

# **Design Workshops.**

**Maximise ROI of design solutions.**

**Remove team misalignments.**

**Train your designers.**

## **Fast-growing teams**

**Accelerate team onboarding,  
protect against dips, and build  
a strong work culture.**

## **Early-stage startups**

**Focus on business goals,  
maximize design impact, and  
keep moving fast.**

# Our team



**Konstantin  
Konstantinopolskii**  
Host

**Leads the design workshops.**

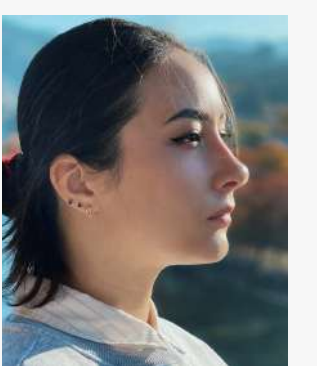
1K+ workshops at B2B / B2C SaaS companies.  
Had cases with \$1M impact and 1K% ROI, led  
a 4-week DNA analysis platform redesign.



**Ludwig  
Bistrnovsky**  
Strategist

**Ensures we are on the right long-term track.**

500+ projects in product design, interfaces, and  
communication. Seven awards at RedDot,  
If Communication, Awwwards, and LogoLounge.



**Sofia  
Hlazunova**  
CX Advisor

**Scales the system and processes.**

PM lead at FinTech app with 13M DAU and 30M  
MAU. Successfully launched a remote call centre  
with 2.5K+ people and top industry rating.

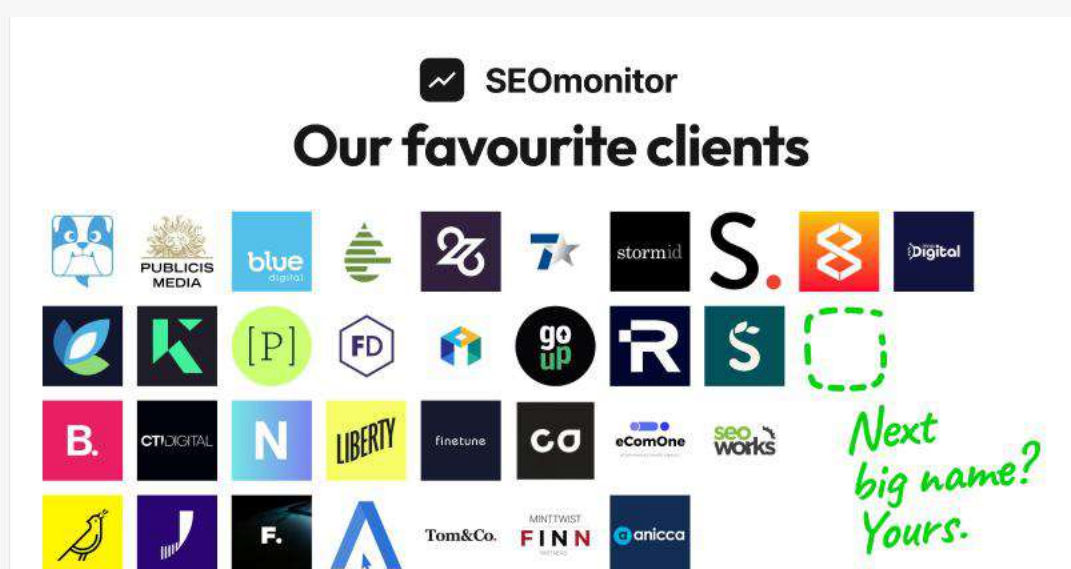
# How it works

Your designers bring their weekly progress on a call.

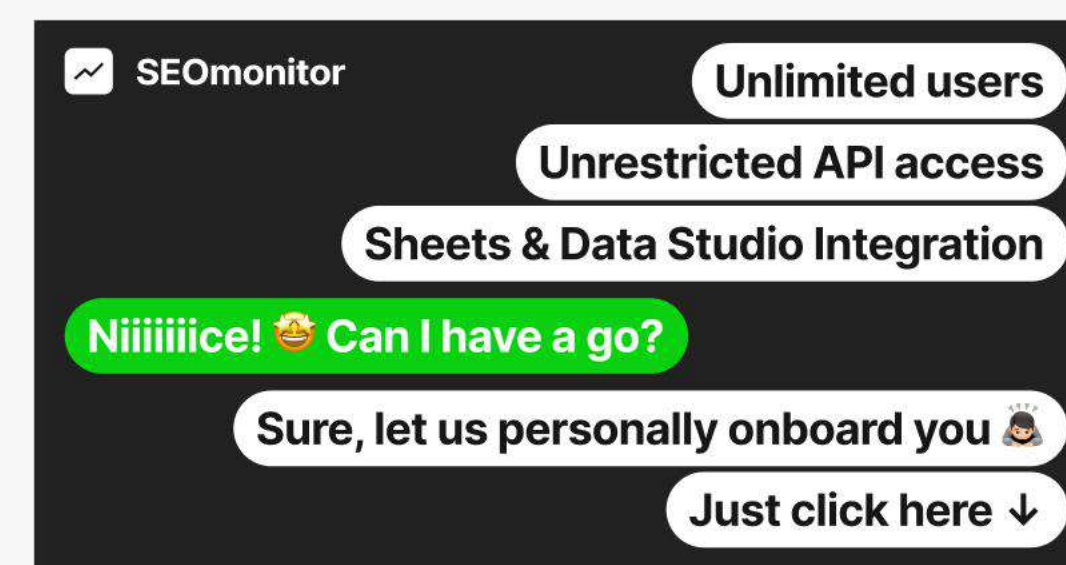
We simplify and rework until value becomes obvious.



