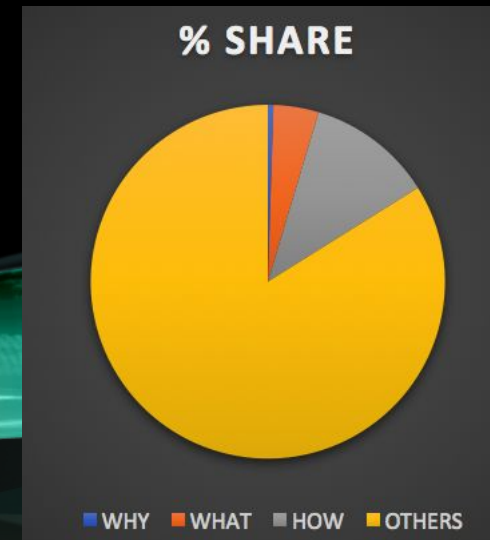
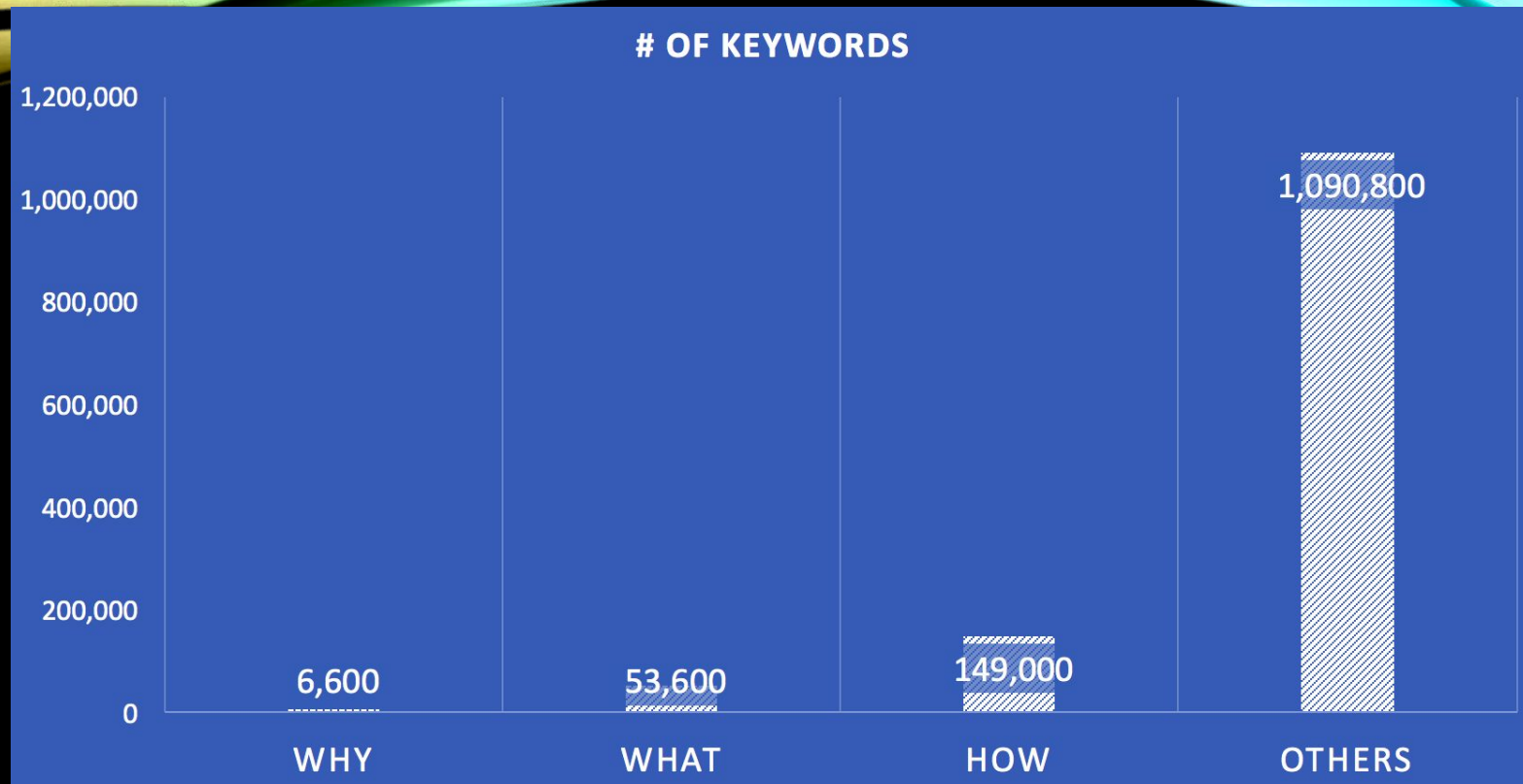
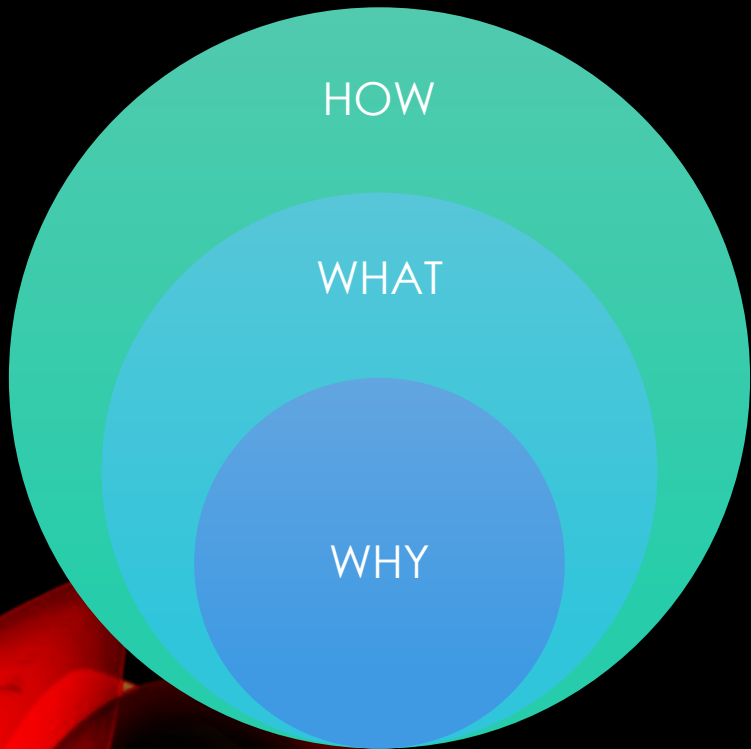
SEO SEARCH VOLUME GOLDEN CIRCLE

