S27Magency

Problem. Strategy. Outcomes.



Konstantin Konstantinopolskii Growth designer with 15+ years of practice



SEOmonitor is an analytics platform for 2,000 UK & US agencies. Each of them tracks tens of thousands of keywords. In 2024, the team focused on product-led motion to unlock \$1M MRR. I led the strategy & execution.

Chalenge The strategy required simplifying the product onboarding nearly 10 times. First results were needed in a quarter.

Limited resources I found a way to tackle this challenge without any additional resources, working only with the inhouse team.

Self-funding

To make the process sustainable, I created a highly specific research process, resulting in a \$27M agency conversion to sales leads.

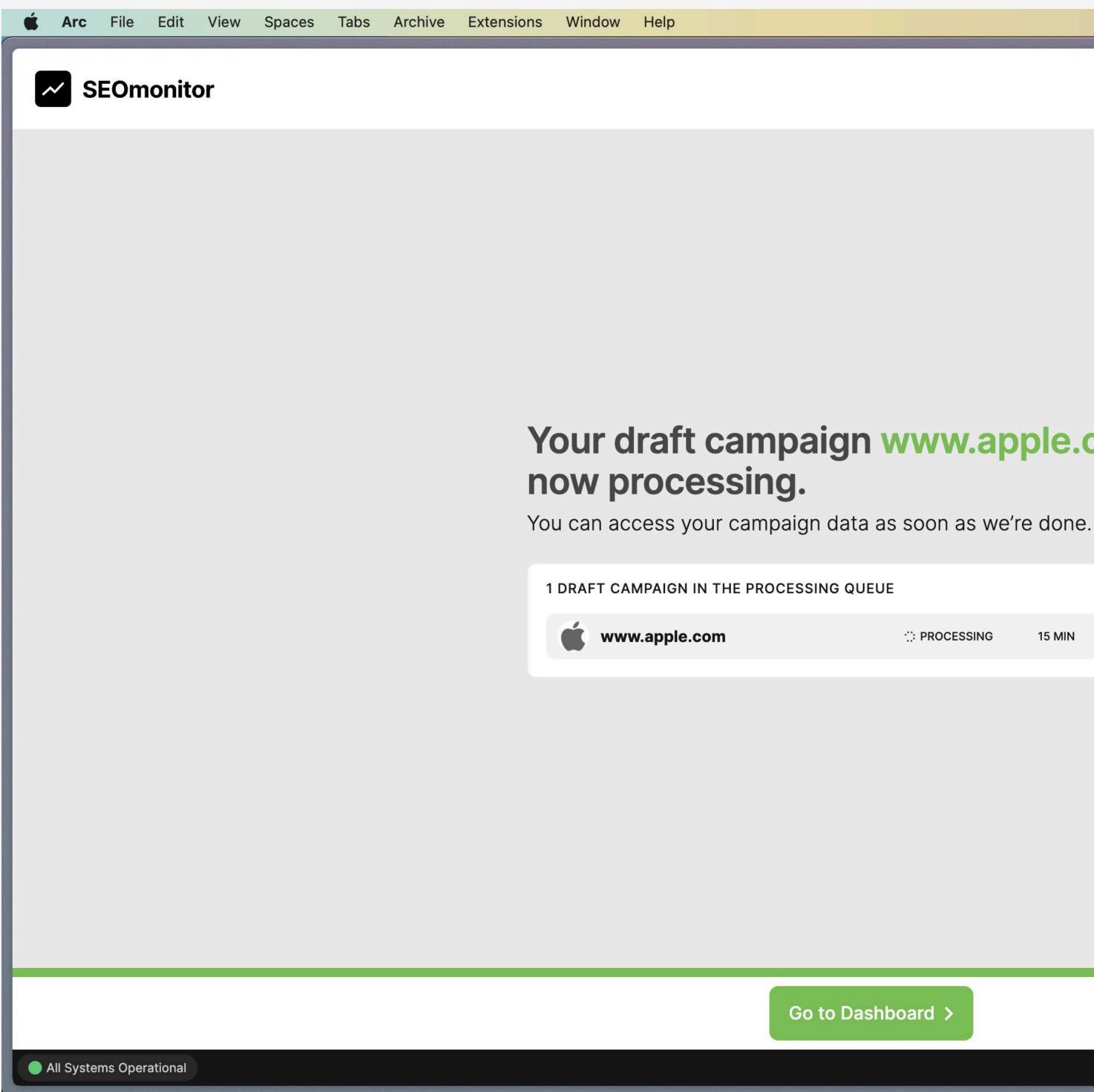


Together with the team, I analyzed the initial state of the product. We found key points to leverage the value.

Simpler UX

The team clearly overengineered the product onboarding. The first aha moments were too far in the journey.

Mobile ready Most of the platforms were providing a desktop experience only, while half of the visitors used smartphones.



Previously, to create a campaign, the user needed to wait five minutes due to technical reasons on SEOmonitor's side.



