

\$27M agency conversion at SEOmonitor

Problem.
Strategy.
Outcomes.



**Konstantin
Konstantinopolskii**
Growth designer with
15+ years of practice

Context

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.

Challenge

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 in-house team.

Self-funding

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

Beginning

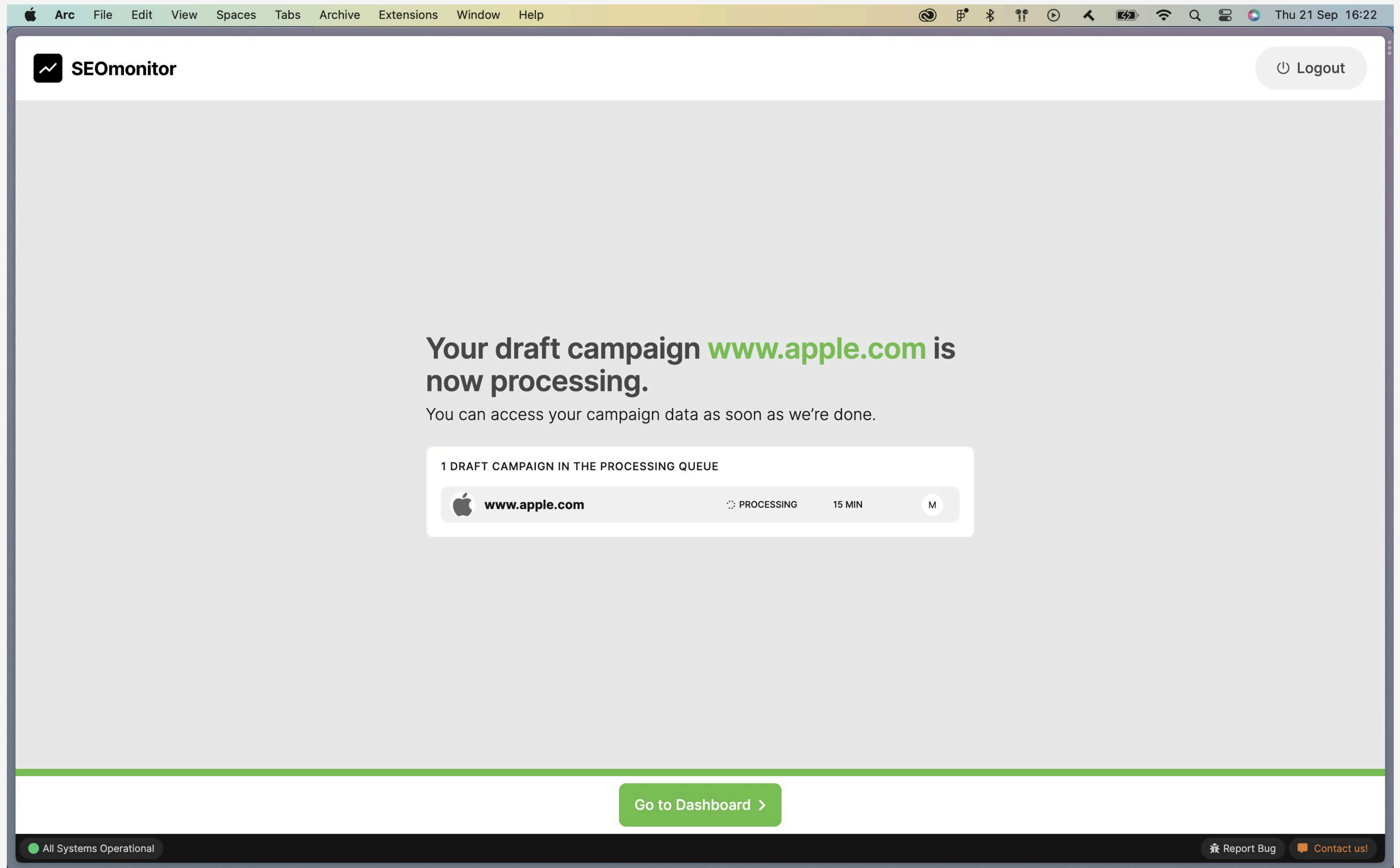
Together with the team, I analyzed the initial state of the product. We found key points to leverage the value.