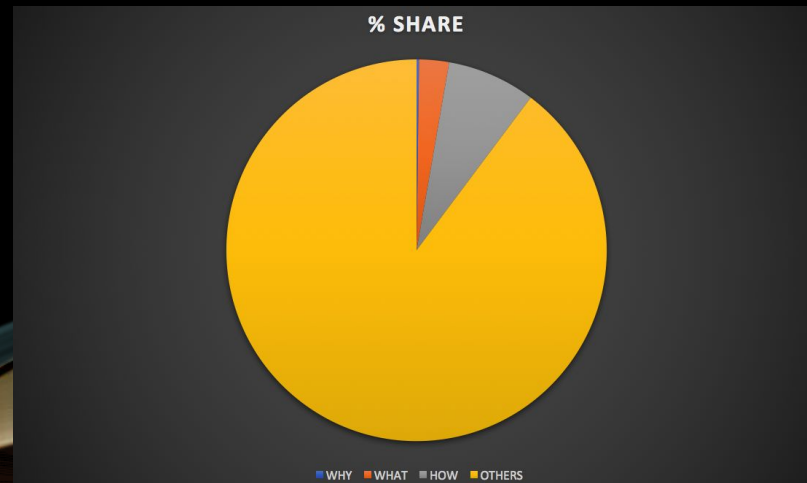
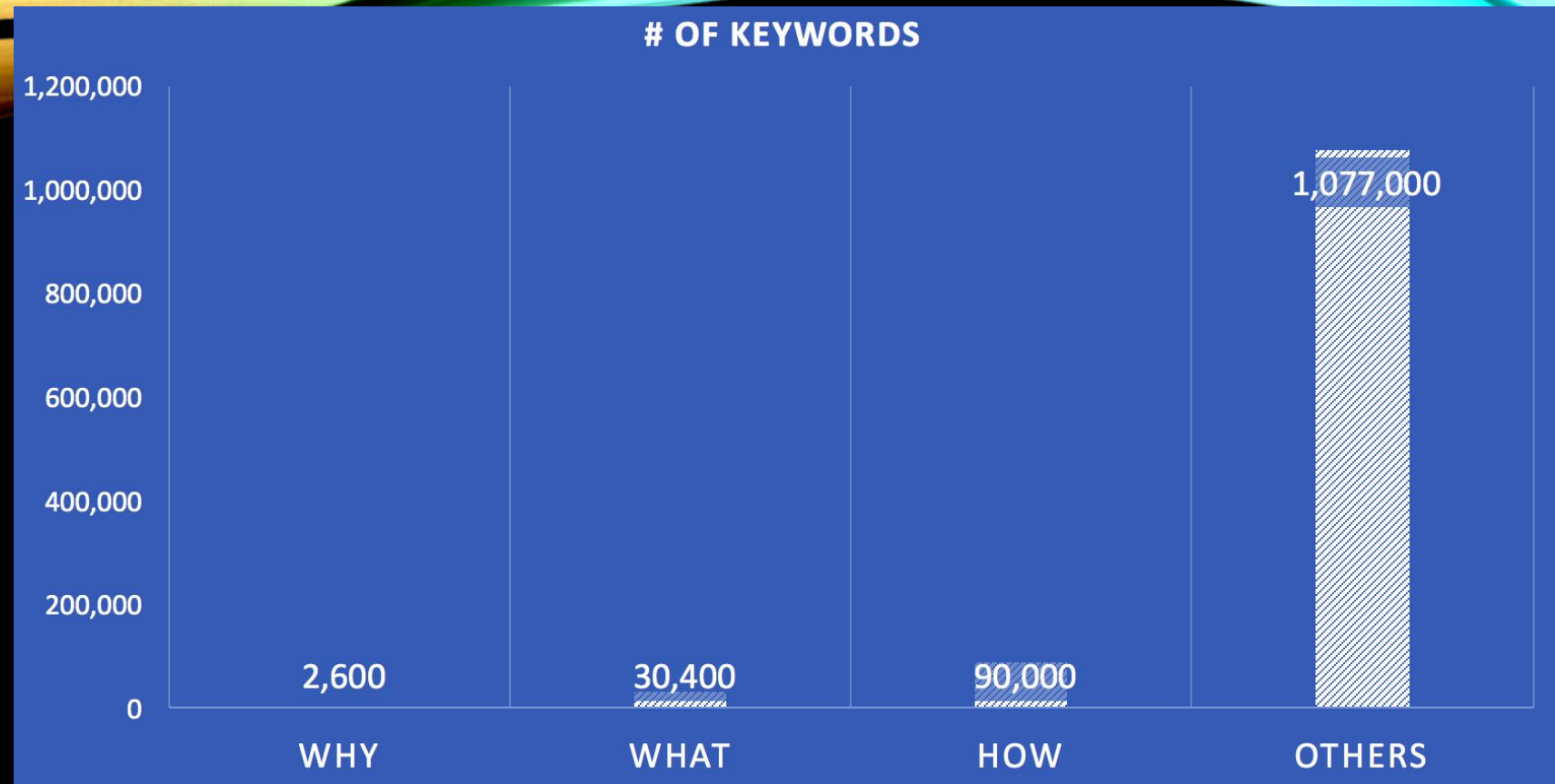
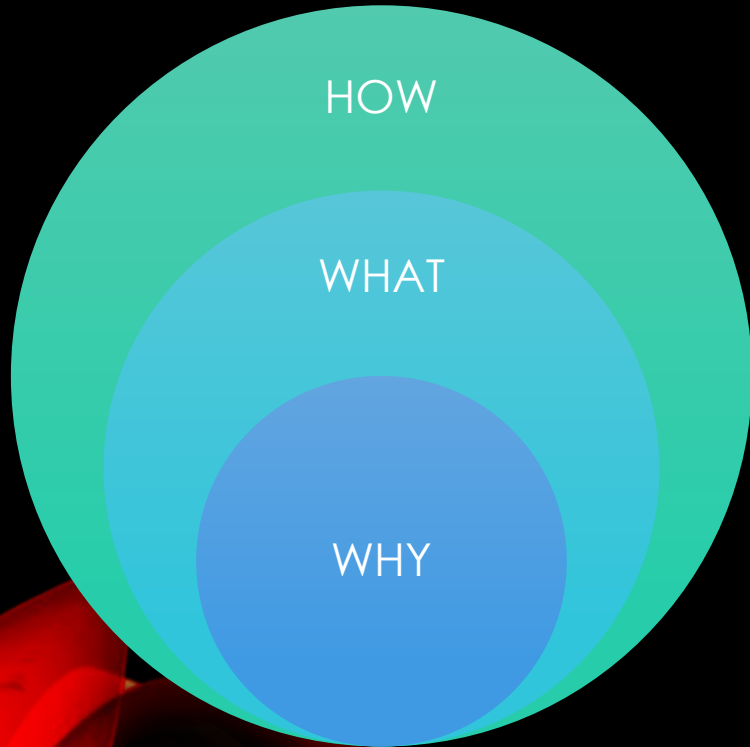




START FROM HOW

HubSpot





Keyword Magic Tool: List 38 ^{NEW}



SEMRUSH

organize conference

+ New keyword

organize conference

US

Apply

Broad Match

Phrase Match

Exact Match

Related ^{NEW}

All Questions

Advanced filters

By num of keywords

By volume

All keywords

107

> international	8	
> leadership	7	
> press	7	
> first	5	
> call	4	
> professional	4	

All keywords

Total volume **1,190** | Average difficulty **9.01%**

<input type="checkbox"/>	Keyword		Volume	Trend	KD
<input type="checkbox"/>	who organized the first pan african conference in 1900		260		78.2
<input type="checkbox"/>	who organized the southern christian leadership conference		210		77.19
<input type="checkbox"/>	how to organize a conference		90		71.6
<input type="checkbox"/>	how to organize a conference call meeting		90		n/a

Keyword Magic Tool: List 38 ^{NEW}



SEM RUSH

🇺🇸 london

+ New keyword

london

🇺🇸 US

Apply

Broad Match

Phrase Match

Exact Match

Related ^{NEW}

All

Questions

Advanced filters

Include keywords

Broad Match

Exclude keywords

AND

Broad Match

Words count

Volume

KD %

CPC (USD)

Com.

from

to

from

to

from

50

from

to

from

to

By num of keywords

By volume

All keywords

79,904

> buy

8,114



> get

5,813



> can

4,952



> much

3,853



> long

3,468



> many

3,402



> time

2,795



All keywords

Total volume **374,680** | Average difficulty **0.03%**

<input type="checkbox"/>	Keyword		Volume	Trend	KD
<input type="checkbox"/>	how to cook london broil on the grill		1,600		n/a
<input type="checkbox"/>	how do you cook london broil		1,000		n/a
<input type="checkbox"/>	how long is a flight from boston to london		590		n/a
<input type="checkbox"/>	why are the eagles playing in london		590		n/a
<input type="checkbox"/>	how long is a flight from la to london		480		n/a

All keywords

Total volume **9,470** | Average difficulty **0.02%**



<input type="checkbox"/>	Keyword		Volume	Trend	KD
<input type="checkbox"/>	how to cook broccoli in oven		1,600		n/a
<input type="checkbox"/>	how to cook broccoli on stove		1,000		n/a
<input type="checkbox"/>	how to cook broccoli in instant pot		210		n/a
<input type="checkbox"/>	how to cook frozen broccoli in the oven		170		n/a
<input type="checkbox"/>	how do you cook broccoli rapini		90		n/a
<input type="checkbox"/>	how long do you cook broccoli in the oven		90		n/a
<input type="checkbox"/>	how long do you cook fresh broccoli for		90		n/a
<input type="checkbox"/>	how to cook broccoli and carrots on stove		90		n/a
<input type="checkbox"/>	how to cook broccoli in an air fryer		90		n/a

All keywords

Total volume **759,680** | Average difficulty **0.03%**



<input type="checkbox"/>	Keyword		Volume	Trend	KD
<input type="checkbox"/>	can you get cash back with a credit card		3,600		n/a
<input type="checkbox"/>	how to pay off credit card		3,600		n/a
<input type="checkbox"/>	what are the easiest credit cards to get approved for		2,400		n/a
<input type="checkbox"/>	can you pay taxes with a credit card		1,900		n/a
<input type="checkbox"/>	does dmv take credit cards		1,900		n/a
<input type="checkbox"/>	can i get a credit card with bad credit		1,600		n/a
<input type="checkbox"/>	how to buy bitcoin with credit card		1,600		n/a
<input type="checkbox"/>	how do cash back credit cards work		1,300		n/a

SEO TACTIC #3

“LINKS AND SOCIAL PROFILES”



TESTIMONIALS

“Lukasz is a very passionate and dedicated SEO professional. Lukasz has a very hands on approach, at always finds ways to improve websites on-page and off-page results. The service Lukasz provides is gold standard, from SEO auditing, consulting and implementing. Luksz isn't one those SEO professional who does one off fixes, but does on-going fixes and provides many suggestion on how to improve SEO every week. I highly recommend Lukasz for SEO services, you will not regret it!