Keyword research | Forecasts  
Daily Rank Tracker  
Content Audit  
Agency Dashboard  
All in one SEO tool? Try now



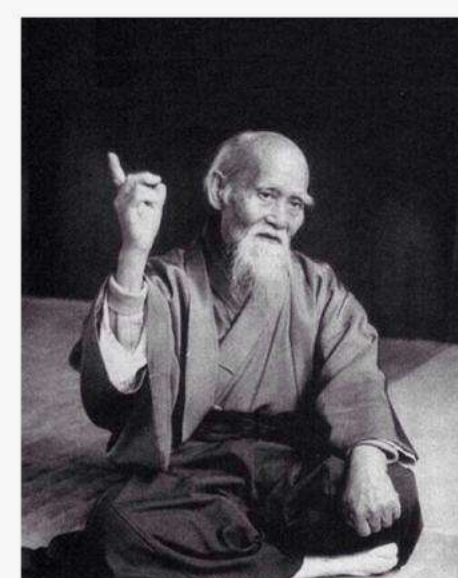
SEOmonitor  
Our favourite clients  
Next big name? Yours.



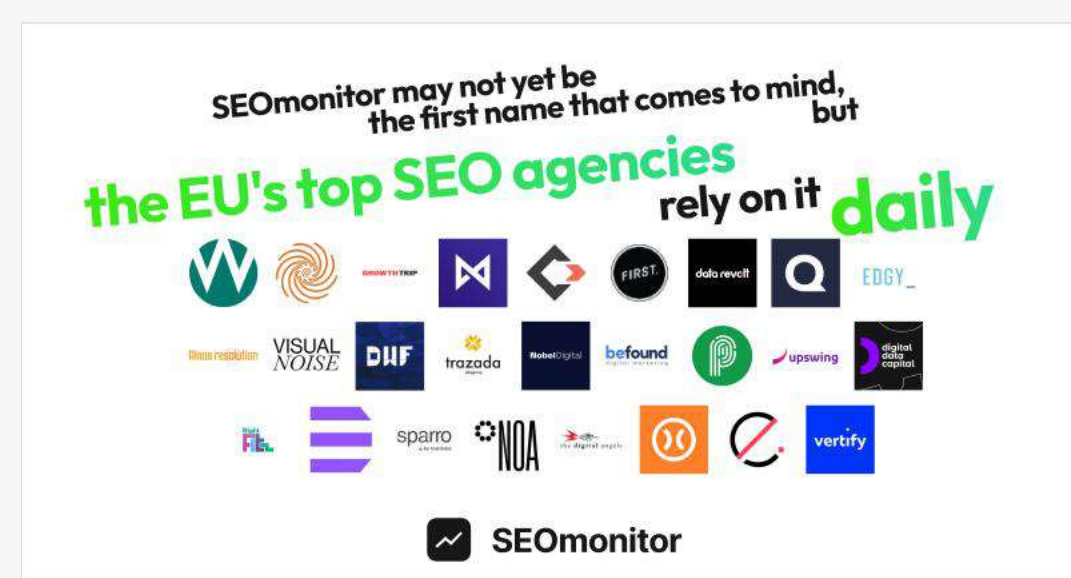
SEOmonitor  
Unlimited users  
Unrestricted API access  
Sheets & Data Studio Integration  
Niiiiiiice! Can I have a go?  
Sure, let us personally onboard you  
Just click here