Simpler UX

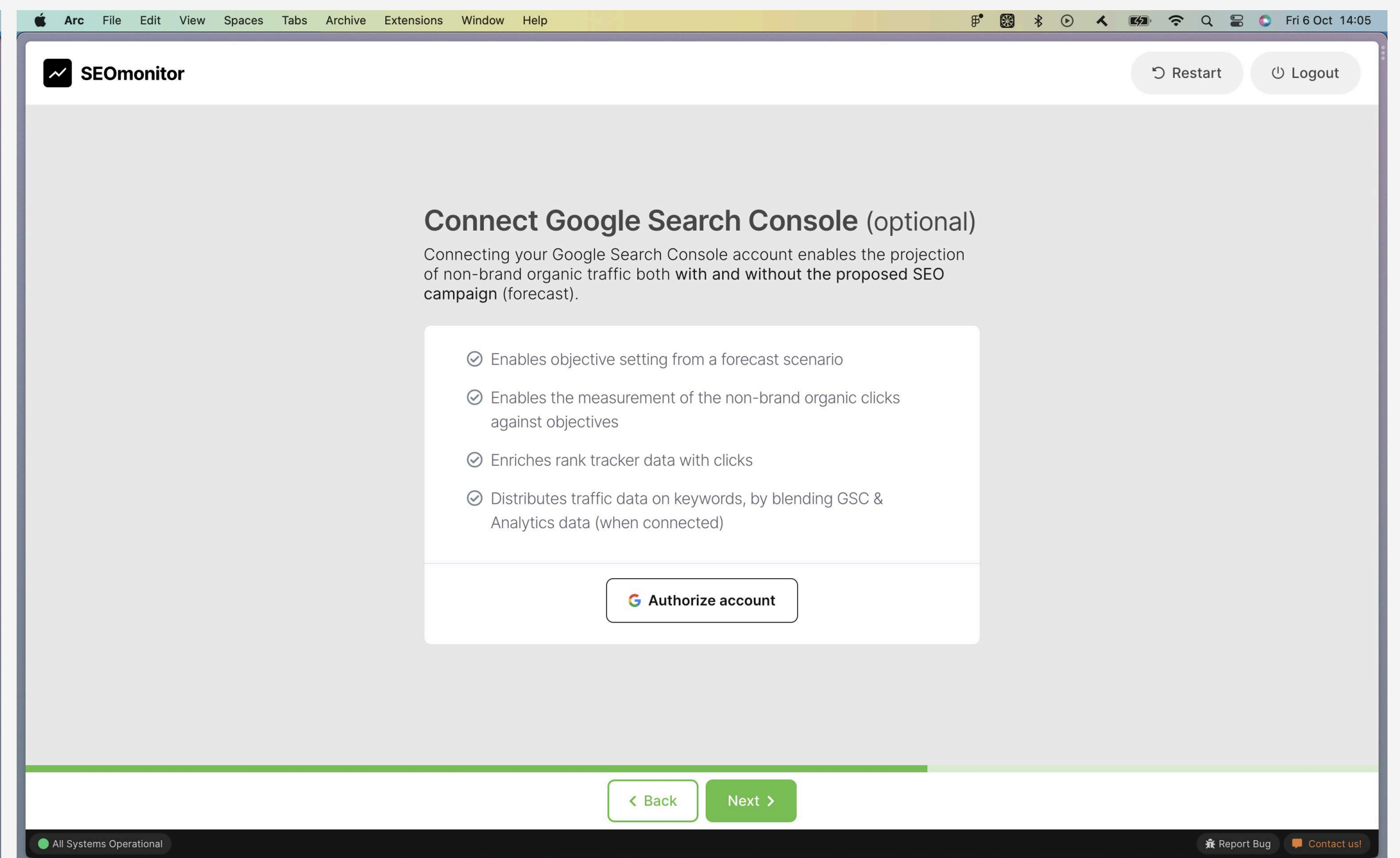
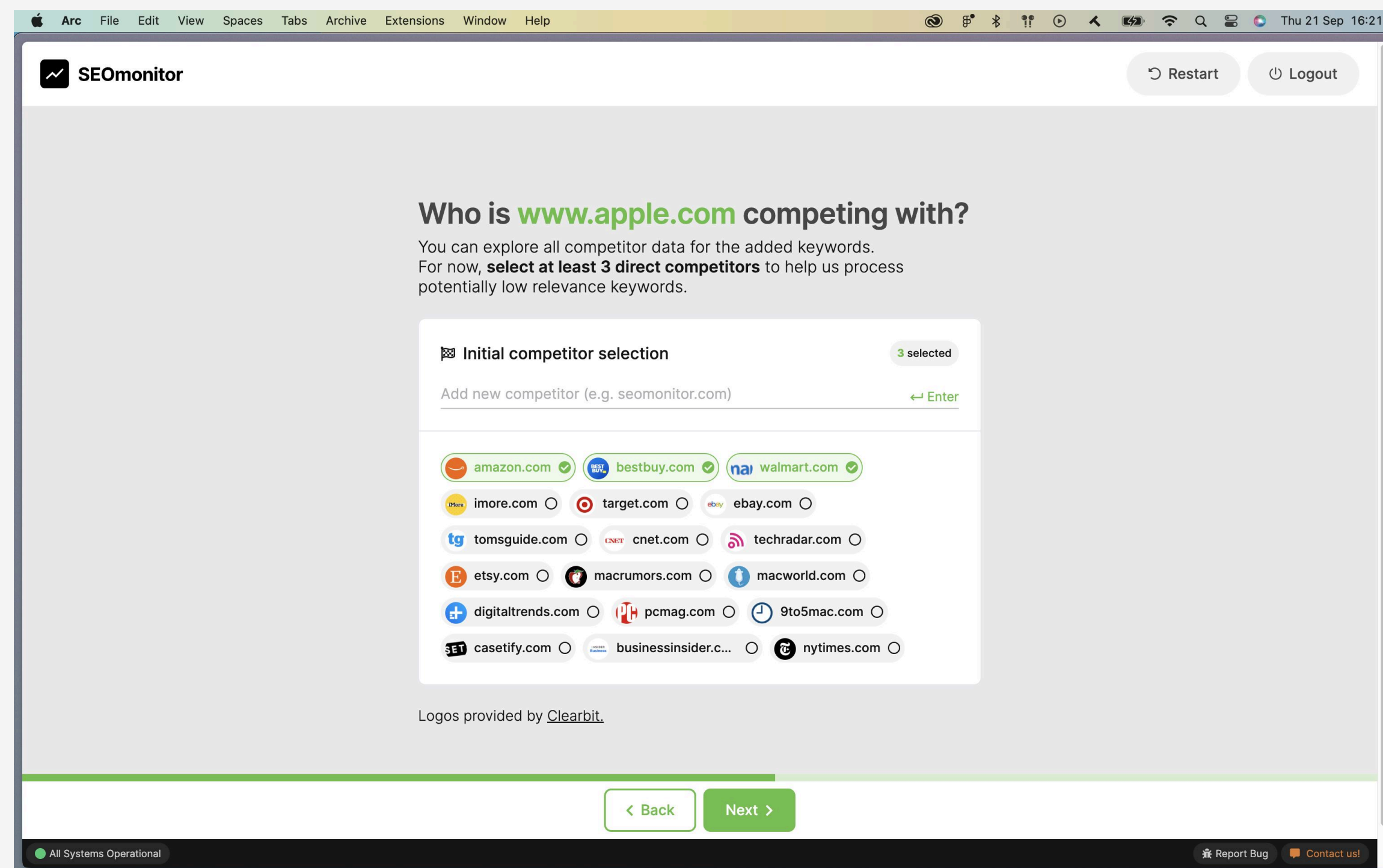