Irman Chaudry

Average Notes: 9,5/10

SEE ALL TESTIMONIALS

I WAS

BORTEX
FINE TAILORING

Contact Law

EDGE RETREATS
EXCEPTIONAL YOUR EXPERIENCE

fleetway
Discover the world for less

FOCUS ECONOMICS



HomeAway

kayako



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Learning

[Board Members Needed - Increase Your Income - Join Our Award Winning C-Suite Network Today](#) Ad ...



**SEO London
by Lukasz Zelezny**
Best brands desired
the best SEO.

[CONTACT ME](#)



Lukasz Zelezny

SEO Consultant for mid and large organisations with 15+ years experience, Search Award Judge and Top 10 UK Influencer

London, United Kingdom

[Add profile section](#)

[More...](#)



SEO.London



Silesian University of Technology



See contact info



See connections (500+)

- SEO strategic and result driven approach - Analytical / Number focused - OnPage optimization. - OffPage activities including link building. - User interface architecture suggestions (UX / UI) - ROI orientation. - Growth Hacking approach Specialties: - Working with CEOs/CMOs/SVP of Marketing -...

[Edit public profile & URL](#)



[Add profile in another language](#)



Ad ...

Ready for your next opportunity?



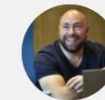
Lukasz, Alfred Dunhill Ltd is hiring!

[Follow](#)

People Also Viewed

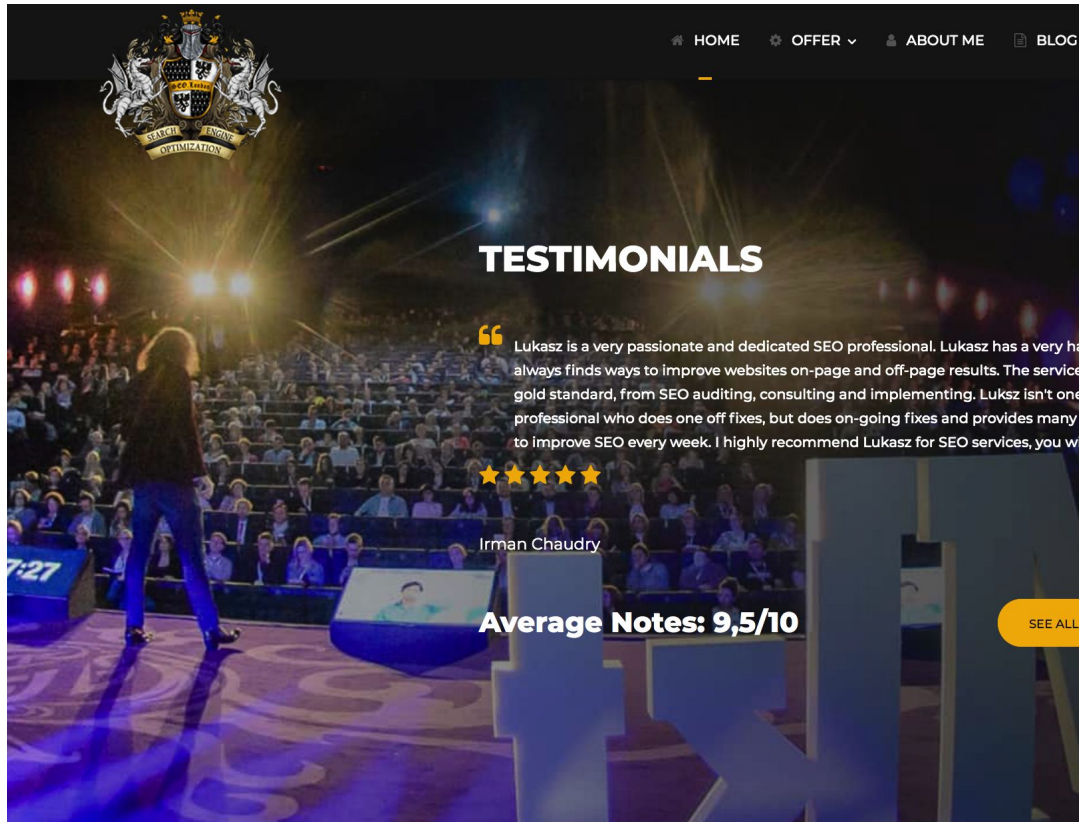


Vincent Hodgson-Coyle • 1st
Head of Digital, Paymentsense



Richard Shove • 1st
Head of SEO | Experienced SEO and Digital Marketing Consultant

<https://www.linkedin.com/in/seomanagerlondon/>



HOME OFFER ABOUT ME BLOG

TESTIMONIALS

“ Lukasz is a very passionate and dedicated SEO professional. Lukasz has a very high standard, always finds ways to improve websites on-page and off-page results. The service is gold standard, from SEO auditing, consulting and implementing. Lukasz isn't one professional who does one off fixes, but does on-going fixes and provides many ways to improve SEO every week. I highly recommend Lukasz for SEO services, you will not be disappointed.”

★★★★★

Irman Chaudry

Average Notes: 9,5/10

SEE ALL

[Board Members Needed - Increase Your Income - Join Our Award Winning.](#)



**SEO London
by Lukasz Zelezny
Best brands desired
the best SEO.**

CONTACT ME



Lukasz Zelezny

SEO Consultant for mid and large organisations with 15+ years experience, Search Award Judge and Top 10 UK influencer

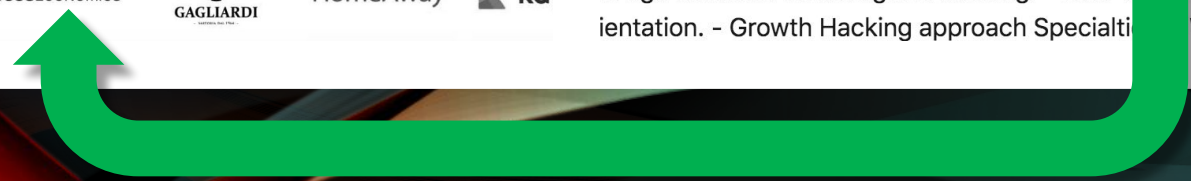
London, United Kingdom

- SEO.London
- Silesian University of Technology
- See contact info
- See connections (500)

Add profile section More...

SEO strategic and result driven approach - Analytical / Number focused - OnPage optimization. OffPage activities including link building. - User interface architecture suggestions (UX / UI) - RC orientation. - Growth Hacking approach Specializing in Working with CEOs/CMOs/SVP of Marketing

I WAS



URL



Use Fresh Index

Use Historic Index

Summary

Topics

Ref Domains

Backlinks

New

Lost

Anchor Text

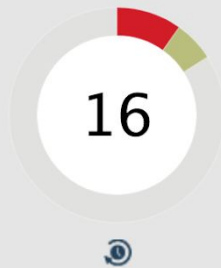
Map

Pages



Would you like to switch to the entire [linkedin.com](#) domain? There are [13,137,524,258](#) external backlinks.