Our favourite clients in EU  
Next big name? Yours.  
SEOmonitor



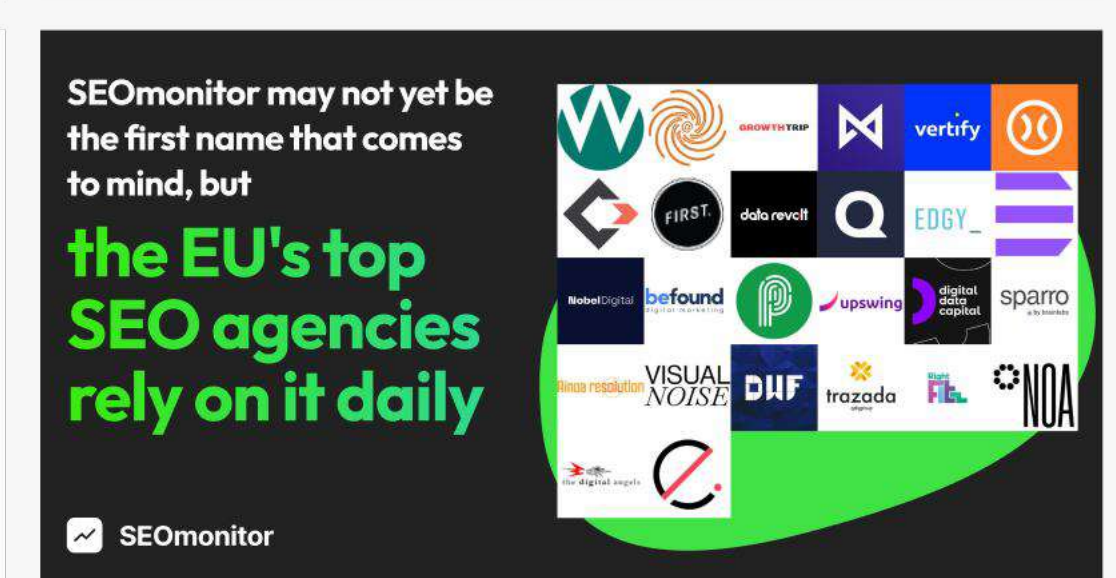
SEO agencies don't grow by merely acquiring new clients but by retaining existing ones.



SEOmonitor may not yet be the first name that comes to mind, but the EU's top SEO agencies rely on it daily  
SEOmonitor



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SEOmonitor

# Examples

## SEOmonitor

In 100+ workshops we found a working marketing channel, revolutionised product, and built a design team.



**Alen Todorov**  
Head of Marketing  
at SEOmonitor

**KK solves complex problems in just two iterations.** Working with him is not just pushing OKRs, but also care and proactive thinking!

SEOmonitor

Unlimited users

Unrestricted API access

Sheets & Data Studio Integration

Niiiiice! 😄 Can I have a go?