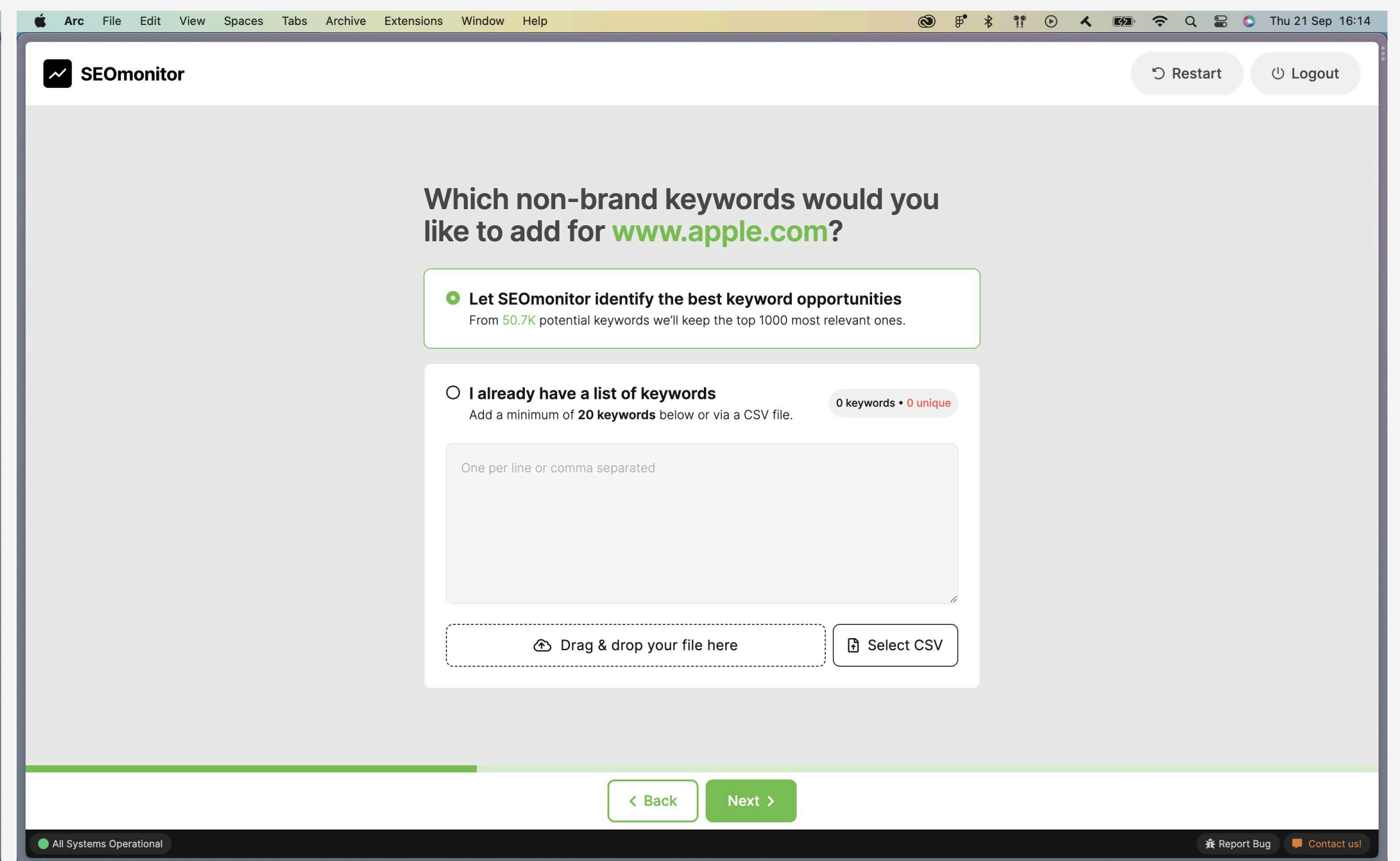
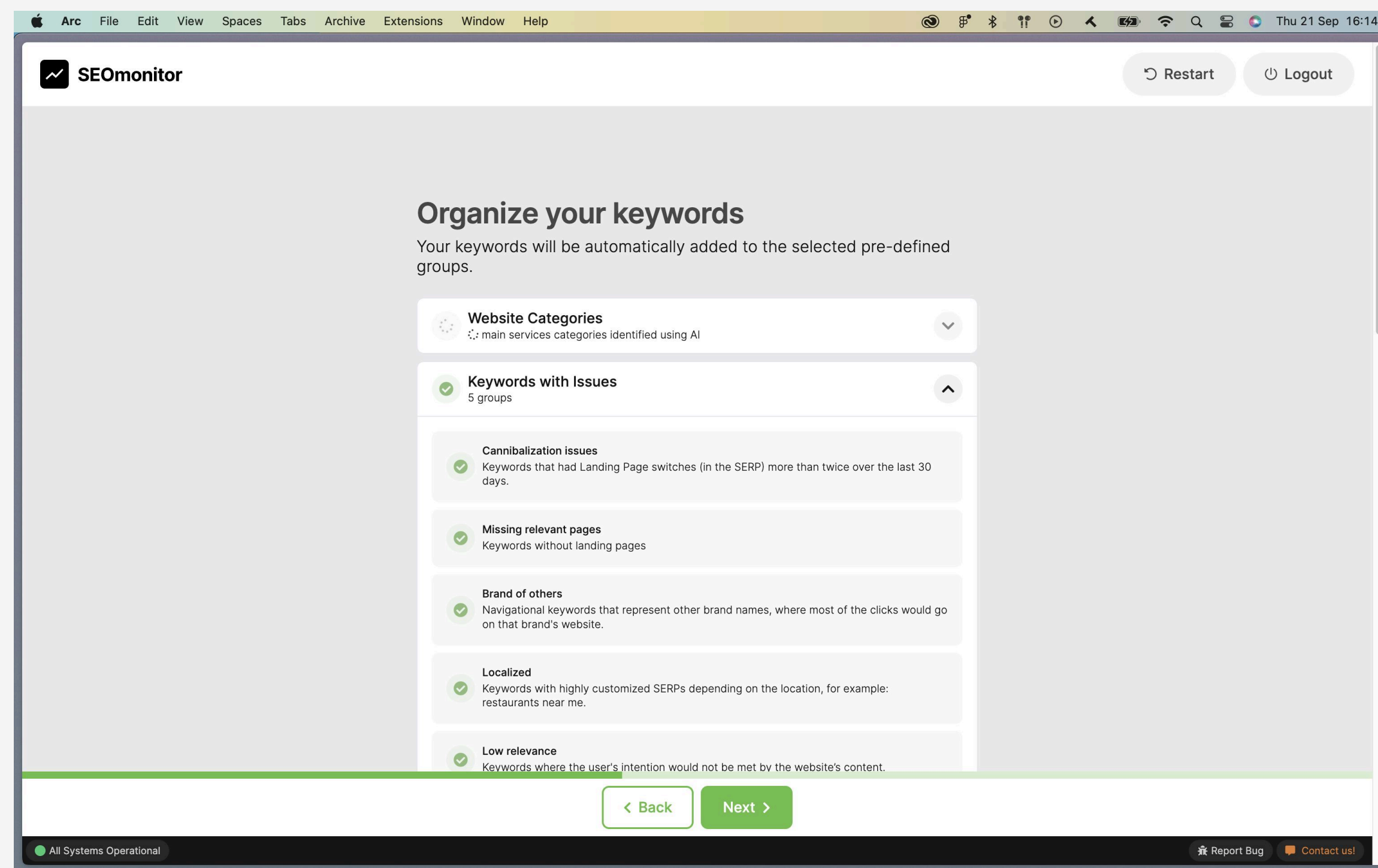
The team clearly over-engineered the product onboarding. The first aha moments were too far in the journey.