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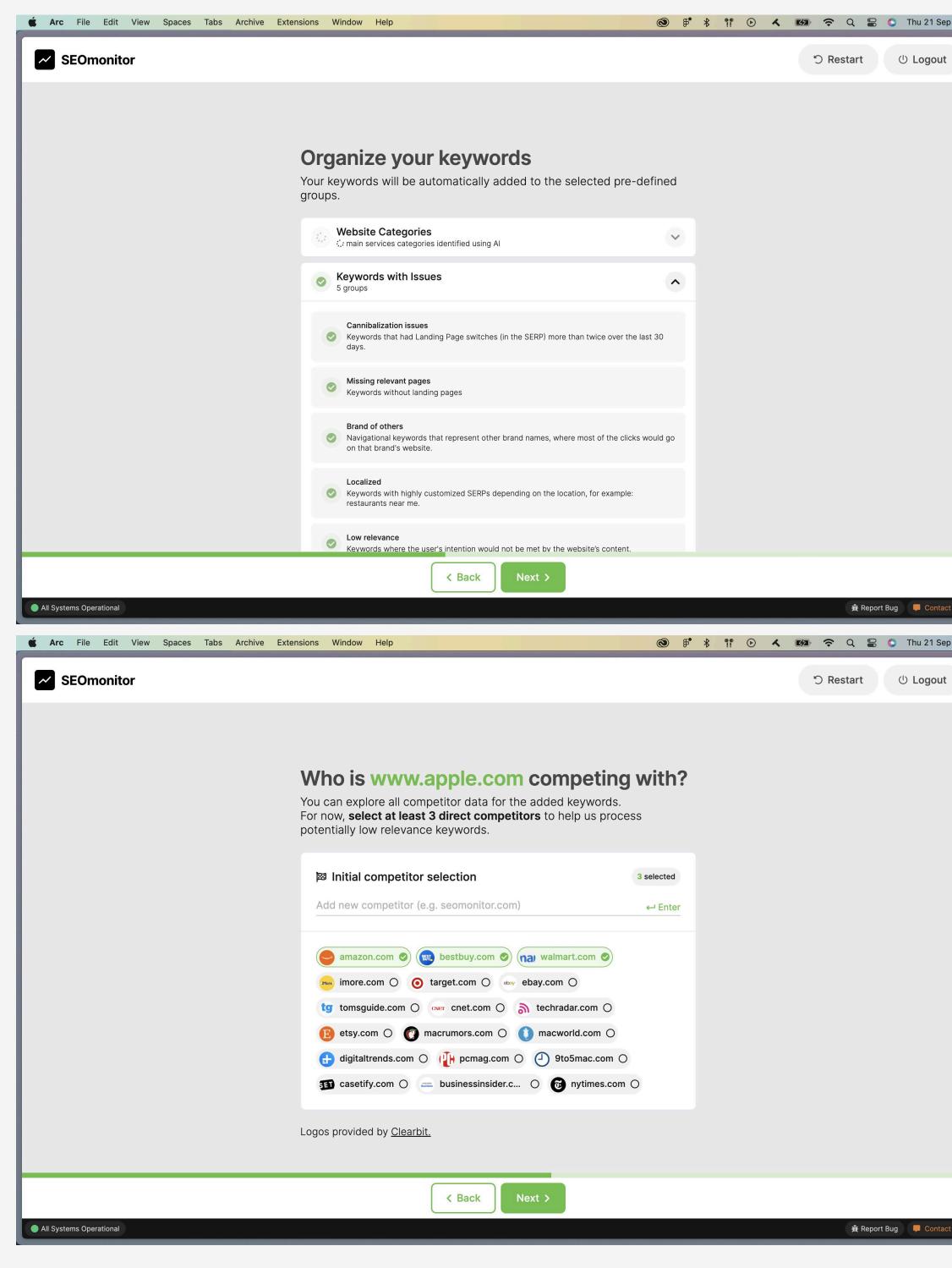
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