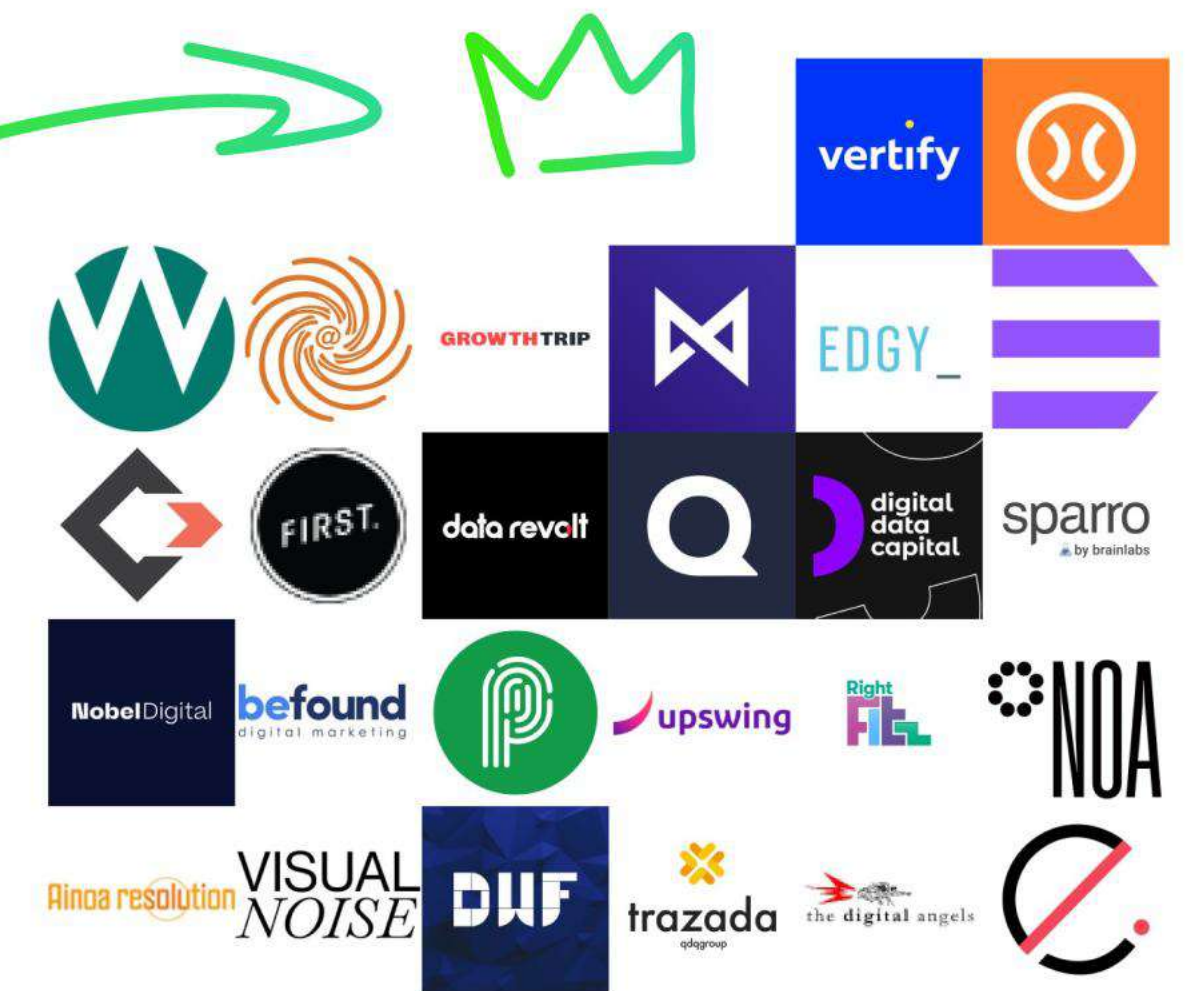
Sure, let us personally onboard you 👤

Just click here ↓

Our favourite clients in EU

Next big name?  
Yours.

SEOmonitor



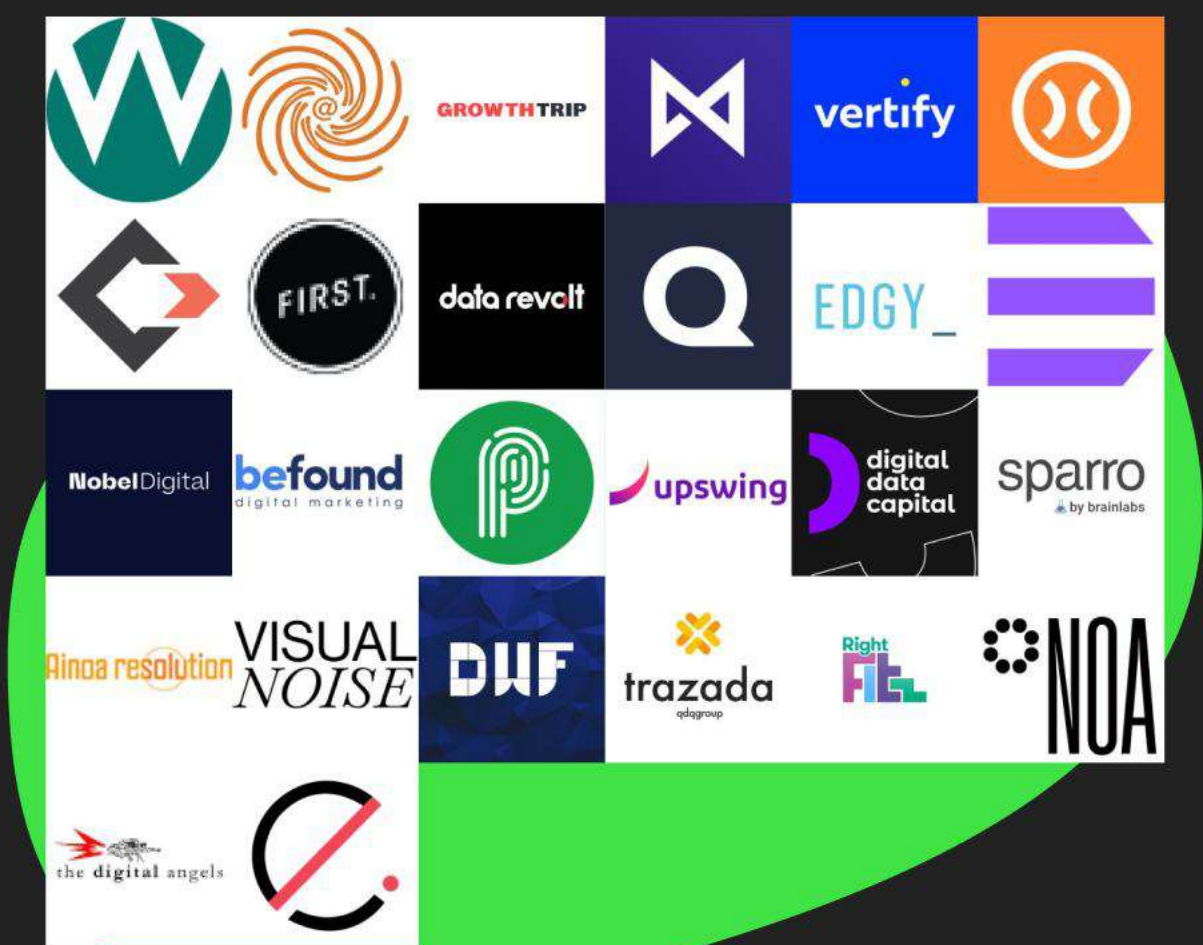
SEO agencies don't grow by merely acquiring new clients but by retaining existing ones.