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.



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

Scenario 1

SEO GoalConfiguration

Timeframe

6 Mo7 Mo8 Mo9 Mo10 Mo11 Mo12 Mo

Start Month

Mar 2024Apr 2024May 2024

Extended Forecast

Target Rank Range

Progression Speed

ConservativeAdjust

Organic-Only CTR Curve

DefaultCustom

Use YOY Search Trends

Use Search Volume by Device

Use Long Tail Effect

% Clicks on Organic Results

Conversion Data

Conversion RateBest Match10%Average Order ValueAutomatic-\$

Update Calculation

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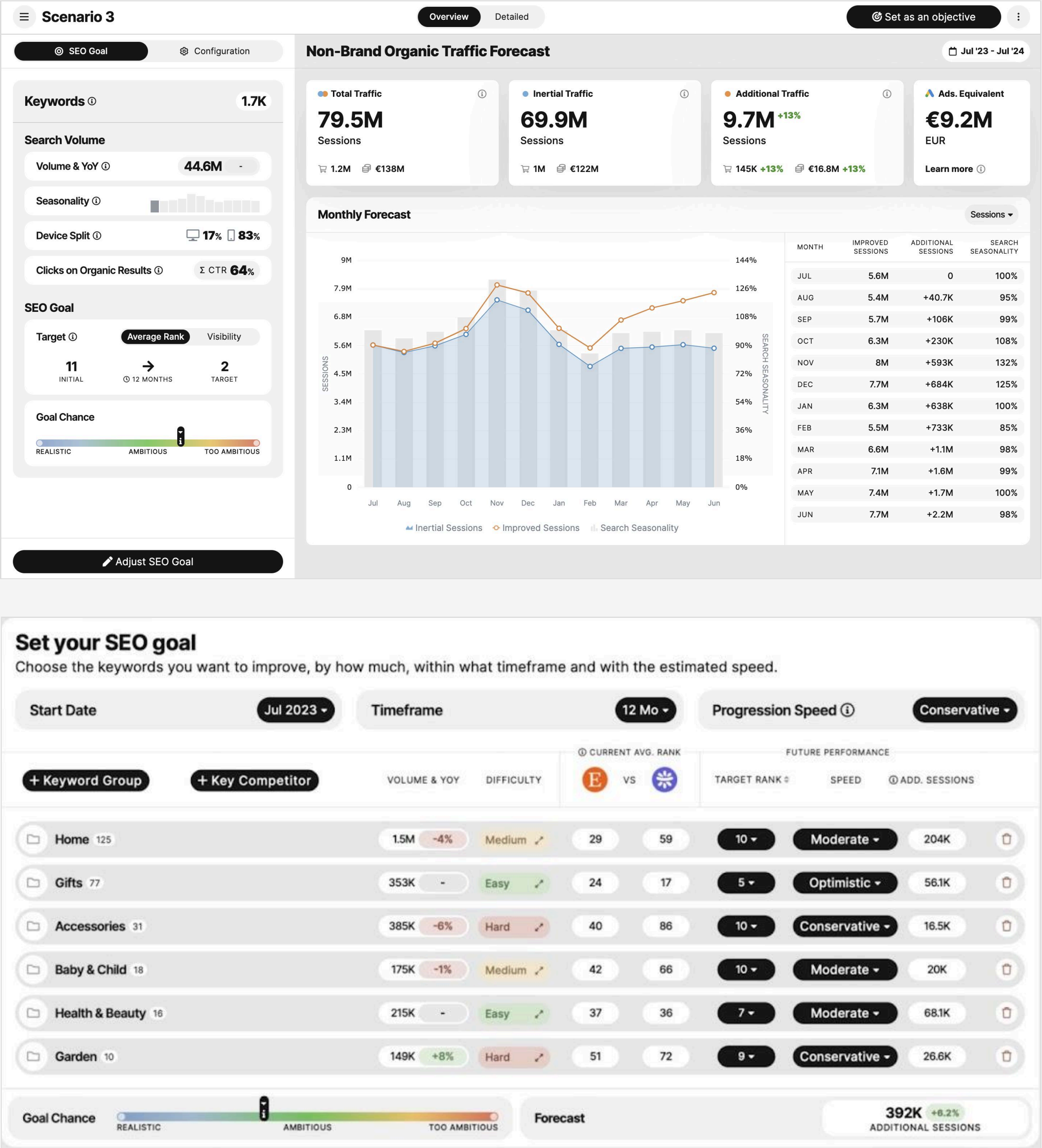
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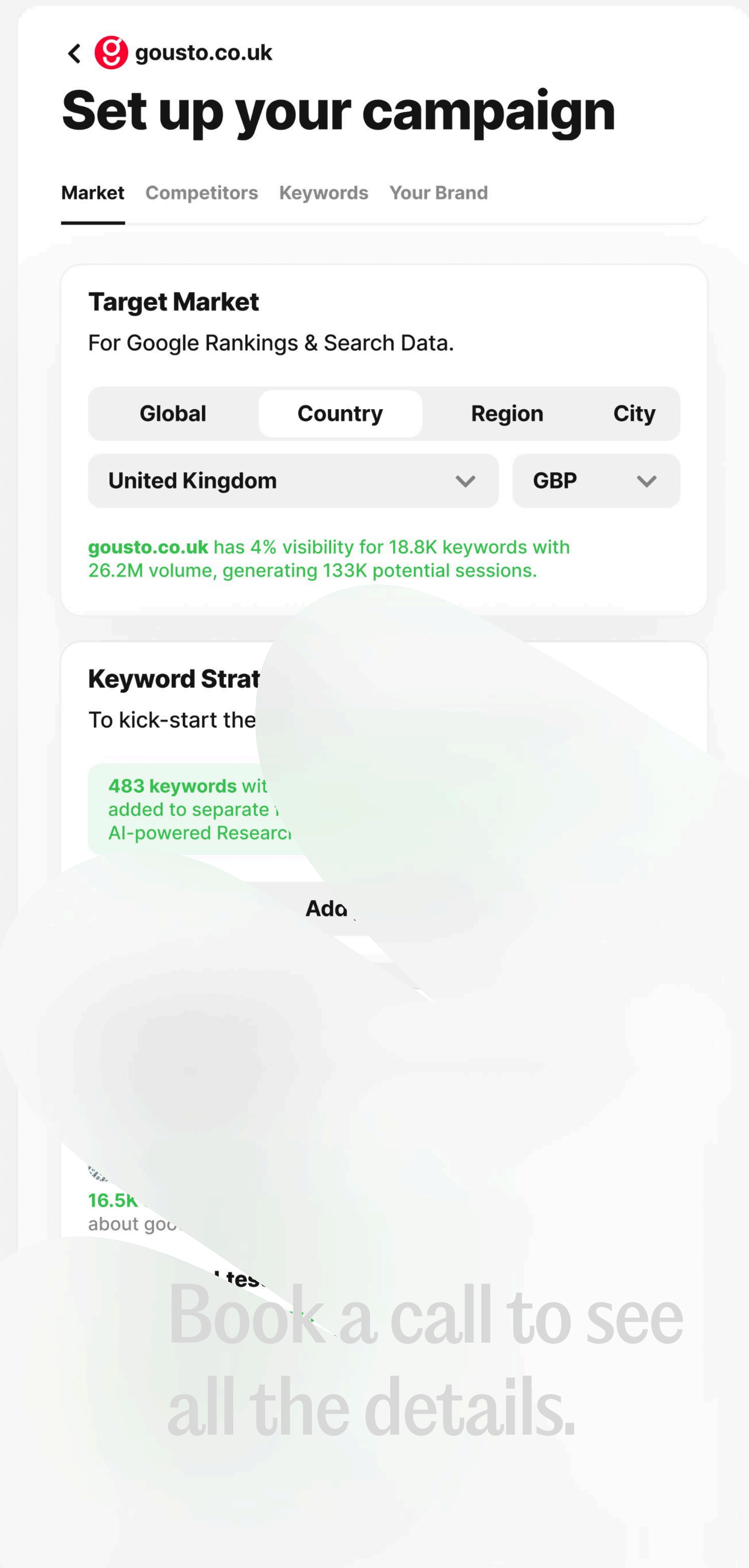