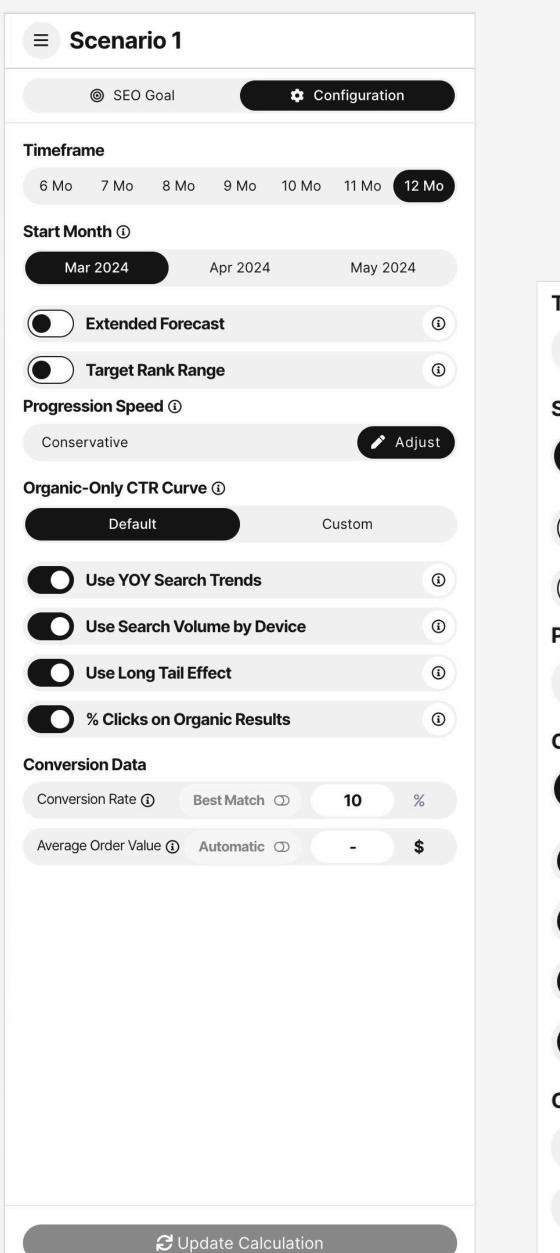




Even worse, he would have previously needed to complete a long, complex form with an inconsistent design.