SEOmonitor

SEOmonitor may not yet be the first name that comes to mind, but

the EU's top SEO agencies rely on it daily

SEOmonitor



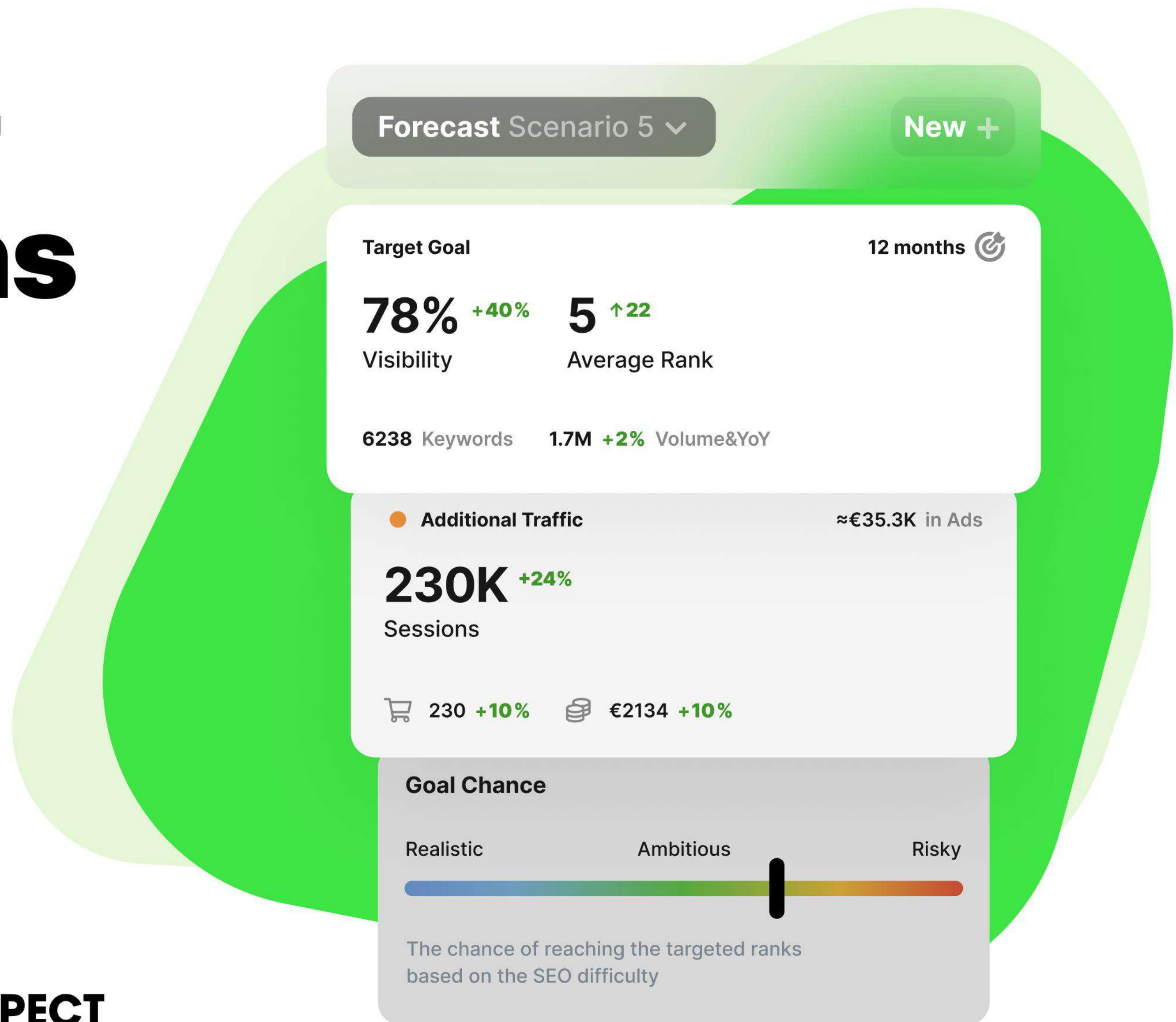
Consistent CTRs with LinkedIn ad refresh.

# Build & Deliver SEO campaigns like never before

Designed & priced for agencies.  
Loved by in-house teams, too

Try for Free

Adopted by 2000+ teams worldwide



Increased user engagement through the website redesign.

## Unlimited SEO campaigns

€99 / month

Full platform access with on-demand keyword data, SEO forecasting and unrestricted keyword research.

- ✓ **Rank Tracker** One day snapshot. On-demand keyword data for desktop and mobile.
- ✓ **SEO Forecast** Traffic forecasts based on ranking goals.
- ✓ **Keyword Research** Keyword, Domain & Topic Explorer.
- ✓ **Organic Traffic** Analytics conversions mapped to sessions to keywords.
- ✓ **Content Audit** Content optimization opportunities for ranking pages.

## Daily Tracking

+€39 / each 1000 kws.