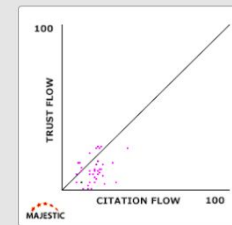
TRUST FLOW



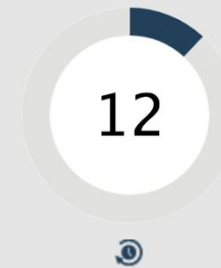
TOPICAL TRUST FLOW

- 15 Computers / Internet
- 15 Business / Business Services
- 8 Computers / Internet / Web Design and Development
- 6 Business / Marketing and Advertising

LINK PROFILE



CITATION FLOW



EXTERNAL BACKLINKS

FRESH
141

HISTORIC
600

REFERRING DOMAINS

FRESH
20

HISTORIC
10

REFERRING IPS

FRESH
20

HISTORIC
17

REFERRING SUBNETS

FRESH
20

HISTORIC
17

#	Referring Domains	
1	zelezny.uk	⚙️
2	sitevisibility.co.uk	⚙️
3	e-intelligence.in	⚙️
4	seoinfo.edu.pl	⚙️
5	remoters.net	⚙️
6	socialmediasun.com	⚙️
7	acast.com	⚙️
8	theotherdesignagency.co.uk	⚙️
9	ppcmasters.de	⚙️
10	smxl.it	⚙️
11	feedburner.com	⚙️
12	timecamp.com	⚙️

Interview with Lukasz Zelezny

Interviews, Remoters 0 Comments

Lukasz Zelezny is an independent remote based SEO Consultant. You can find Lukasz through his [Website](#) and [LinkedIn](#).

1. How did you start working remotely?

Interview with Lukasz Zelezny

Interviews, Remoters 0 Comments

Lukasz Zelezny is an independent remote based SEO Consultant. You can find Lukasz through his [Website](#) and [LinkedIn](#).

1. How did you start working remotely?

After 15 years of working in-house for various fantastic companies including Zoopla, uSwitch, Thomson Reuters or HomeAway I moved to Dagenham where I purchased house. Commuting was really killing me. 1.5 hour one way means 3 hours a day x 5 days its... 15 hours in a train.

I also became a father at end of 2018 and wanted to see my daughter growing. Additionally I spent last 6.5 years in uSwitch/Zoopla so I decided that it is possibly the best time to move on my own.



INTERVIEWS

[Companies](#)
[Experts](#)
[Remote Job Seekers](#)
[Remoters](#)

8 MAY 2018 / ACCURANKER
**SEO Expert Shares His Experience
With New Features of AccuRanker**



In this interview with SEO expert Lukasz Zelezny, you will find tips and advice how to take advantage of advanced filtering and segmentation, Share of Voice as well as other new features in AccuRanker 2.0.

What are the most important factors in page optimisation in 2018?

If you don't agree or agree with m
website.

Lukasz Zelezny, zelezny.uk

[LinkedIn](#)

Use of SEO Growth Hacking

Site Explorer [\(play video\)](#) or [compare](#)

seo.london Root Domain

Use Fresh Index Use Historic Index

Summary Topics Ref Domains Backlinks New Lost Anchor Text Map Pages

TRUST FLOW

10

TOPICAL TRUST FLOW

- 10 Computers / Internet / Organizations
- 7 Regional / Europe
- 6 Computers / Internet / Web Design and Development
- 6 Arts / Performing Arts

[more ...](#)

LINK PROFILE

... more

CITATION FLOW

15

SEO for Middle and Large Size Brands from Lukasz Zelezny

EXTERNAL BACKLINKS

FRESH
20



REFERRING DOMAINS

FRESH
11



REFERRING IPS

FRESH
11



REFERRING SUBNETS

FRESH
11



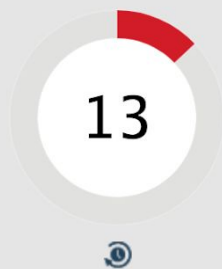
Use Fresh Index Use Historic Index

Summary | Topics | Ref Domains | Backlinks | New | Lost | Anchor Text | Map | Pages



Would you like to switch to the entire [facebook.com](#) domain? There are [82,312,986,424](#) external backlinks.

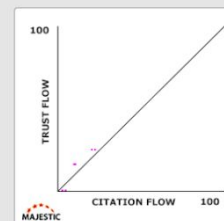
TRUST FLOW



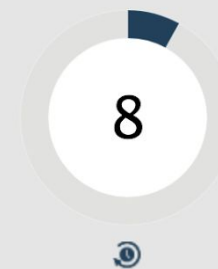
TOPICAL TRUST FLOW

13 Computers / Internet

LINK PROFILE



CITATION FLOW



EXTERNAL BACKLINKS

FRESH
6

HISTORIC
00

REFERRING DOMAINS

FRESH
2

HISTORIC
0

REFERRING IPS

FRESH
2

HISTORIC
0

REFERRING SUBNETS

FRESH
2

HISTORIC
0

Site Explorer (play video) or [compare](#)

https://twitter.com/lukaszelezny URL

Use Fresh Index Use Historic Index

Summary Topics Ref Domains Backlinks New Lost Anchor Text Map Pages

Would you like to switch to the entire [twitter.com](#) domain? There are **98,271,313,388** external backlinks.

TRUST FLOW

28

TOPICAL TRUST FLOW

- 26 Computers / Internet / Web Design and Development
- 26 World / Polski
- 22 Computers / Internet
- 21 Recreation / Travel

more ...

LINK PROFILE

... more

CITATION FLOW

37

Lukasz Zelezny 🇬🇧 (@LukaszZelezny) | Twitter

EXTERNAL BACKLINKS

FRESH
37,507

HISTORIC
1,866

REFERRING DOMAINS

FRESH
164

HISTORIC
56

REFERRING IPS

FRESH
156

HISTORIC
55

REFERRING SUBNETS

FRESH
153

HISTORIC
55

https://www.facebook.com/deejaydeltah



URL



Use Fresh Index

Use Historic Index

Summary

Topics

Ref Domains

Backlinks

New

Lost

Anchor Text

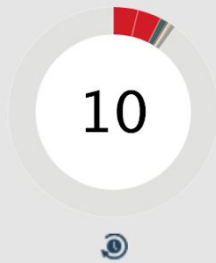
Map

Pages



Would you like to switch to the entire facebook.com domain? There are 82,312,986,424 external backlinks.

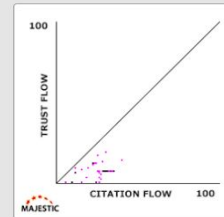
TRUST FLOW



TOPICAL TRUST FLOW

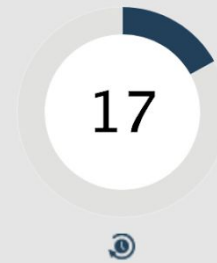
- 9 Computers / Internet / Organizations
 - 9 Computers / Internet / Web Design and Development
 - 8 World / Italiano
 - 6 Shopping / Publications
- more ...

LINK PROFILE



... more

CITATION FLOW



EXTERNAL BACKLINKS

FRESH

75

HISTORIC

1 566

REFERRING DOMAINS

FRESH

7

HISTORIC

16

REFERRING IPS

FRESH

6

HISTORIC

15

REFERRING SUBNETS

FRESH

6

HISTORIC

15

Why does it works so well?

- You mostly know who links to your social media profiles;
- Its easy to switch link from social profile to your website;
- Its relevant to switch from social profile to your website;
- Its organic (kind of);
- You can save tremendous amount of time.

SEARCH

ENGINE

OPTIMIZATION

A blue butterfly with dark borders on its wings is perched on a large green leaf. The background is a soft-focus green and yellow. A semi-transparent dark blue rectangular box is centered over the butterfly, containing white text. The text is arranged in two lines: the top line reads 'SEO TACTIC #4' and the bottom line reads '“PAGE SPEED”'.

SEO TACTIC #4

“PAGE SPEED”



Latest Performance Report for: https://seowordpress.pl/

Report generated: Tue, Apr 2, 2019 1:16 PM +0100
 Test Server Region: London, UK
 Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1.2, YSlow 3.1.8

Looks like you're running WordPress
[Have a look at our WP optimization tips >](#)

- [Re-Test](#)
- [Compare](#)
- [Page Settings](#)
- [Monitor](#)
- [Set Up Alerts](#)
- [Download PDF](#)

Share This Report

Performance Scores

PageSpeed Score A (99%) ^	YSlow Score A (99%) ^
-------------------------------------	---------------------------------

Page Details

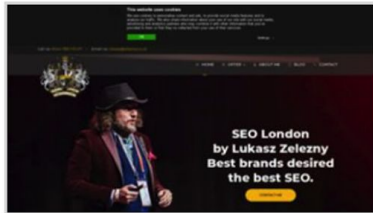
Fully Loaded Time 1.6s ^	Total Page Size 203KB ^	Requests 7 ^
------------------------------------	-----------------------------------	------------------------

- PageSpeed
- YSlow
- Waterfall
- Timings
- Video
- History

RECOMMENDATION	GRADE		TYPE	PRIORITY
▼ Optimize the order of styles and scripts	A (92)		CSS/JS	HIGH
▼ Minify JavaScript	A (99)		JS	HIGH
▼ Minify CSS	A (99)		CSS	HIGH

What do my scores mean?