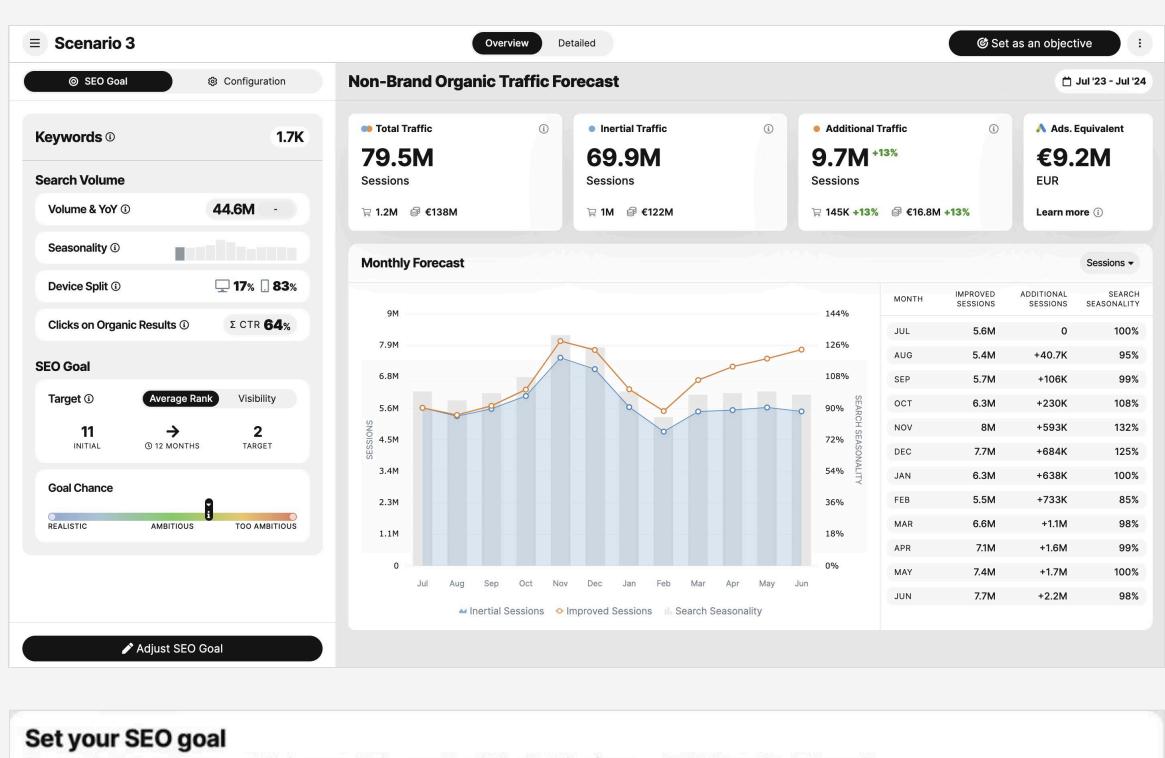
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To complete the journey, most users needed an assistant. Without help, they were overwhelmed with UI complexity.



Choose the keywords you want to improve, by how much, within what timeframe and with the estimated speed.

+ Keyword Group + Key Competitor	VOLUME & YOY	DIFFICULTY	© CURRENT AVG. RANK	FUTURE PERFORMAN	O ADD. SESSIONS
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Garden 10	149K +8% F	Hard 2	51 72	9 - Conservative	26.6K

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10Xvalue envision

We created a straightforward two-step experience instead of a cumbersome ninestep process. Data was automatically predefined and presented as an insight.