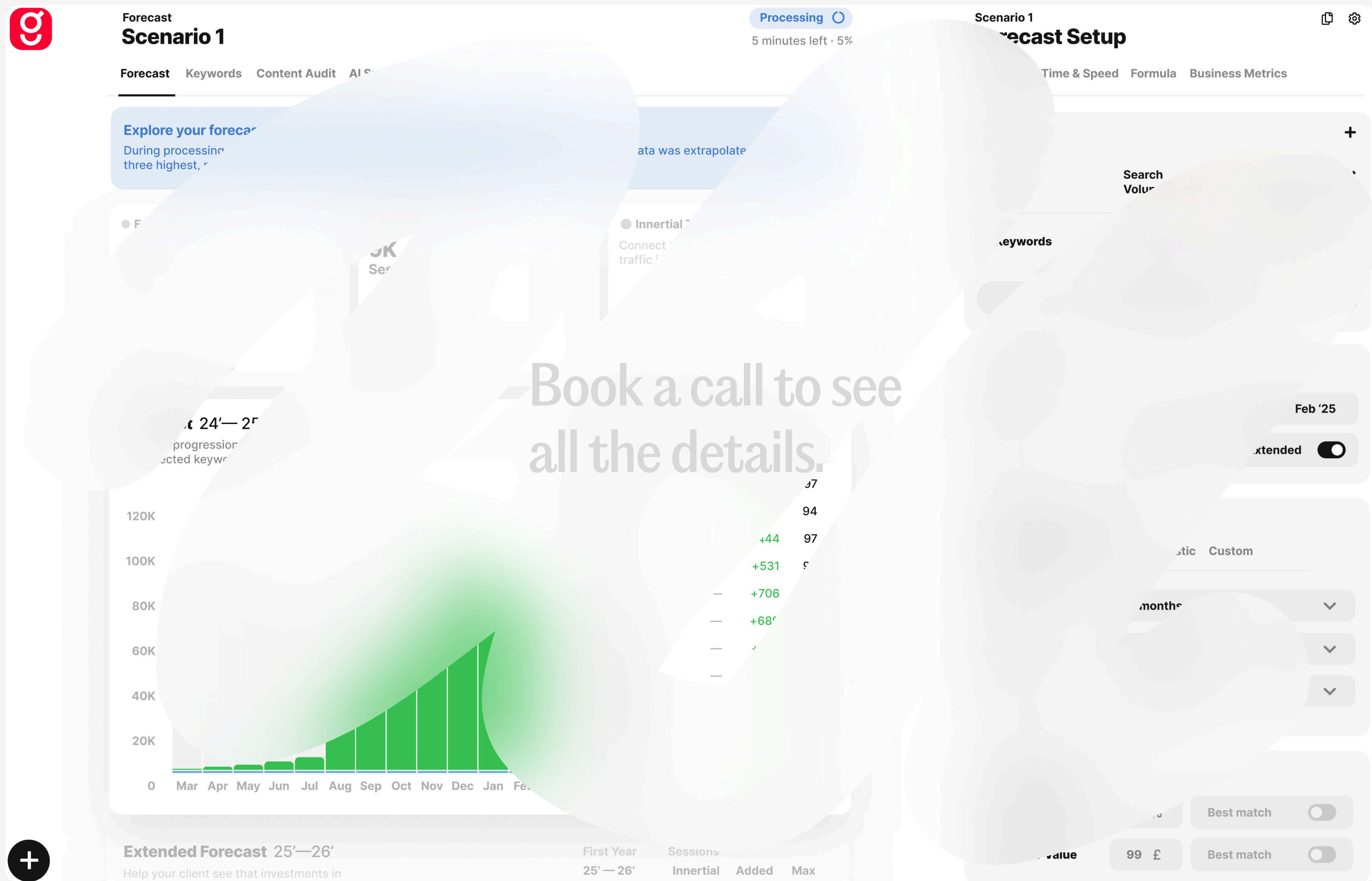
To complete the journey, most users needed an assistant. Without help, they were overwhelmed with UI complexity.

10X value envision

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

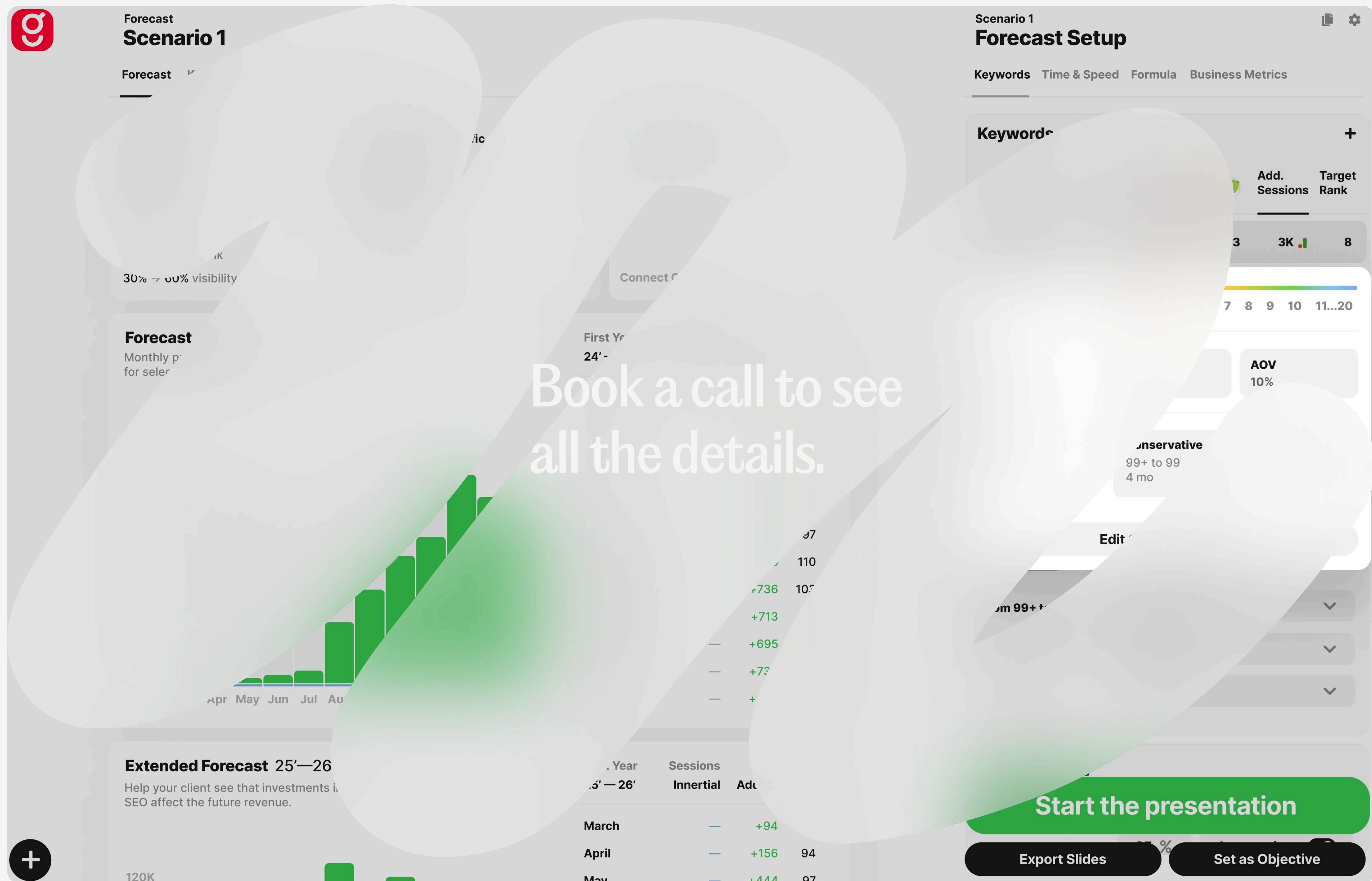
Users felt they immediately gained value from the tool with minimal effort. This sparked curiosity about the product.