Rules are sorted in order of impact upon score
 Optimizing rules at the top of the list can greatly improve your overall score.



Latest Performance Report for: https://seo.london/

Report generated: Tue, Apr 2, 2019 1:16 PM +0100

Test Server Region: London, UK

Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1.2, YSlow 3.1.8

Looks like you're running WordPress
[Have a look at our WP optimization tips >](#)

Looks like you might not be using a CDN
[Why should I use a CDN? >](#)

- [Re-Test](#)
- [Compare](#)
- [Page Settings](#)
- [Monitor](#)
- [Set Up Alerts](#)
- [Download PDF](#)

Share This Report



Performance Scores

PageSpeed Score A (95%) ^	YSlow Score B (80%) ^
-------------------------------------	---------------------------------

Page Details

Fully Loaded Time 2.0s ^	Total Page Size 1.68MB ^	Requests 63 ^
------------------------------------	------------------------------------	-------------------------

- [PageSpeed](#)
- [YSlow](#)
- [Waterfall](#)
- [Timings](#)
- [Video](#)
- [History](#)

RECOMMENDATION	GRADE	TYPE	PRIORITY
Defer parsing of JavaScript	B (80)	JS	HIGH
Leverage browser caching	B (87)	SERVER	HIGH
Avoid CSS @import	A (92)	CSS	MEDIUM
Minify JavaScript	A (99)	JS	HIGH
Minify CSS	A (99)	CSS	HIGH
Minify HTML	A (99)	CONTENT	LOW
Specify a character set early	A (99)	CONTENT	MEDIUM

What do my scores mean?

Rules are sorted in order of impact upon score
Optimizing rules at the top of the list can greatly improve your overall score.

Not every recommendation will apply to your page
The recommendations are meant to be generic, best practices; some things will be out of your control (eg. external resources) or may not apply to your page.

[Learn more about PageSpeed/YSlow scores and how they affect performance.](#)



REMOVE:

- All these share buttons;



REMOVE:

- All these share buttons;
- All external scripts you don't need;

REMOVE:

- All these share buttons;
- All external scripts you don't need;
- **EVEN MORE** external scripts you don't need (do you really need Disqus?).

ENABLE GZIP:

```
<IfModule mod_deflate.c>
# Compress HTML, CSS, JavaScript, Text, XML and fonts
AddOutputFilterByType DEFLATE application/javascript
AddOutputFilterByType DEFLATE application/rss+xml
AddOutputFilterByType DEFLATE application/vnd.ms-fontobject
AddOutputFilterByType DEFLATE application/x-font
AddOutputFilterByType DEFLATE application/x-font-opentype
AddOutputFilterByType DEFLATE application/x-font-otf
AddOutputFilterByType DEFLATE application/x-font-truetype
AddOutputFilterByType DEFLATE application/x-font-ttf
AddOutputFilterByType DEFLATE application/x-javascript
AddOutputFilterByType DEFLATE application/xhtml+xml
AddOutputFilterByType DEFLATE application/xml
AddOutputFilterByType DEFLATE font/opentype
AddOutputFilterByType DEFLATE font/otf
AddOutputFilterByType DEFLATE font/ttf
AddOutputFilterByType DEFLATE image/svg+xml
AddOutputFilterByType DEFLATE image/x-icon
AddOutputFilterByType DEFLATE text/css
AddOutputFilterByType DEFLATE text/html
AddOutputFilterByType DEFLATE text/javascript
AddOutputFilterByType DEFLATE text/plain
AddOutputFilterByType DEFLATE text/xml

# Remove browser bugs (only needed for really old browsers)
BrowserMatch ^Mozilla/4 gzip-only-text/html
BrowserMatch ^Mozilla/4\.0[678] no-gzip
BrowserMatch \bMSIE !no-gzip !gzip-only-text/html
Header append Vary User-Agent
</IfModule>
```




Autooptimize

By Frank Goossens (futtta)

Details

Reviews

Installation

Support

Development



Async JavaScript

By Frank Goossens (futtta)

Wtyczka nie jest jeszcze dostępna dla języka: Polski. [Pomoc](#)

Details

Reviews

Installation

Support

Development



Autooptimize criticalcss.com power-up

By Deny Dias & Optimizing Matters

Wtyczka nie jest jeszcze dostępna dla języka: Polski. [Pomóż ją p](#)

Details

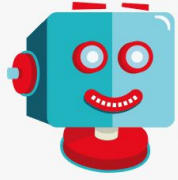
Reviews

Installation

Support

Development

ITSTALL AUTOOPTIMIZE SUITE



ShortPixel Image Optimizer

★★★★★ (419)

Speed up your website and boost your SEO by compressing old & new images and PDFs. Compatible with any gallery, slider or ecommerce plugin.

ShortPixel

100,000+ active installations Tested with 5.1.1



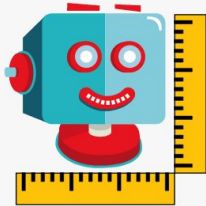
Enable Media Replace

★★★★★ (186)

Easily replace any attached image/file by simply uploading a new file in the Media Library edit view – a real time saver!

ShortPixel

300,000+ active installations Tested with 5.1.1



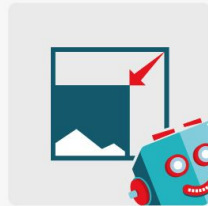
ShortPixel Adaptive Images

★★★★☆ (1)

Display properly sized, smartly cropped and optimized images on your website; Images are processed on the fly and served from our CDN.

ShortPixel

500+ active installations Tested with 5.0.4



Resize Image After Upload

★★★★★ (42)

Automatically resize your images after upload using this plugin. Specify height&width, the plugin will do the rest quickly and transparently.

ShortPixel

60,000+ active installations Tested with 5.1.1

ITSTALL SHORTPIXEL SUITE

Lightweight WordPress Performance Plugin.

Slow WordPress sites have higher bounce rates and fewer conversions. The perfmatters plugin was created by webperf geeks to speed up your site!

[View Features](#)[Buy Now](#)

ITSTALL
PERFMATTERS.IO
(ga.js hoste locally and more)



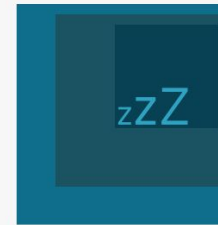
Lazy Load by WP Rocket

★★★★☆ (75)

Lazy Load your images and iframes, replace Youtube videos by a preview thumbnail.

WP Rocket

40,000+ active installations



Lazy Loader

★★★★☆ (26)

Lazy loading plugin that supports images, iFrames, video and audio elements and uses the lightweight lazysizes script. With manual modification of the ...

Florian Brinkmann, MarcDK

4,000+ active installations Tested with 5.1.1



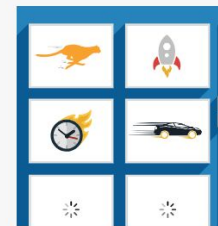
Lazy Load Optimizer

★★★★☆ (8)

Lazy loading images, videos and iframes to speed up sites page load speed.

Processby

3,000+ active installations Tested with 5.0.4



a3 Lazy Load

★★★★☆ (102)

Use a3 Lazy Load for images, videos, iframes. Instantly improve your sites load time and dramatically improve site users experience.

a3rev Software

100,000+ active installations Tested with 5.0.4

LAZYLOAD (choose one)



Products ▾ Pricing Docs Support

Log In or

Sign Up

Speed Kit Makes Websites Load Faster.

A code snippet that boosts web performance on your current technology stack.

Test Your Performance

Boost Your Website

SPEEDKIT (optional)



Gonzales plugin

Faster WordPress - conditionally disable plugins, CSS and JavaScript files if you don't need them

TL;DR

- increase [PageSpeed](#), [YSlow](#) and [Pingdom](#) score
- supports [W3 Total Cache](#), [WP Super Cache](#), [WP Rocket](#), [Cache Enabler](#) - squeeze 110% from popular speed up plugins
- decrease website weight - less data to load
- 4 years on market; last update: 117 days ago
- responsive support (~1h-12h)
- basic website optimization in price of plugin

SPEEDKIT (optional)

The background features a dark blue gradient with a butterfly perched on a book. The butterfly's wings are detailed with black and white patterns. The book is open, and the word 'MERGE' is faintly visible on its pages. The scene is framed by vibrant, flowing abstract waves in shades of red, orange, yellow, and cyan. A semi-transparent dark blue horizontal band is positioned behind the text.