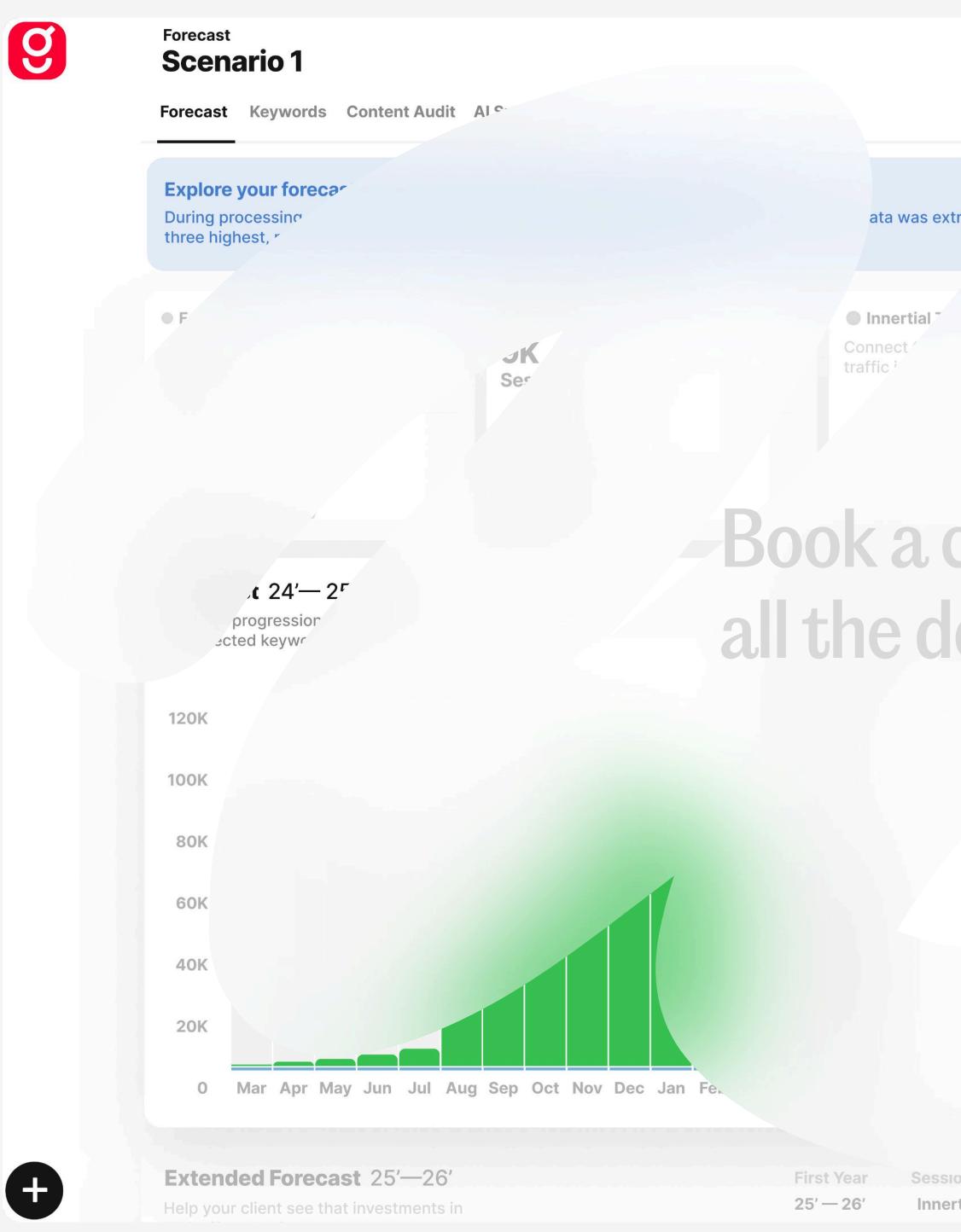
Users felt they immediately gained value from the tool with minimal effort. This sparked curiosity about the product.



Set up your campaign Market Competitors Keywords Your Brand **Target Market** For Google Rankings & Search Data. Region Global Country **United Kingdom** GBP \mathbf{v} gousto.co.uk has 4% visibility for 18.8K keywords with 26.2M volume, generating 133K potential sessions. **Keyword Strat** To kick-start the 483 keywords wit added to separate v Al-powered Research Ada 1. A.a. 16.5k about gou Book a call to see al the details.