Book a call to see
all the details.

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



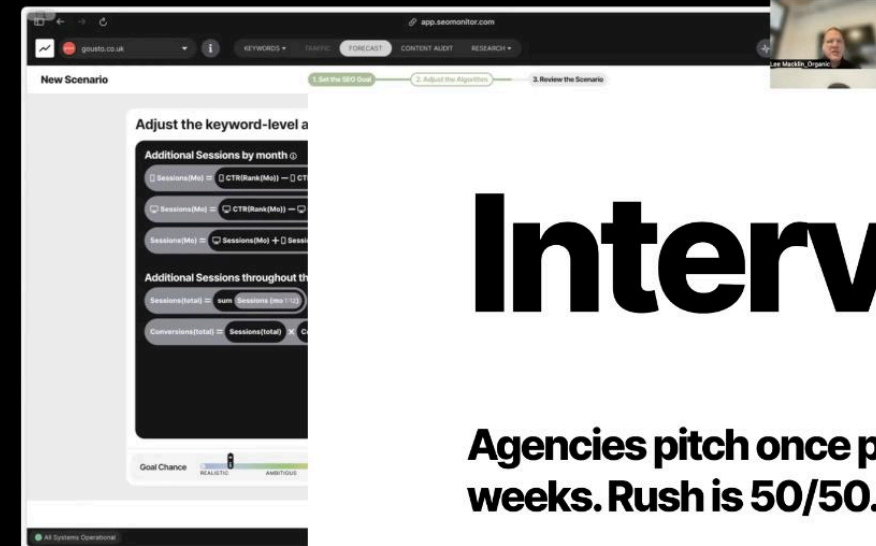
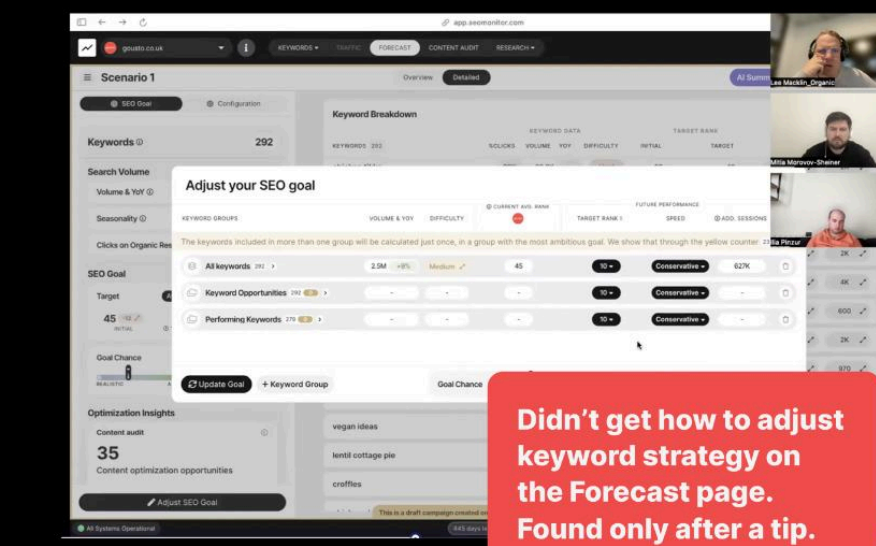
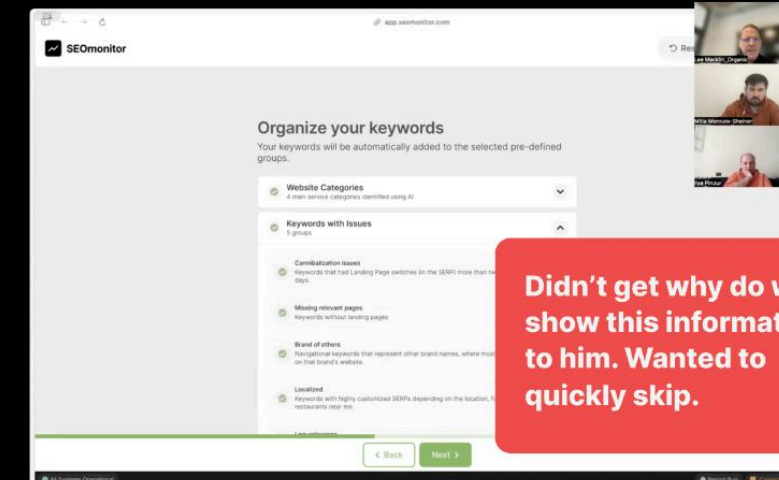
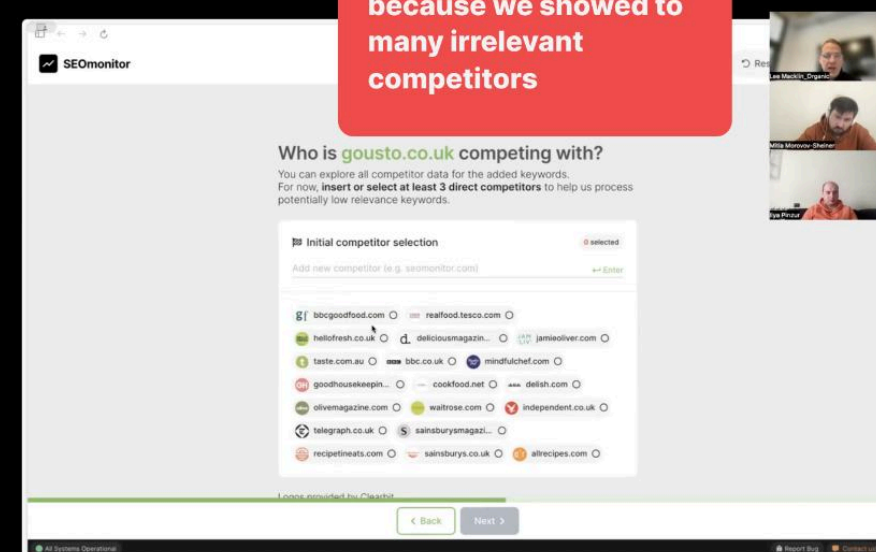
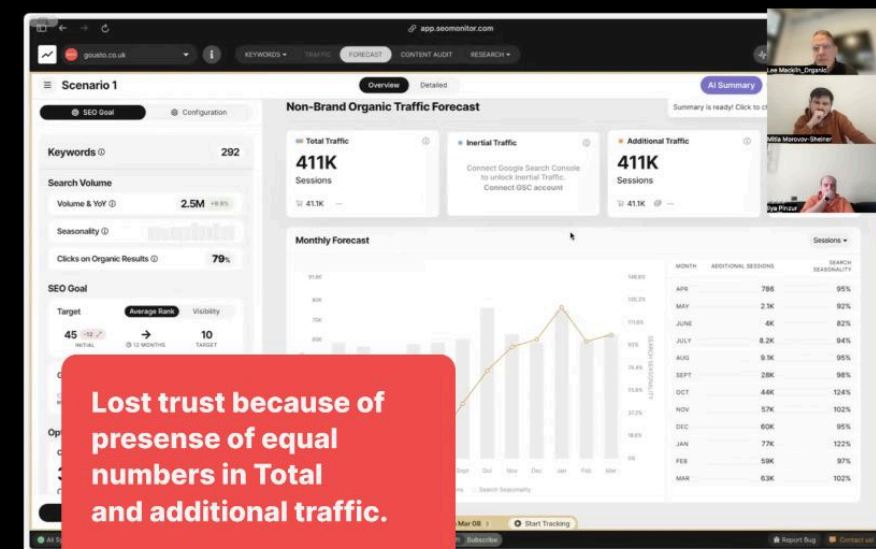
All of the complexity was integrated into an intuitive interface that was easy and interesting to explore.