SEO TACTIC #5 “MERGE”



TACTIC:
Merge subdomains into
subfolder



CLIENT1:

blog.domain.com

To:

domain.com/blog/

MOVE AND 301:

blog.domain.com

To:

domain.com/blog/



MOVE AND 301:
blog.domain.com
To:
domain.com/.

02/03/2019

GO

Zoom:

1M

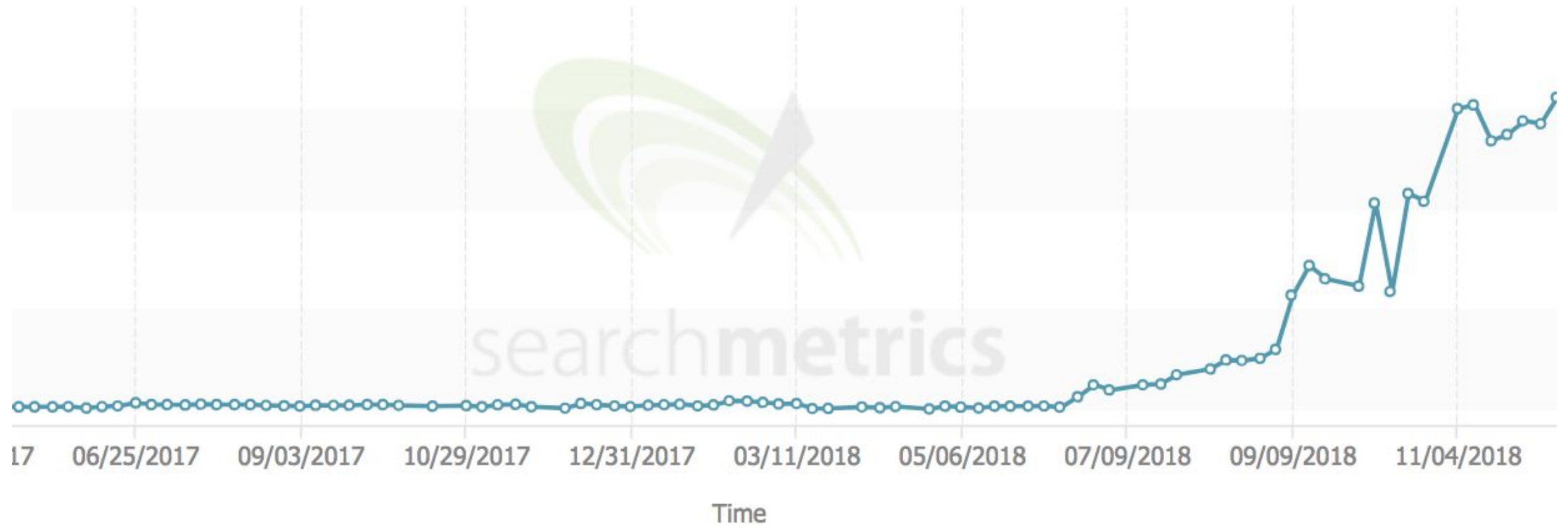
2M

6M

1Y

2Y

5Y



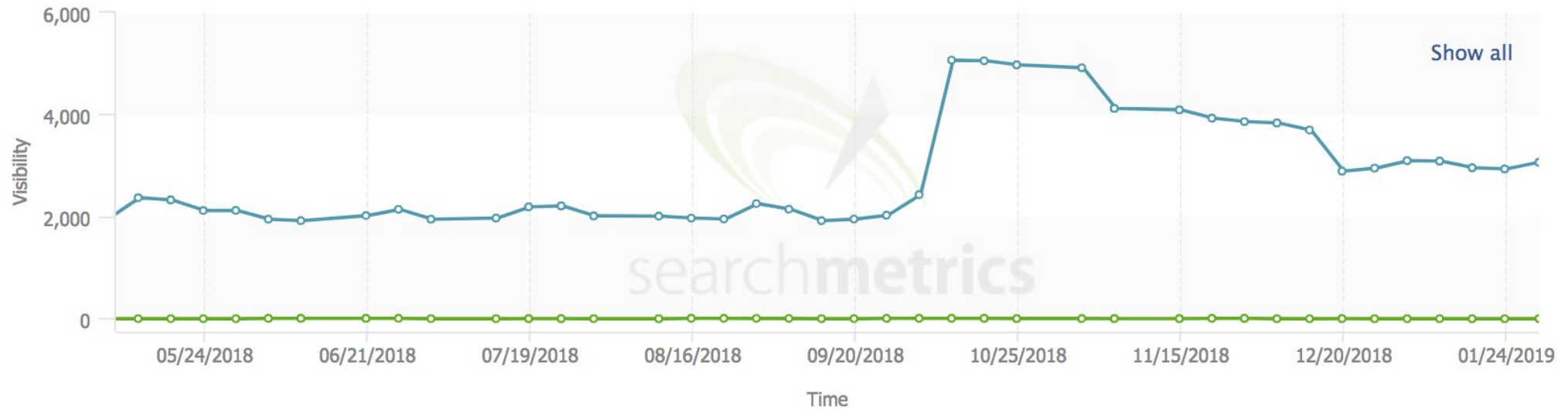


MOVE AND 301:
forums.domain.com
To:
domain.com/forums/

Visibility