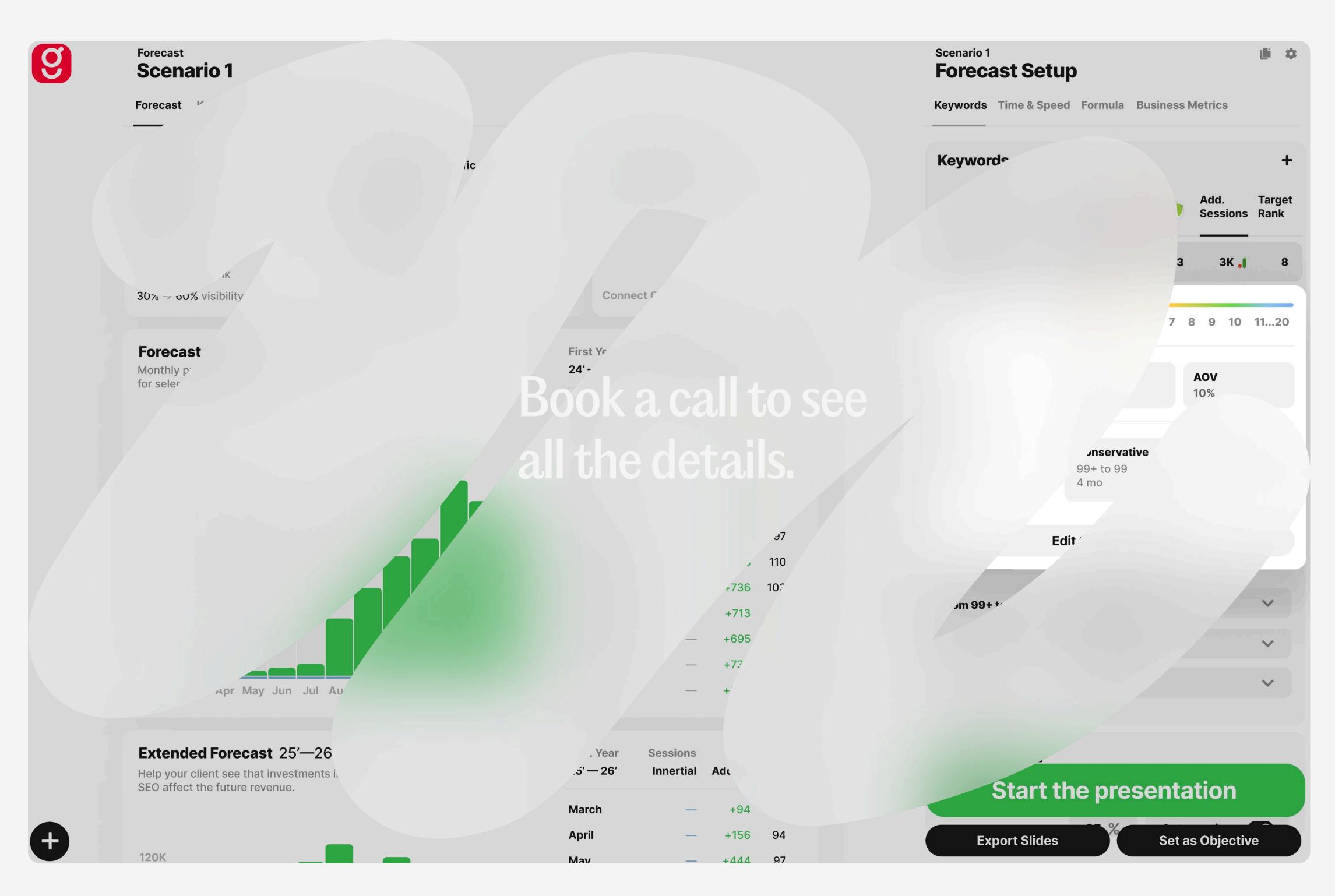
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There was no more need to wait for five minutes — the user could immediately get the forecast based on approximate data.