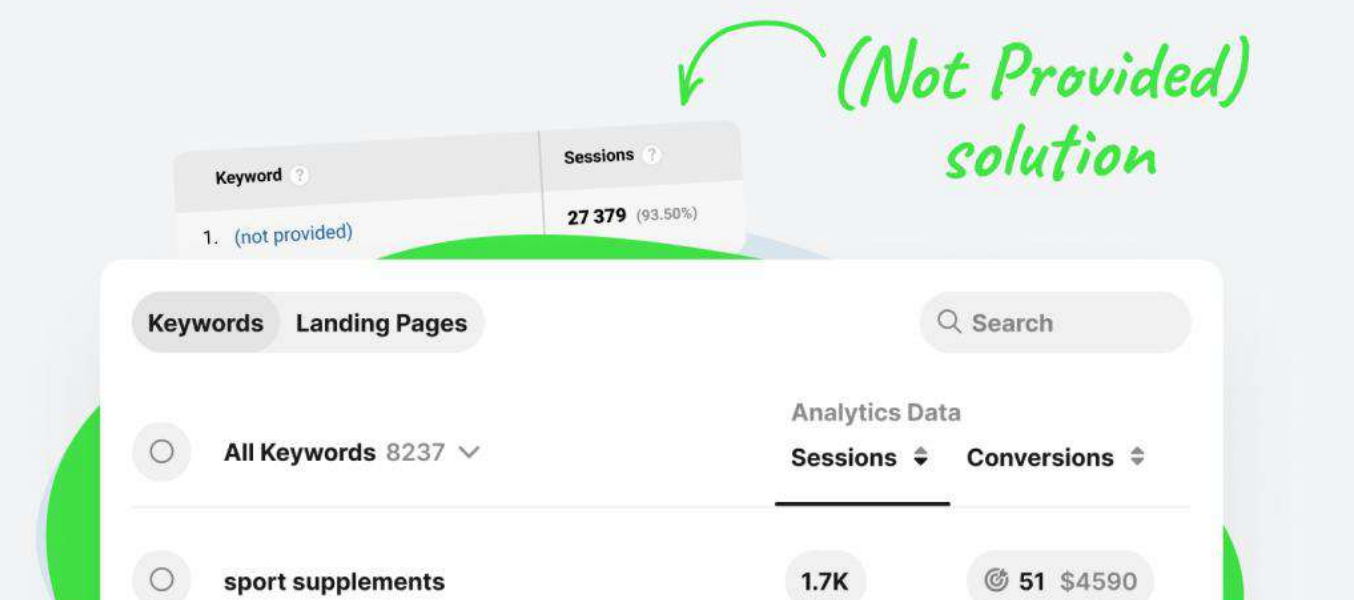
Daily insights and updates for keywords and pages on mobile & desktop in **Rank Tracker** and **Content Audit**.

- ✓ API and Integrations included
- ✓ Unlimited monthly ranks for keywords
- ✓ Agency reporting features and tracking

## GSC/GA connection

+€9.9 / website

Daily mapping of analytics conversions and sessions to your keywords.



## Pricing calculator

Unlimited SEO campaigns

✓ Included

Daily tracking keywords

1000

Websites with GSC/GA

0

€138 / Month Total

Unlimited draft campaigns €99  
1000 keywords daily × €39/1000 kws  
0 websites × €9.9

🔑 Save 17% when paying annually

**Get Started for Free**

Free trial. No credit card required.

Conversion growth with layout optimisation.

## Writer

Overview

AI support

Competition



70/100  
Score

Coverage	+0.5% ↑ 50%
Title	Yes
Headings	0/1
Topic density	1/17
Wordcount	1,172/2,305
Images	14/7

24%  
% Clicks

590  
Volume & YoY

15%  
Visibility

Search a keyword



long-tail	22K +5%	T 27
long-tailed keywords	20K +3%	4
long tail keywords	10K —	T 4
long-tail keywords are	5K +9%	
keyword longtail	880 -3%	1
what is a long tail keyword	2K +4%	
long tail keyword examples	1.6K —	3
long-tail seo	990 +1%	T 3

< All articles

## long tail keywords

Last saved at 12:20 ✓

H1

H2

H3

H4

H5

B

I

# What are long tail keywords

Long-tail keywords are specific and highly targeted keyword phrases that users typically use when they're close to a point-of-purchase or when they have a very clear intention in mind. They are longer and more specific keyword phrases compared to broader, more general terms.

For instance, while a general keyword might be "shoes," a long-tail keyword could be "women's running shoes for flat feet." Long-tail keywords usually have lower search volumes compared to broader terms but tend to have higher conversion rates. They are highly valuable for businesses as they often attract more qualified traffic that is closer to making a purchase.

Long-tail keywords offer several advantages:

## Less Competition

Due to their specificity, long-tail keywords generally have less competition compared to broader keywords. This means it might be easier to rank for these terms in search engine results.

## Higher Conversion Rates

Users searching for long-tail keywords often know exactly what they want. Therefore, when they find a website that matches their specific query, they're more likely to convert (make a purchase, sign up, etc.).

## Better Targeting

Long-tail keywords are great for targeting niche audiences. They allow businesses to cater to specific needs and interests, making it more likely that they attract users looking for very particular products or services.