Weekly +

Time span: 02/09/2017 - 01/31/2019 GO Zoom: 1M 2M 6M 1Y 2Y 5Y





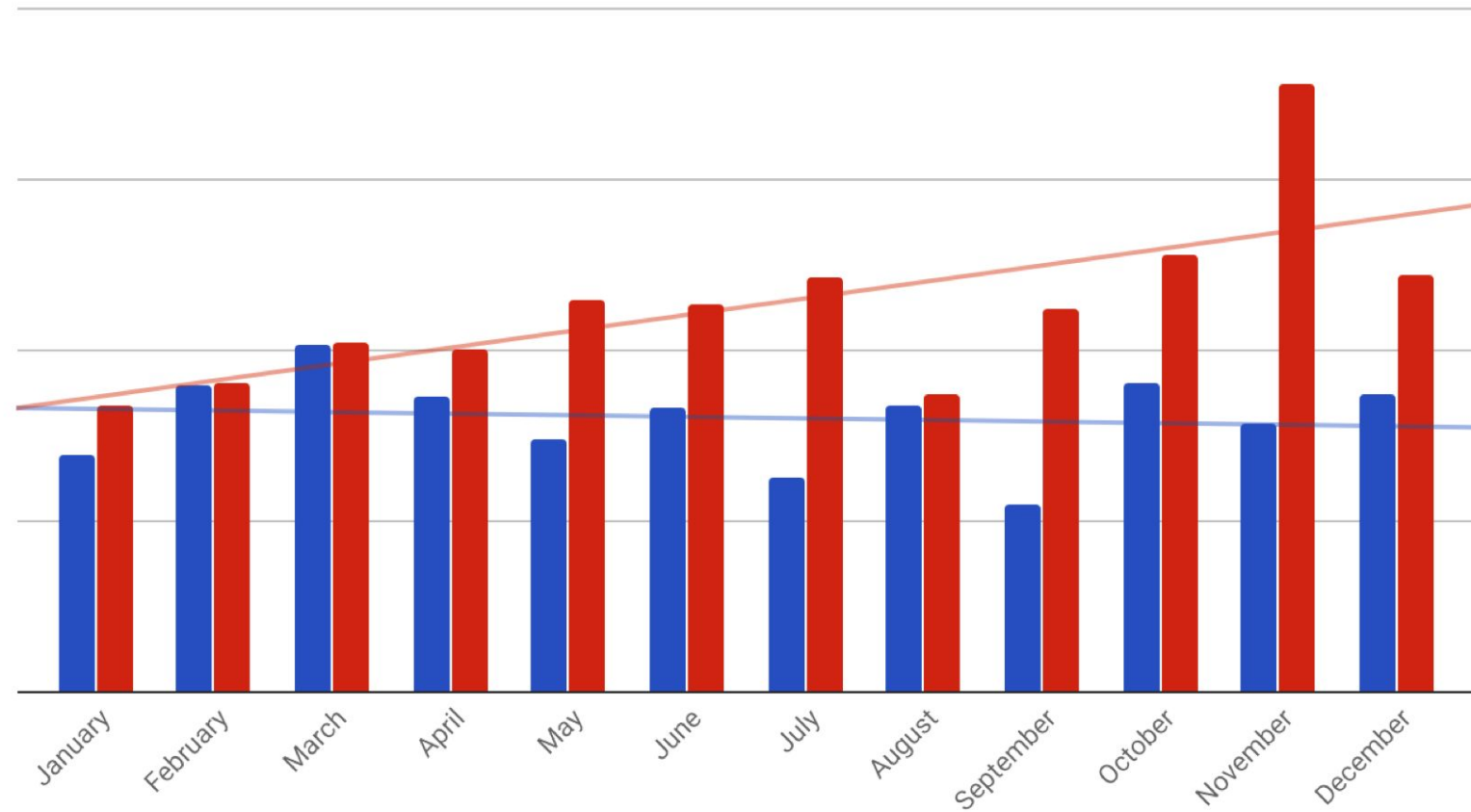
RESULTS



A DUTCH
E-COMMERCE SHOP
SELLING
POWERTOOLS

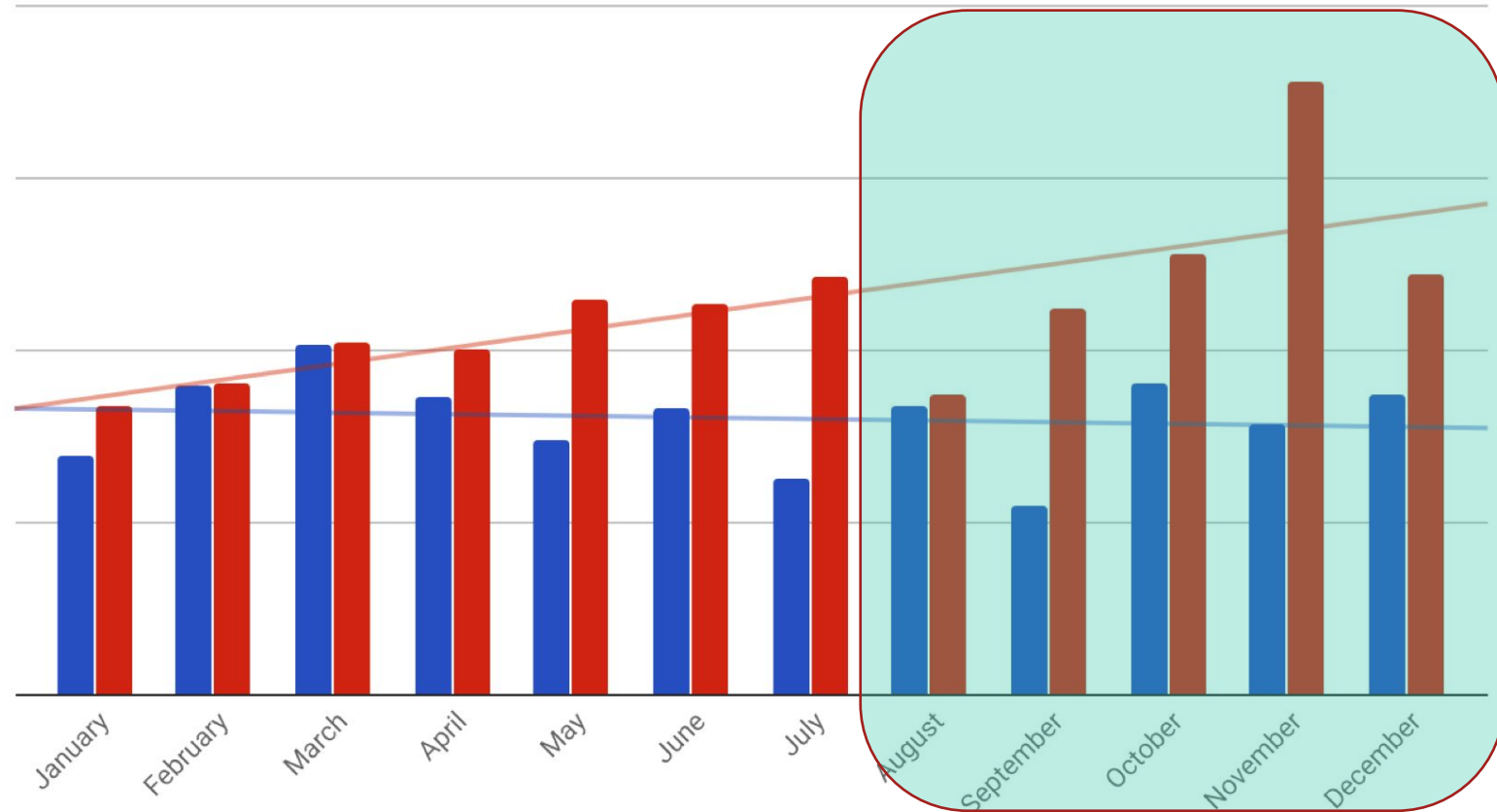
Revenue from Organic Traffic 2017 vs 2018

■ Revenue 2017 — Trendline for Revenue 2017 ■ Revenue 2018 — Trendline for Revenue 2018



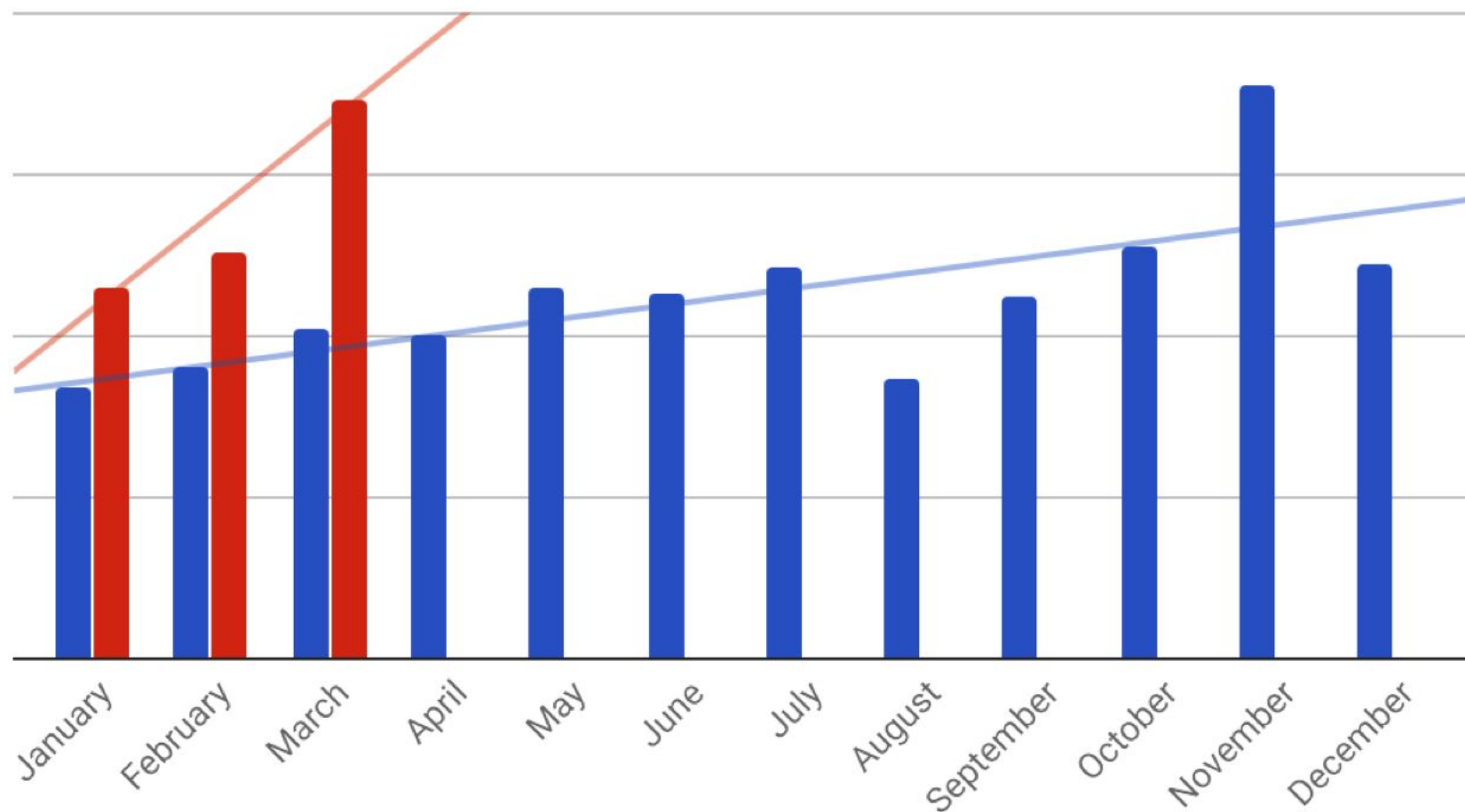
Revenue from Organic Traffic 2017 vs 2018