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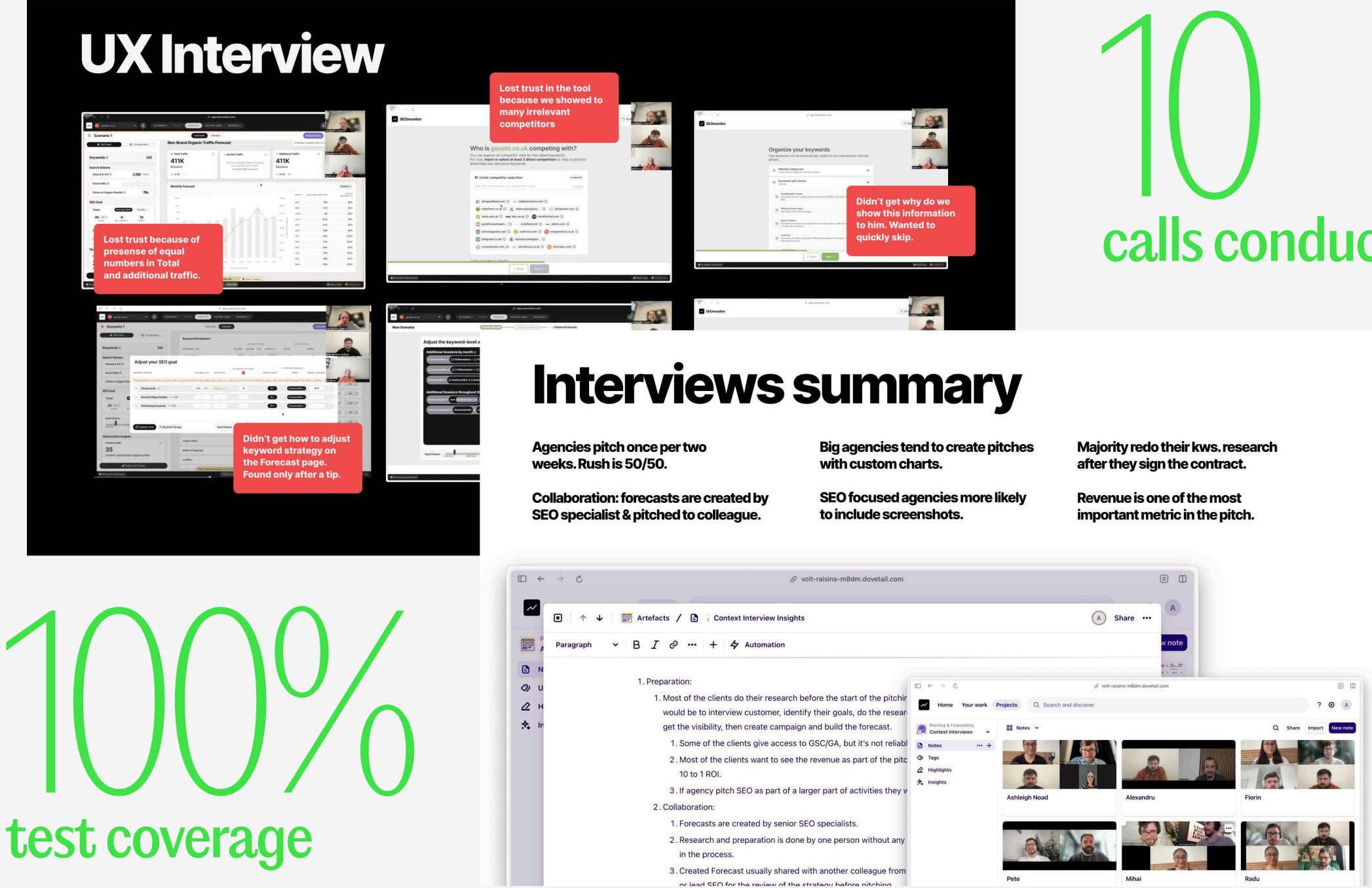
All of the complexity was integrated into an intuitive interface that was easy and interesting to explore.