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.

UX Interview



Interviews summary

Agencies pitch once per two weeks. Rush is 50/50.

Collaboration: forecasts are created by SEO specialist & pitched to colleague.

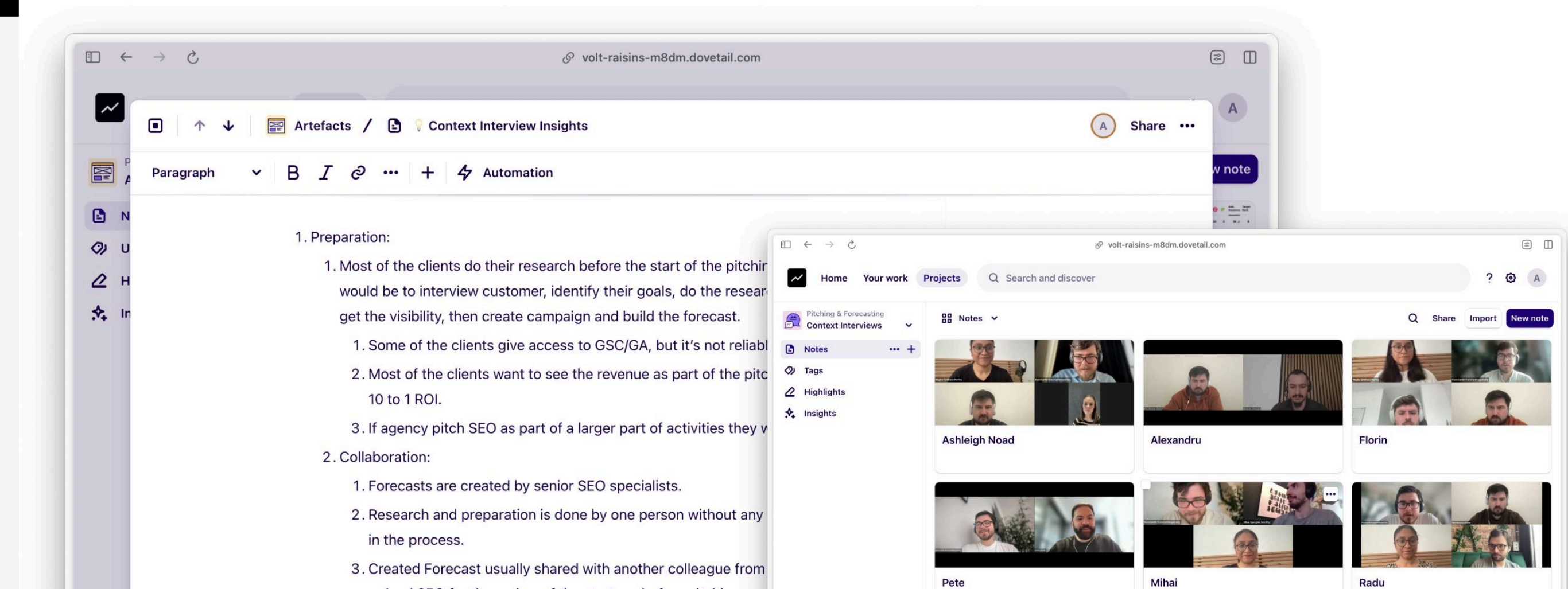
Big agencies tend to create pitches with custom charts.

SEO focused agencies more likely to include screenshots.

Majority redo their kws. research after they sign the contract.

Revenue is one of the most important metric in the pitch.

100%
test coverage



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

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

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

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.

1 day data snapshot with all metrics

Forecast Research Content Audit

50K kws per campaign

Aligned!

Not really

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%

19%

81%

Aligned!

Not really

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.



Aligned!

Not really

Get insights with zero effort

Smart groups

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

Cannibalization Page Issues → Cannibalization

High Search Volume Search Volume > 1000

Top 10 Current rank > 10

Aligned!

Not really

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

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.



**Cosmin
Negrescu,**
CEO at
SEOmonitor

Strong talent in both design leadership and hands-on product design.



**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.**

Starting at \$2K/mo.

With Love.

KK