■ Revenue 2017 — Trendline for Revenue 2017 ■ Revenue 2018 — Trendline for Revenue 2018



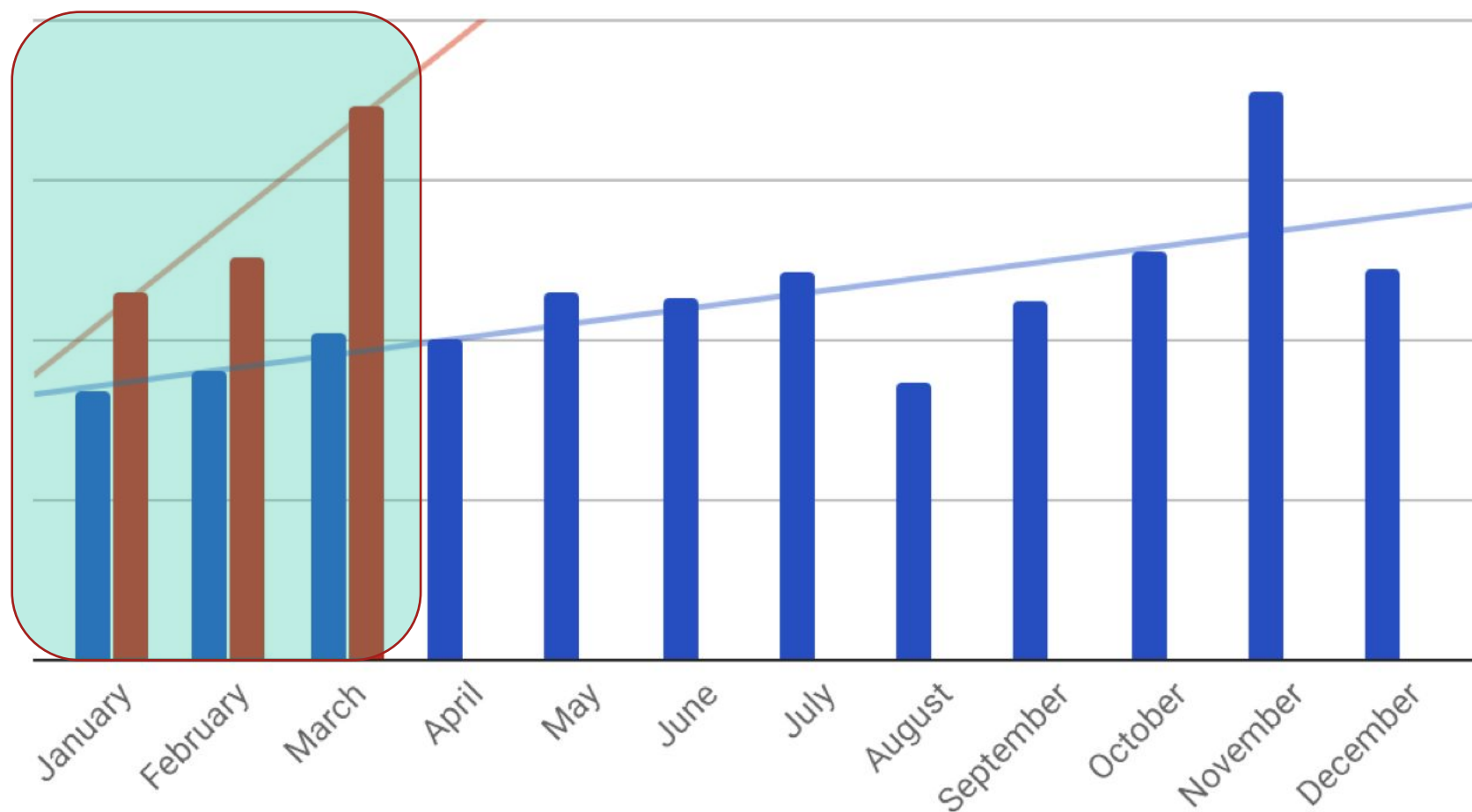
Revenue from Organic Traffic

■ Revenue 2018 ■ Revenue 2019



Revenue from Organic Traffic

■ Revenue 2018 ■ Revenue 2019





A LONDON BASED
INDIAN GOLD JEWELLERY
SHOP

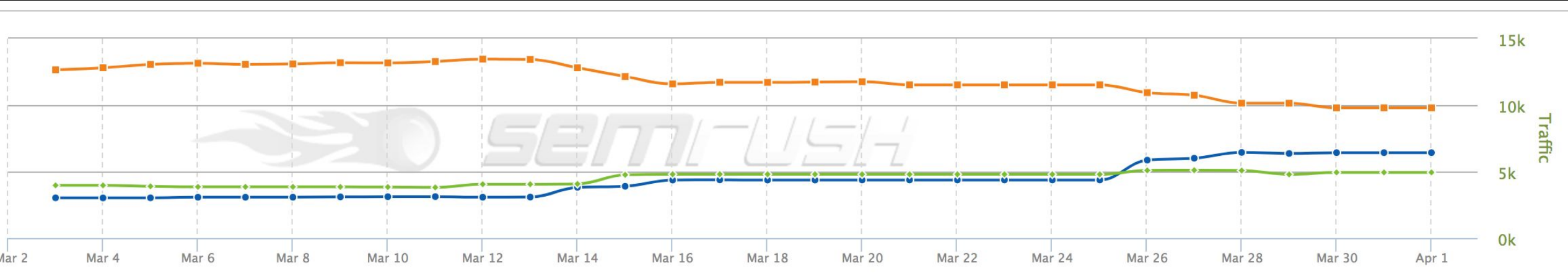
SET OF 500ish MOST RELEVANT KEYWORDS



SET OF 500ish MOST RELEVANT KEYWORDS



TRAFFIC PERFORMANCE ACCORDING TO SEMRUSH





ANOTHER CUSTOMER
WHO BECAME AN
INDUSTRY
LEADER IN 6 MONTHS

PRE-SEO PERIOD

Visibility

Weekly +

Time span: 04/09/2017 - 03/31/2019 GO Zoom: 1M 2M 6M 1Y 2Y 5Y

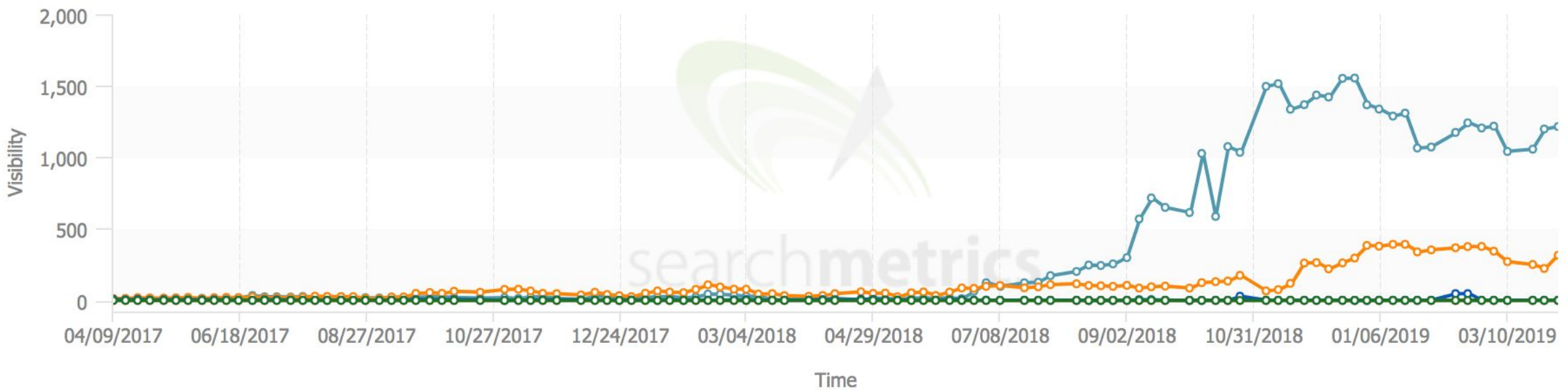


POST-SEO PERIOD

Visibility

Weekly +

Time span: 04/09/2017 - 03/31/2019 GO Zoom: 1M 2M 6M 1Y 2Y 5Y



THANK YOU

/Lukasz Zelezny

Slides:

<https://seo.london/wroclaw/>