Self-funding pipeline

To reduce the risk of making an incorrect investment, the prototyping phase should have included in-depth interviews and UX experiments.

We've implemented a white-glove research process, resulting in additional conversions of CMOs and Heads of SEO sales leads.





I interviewed two user groups: long-time users and first-time users. I experimented with both the old and new versions.





Zee Kazmi **SEO Performance** Director at Brave Bison \$27M revenue **UK agency**

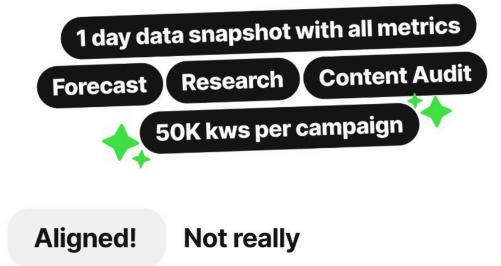
Zee Kazmi was our initial research participant who converted to a sales lead, recognizing the quality of design and service.

This is probably the most aesthetically pleasing user experience any SEO tool provides. It's straightforward as well, leaving out ambiguities.



Experiment at no cost Draft Campaigns

All campaigns are added as drafts. This way you can experiment with SEO strategy or build a pitch without daily tracking costs.



Know the real numbers % Clicks

This metric shows the true traffic opportunity for each keyword by subtracting clicks that end up on SERP Features.

christmas wrapping paper		81%
	1	1
Christmas Wrapping Paper		2
Buy Christmas Wrapping Paper		2
High Quality Christmas Wrapping Paper)

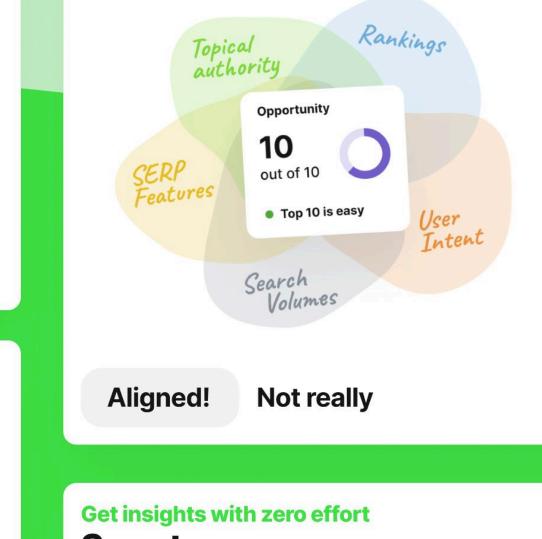
Aligned!

Not really

Insights from the interviews were converted into educational materials and delivered to users immediately.

Prioritization is the key Opportunity Score

Our unique score based on keyword difficulty and potential traffic to be generated once in the top 3. Higher score — better opportunity.



Smart groups

We're busy saving you time by automatically creating smart groups to surface campaignspecific insights. Add your own if needed.

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Results Together with team, I've successfully redesigned the onboarding experience, clearing the path to \$1M MRR.

Self-funding allowed us to balance the costs of the research activities by bringing the \$27M lead in the first Q.

Special thanks to the entire SEOmonitor team for their active help during the discovery process and prototyping.

Testimonials

KK helped us avoid potential issues and led to more efficient outcomes. Strong talent in both design leadership and hands-on product design.



Cosmin Negrescu, CEO at SEOmonitor



Alen Todorov Head of Marketing at SEOmonitor

KK solves a problem just in a two iterations. It's not just pushing the OKRs, but also care and proactive thinking, saving your time.



Mitia Morovov-Sheiner, Product Designer at SEOmonitor

It was great to see that we improved not just product design, but also processes and culture. I was really proud of the final design we made.

Multiply Outputs with the Bold Strategy from Your new Growth Strategist & Mentor. Deep Science, FinTech, EdTech business.

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