Faster time to value with the streamlined MVP.





# unlimitedpie.rocks RO Rank Tracker

## Groups

Kw. Total Clicks Search Volume YoY Visibility Tr. Traffic Opt.

**All Keywords**  
 ⚠ Canibalization, Missing Pages, Low Relevance

**269** **56%** **146.2k** **-19%** **0.7%** **+1%** **8.4K**

**Brand**  
 🍏 Brand Keywords

**2** **2.1%** **6.6k** **-19%** **100%** **-** **23K**

**1st page keywords**  
 ⚠ Low Relevance

**4** **45%** **260** **-19%** **35%** **+2%** **23K**

**2nd page keywords**  
 📁 Test, Second launch

**8** **71%** **4.2k** **-19%** **19%** **+1.7%** **23K**

**Main Keywords**  
 ⚠ Canibalization

**87** **55%** **54.4k** **-** **1.9%** **-** **23K**

**test**

**0** **0%** **0** **-** **35%** **-** **23K**

test 2022-10-17

## All Keywords 432 Kw.

SERP Clicks Search Volume YoY Rank Trend Traffic Opt.

**Imparati romani**  
 📁 /... 📁 Test, Second Launch, Ideas to test, 23+

**100%** **720** **+83%** **~13** **↑6** **150**  
 Steady ~8★ Easy

**Librarie bucuresti**  
 📁 /... 📁 Seasonal

**44%** **1.6k** **+26%** **~16** **↑5** **219**  
 Steady ~10★ Easy

**Abba**  
 ⚠ 3 📁 Test

**70%** **18.1k** **-45%** **~99** **-** **1.6k**  
 Steady ~99★ Hard

**Aaliyah**  
 ⚠ 4 📁 Seasonal, Test

**70%** **2.9k** **-19%** **~99** **-** **433**  
 Steady ~99★ Doable

**Abcd**  
 ⚠ 1 📁 -

**100%** **1.9k** **+81%** **~99** **-** **393**  
 Seasonal ~99★ Hard

**Polista**  
 📁 /... 📁 -

**70%** **1.9k** **+82%** **~99** **-** **256**  
 Steady ~32★ Hard

Fratia inelelor

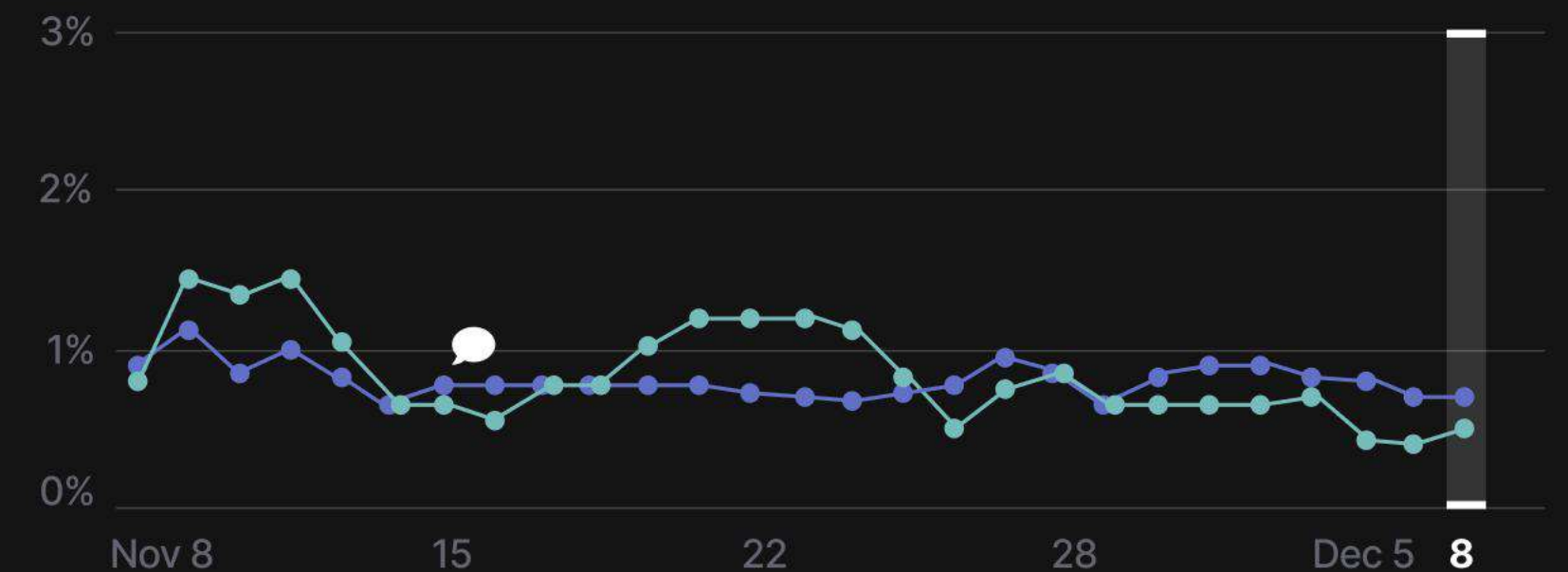
## All Keywords

### Visibility

**0.7%** **+1%** **0.5%** **-0.7%**

Desktop Mobile

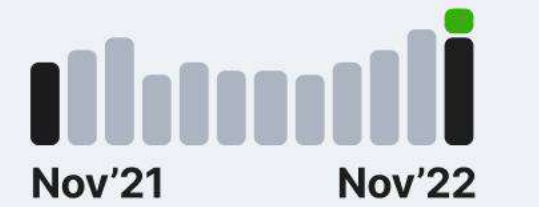
Trend Breakdown Impacting Keywords



Annotate Share your thoughts about presented data...

### Search

**146.2K** **+7% YoY**



Desktop 36% 52.6K Mobile 64% 93.8K

### SERP

**51%** Organic clicks

166 - 120 1 +9 more

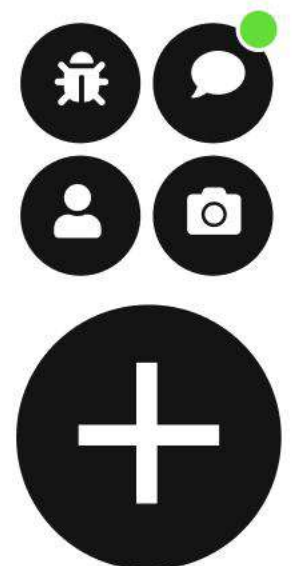
### Opportunity

**233K** Sessions

Hard Doable Easy

### Suggestions

**121K** Traffic Opt **78** Kw. Impacted



Long-term vision with architectural design.



Components

Collaboration Standards

Communication

Hand-off

Reviews

Support

Growth

– Processes

Product Retrospective

Upcoming Priorities Sync

1-1 Meetings

Design Review

Implementation Review

Self-Review

Design Sync

Workshops

Standuply

Weekly Priorities

Design Lead & CEO Sync

Standards & Processes Review

Resources

Tools

Libraries

Useful links

Labadabadabda!

# Processes

## Product Retrospective

1. **Goal.** Make the processes more goal-oriented, efficient, caring, proactive, open, and consistent.
2. **Who.** PM, Product Designers, and Design Lead.
3. **Process**
  - a. Collect feedback during the week.
  - b. Set a regular 30-minute meeting.
  - c. **Agenda:**
    - i. Discuss highlights and lowlights.
    - ii. Agree on the culture.
    - iii. Schedule the Design Handbook updates.
  - d. Use the Figma meeting template to simplify the retrospective.
  - e. Record the meeting with Fireflies to automate summaries.

## Upcoming Priorities Sync

1. **Goal.** Ensure that future priorities are clear, realistic, and valuable.
2. **Who.** CEO, CPO, PM, Product Designers, and Design Lead.
3. **Process**
  - a. Set a regular 30-minute or 60-minute meeting.
  - b. Async preparations:

# Collaboration Standards

## Communication

1. **Simple & Direct.** We use text-first style, and follow the culture book, ensuring we communicate in an assertive and polite tone.
2. **No.** We constantly remind our colleagues about the right to say no. Honest no is much better than forced yes.
3. **Maybe.** Maybe it is a polite version of the “No”. It means that we’ll keep in mind, and then decide, but probably it’ll not be delivered.
4. **Urgency.** If something is urgent, we clarify the reason, and then give full attention to the given priority in a sync. We go async back, after the issue was solved.
5. **What’s next?** If the ball is on the design side, designers are responsible for communicating the alignment, next steps, and milestones to ensure the team is on the same page.

## Hand-off

1. **Alignment.** Designers ensure that developers are aligned with design, by asking questions:
  - a. Do you see any possible edge-cases?
  - b. Can you tell me how new complex parts work?
  - c. Is it possible to develop in time?
  - d. Is there anything I can help you with?
2. **Responsibility**

Culture was solidified with the Design Handbook.

# Testimonial



**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.**

# FAQ

## **Do we need to prepare in advance?**

Yes. Designers should deliver their priorities and artefacts async with Looms, so we can set expectations.

## **Do you guarantee the solution at the end of the workshop?**

Yes. If a solution doesn't emerge during the workshop, we will roll up our sleeves and work async after the meeting to find a direction.

## **How do you get vision faster than a full-time employee?**

Based on practice and knowledge, we extract insights in minutes.

## **How do you ensure optimal coverage of the solutions?**

For less important priorities, we deliver a quick review to ensure nothing critical is missed. For the most important ones, we conduct thorough analysis and live iterations.

# Ready to start?

Discover how our workshops boost weekly growth and provide long-term training for your team.

**Book a free call →**

## **ROI up to 1K%**

By focusing on value and cost-reduction. Proven by cases in product and marketing.

## **Starting at \$1K/mo**

To cover a team with one designer. Includes two workshops and daily async support.