

HI, WE'RE AFFILIATE MANSION...

We've Been Driving Traffic to Online Gaming Brands
Since 2010. >

Our team is dedicated to delivering
sustainable, growth focused **marketing solutions**

*our vision

Create Sustainable Growth Strategies for our clients that's Reliable, Low Risk and yields High Returns over a Long Period of Time.

"We found the number of domains linking to a page correlated with rankings more than any other factor." Brian Dean, BACKLINKO

*AFFILIATE MANSION...



What Makes Us Good at What We Do?

- Extensive knowledge and experience in the industry
- Highly skilled in SEO and outreach initiatives
- Proven results and effective strategies
- We aim to build long term profitable relationships with our clients



**Link Building and Content
Generation are *still* the
most important ranking
factors**

* Search Ranking Factors

The more things change the more they stay the same.

Its really no surprise that over 150 SEO experts found the top 3 contributing factors for better search rankings to be:

- 1. Domain Level Links** – based on metrics such as quantity, trust, domain level authority
- 2. Page Level Links** – trust metrics as above on a page level, incl anchor distribution, interlinking, etc
- 3. Keyword and Content-Based Features** – Content relevance, keyword usage, topic modeling, etc

Continually focusing on quality content and a strong link profile will drastically impact your ability to rank in search.

**According to Moz Search Ranking Survey 2015 (<https://moz.com/search-ranking-factors>)*



Don't just take their word for it...

Our clients have enjoyed some pretty phenomenal results over the years...

* We're Committed to Delivering Results

Our impact on your bottom line is extremely important to us and remains one of our Core Key Focus Areas.

Our Strategies Work

In our 7 odd years serving the industry we've helped achieve some pretty significant results...



~400%
Search Acquisition Growth

Our clients have enjoyed over 400% growth in acquisitions directly from search traffic in many cases outperforming other channels.



12500+
Placements on High Quality Sites

We've built thousands of relationships with top webmasters in various niches, including gaming, technology, mobile, entertainment, etc.



~800%
Return on investment

All the top brands are investing heavily on improving their search results, it's little wonder considering the long term gain organic search traffic offers.



10+
Countries and Most Languages

We've helped brands feature in SERPs in Canada, UK, Germany, Australia and many other regions. We also create content in various languages as needed.

* AFFILIATE MANSION...



**SEO has the *potential* to become
one of your largest acquisition
channels.**

* When it comes to SEO

Only 2 things really matter:

1. Linking



◆ **Internal** Linking

◆ **External** Links (inbound)

2. Content



◆ **1x Post** min per week published on blog.

◆ **X Posts** regularly published on 3rd party sites.

Keeping consistent and diligent with a keen focus on quality and diversity will ensure your business reaps massive returns from search. It's the bedrock and backbone of your SEO success in the long term.



“If you’re serious about generating high quality links, you need to be very systematic about how you create and promote your content.”



Problem is its notoriously expensive
and laborious to generate content and
new links on an ongoing basis.
(never mind the staff costs to run that operation)



That's where we come in.

Our team is ready to pour hundreds of man hours into achieving results for your brand.



We'll take care of all of it...

* 1. Link Generation

We scour the web in search of the perfect sites to feature your content. We meticulously analyze sites based on quality metrics to ensure you get the best value possible.

Maintaining a healthy link profile is key to SEO success. It is still considered to have the highest impact of all 200+ Ranking Factors

* External Linking Sites

We do all the dirty work and heavy lifting taking all the logistical and technical nightmares out of your hands. Leave the outreach to us.

* Link Quality

We use advanced SEO analysis techniques and assess a wide variety of metrics such as Trust Flow, DA, PA, Alexa, SemRush, Ahrefs, etc.

* All links are evaluated and screened

We use a wide variety of analytical tools to evaluate the true value of the sites we offer, ensuring you are only getting sites that positively impact your profile.

Our reports contain a breakdown of all the sites we send you.



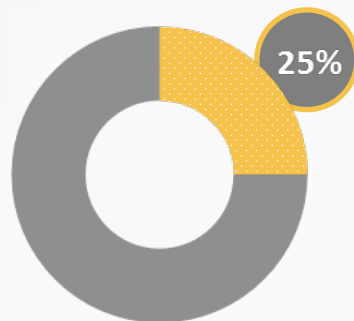
// It's not about the quantity of links to your website it's about the quality

An important part of our screening phase is to eliminate low quality sites including those designed purely for link building purposes. All sites must show signs of being a legitimate and active website.

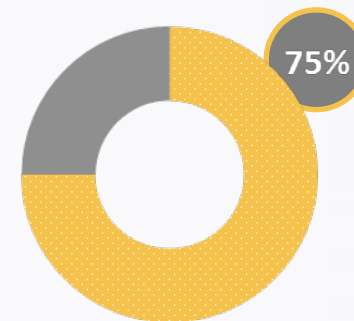
*AFFILIATE MANSION...

* Low Risk Strategies

We take risk seriously and ensure that all your link building efforts are as Google friendly as possible and low risk.



Generic/ Money Terms



Branded Terms



Generic and Money Terms

Having a high proportion of money terms (anchor text using exact match keywords) is a big red flag for Google that you are using spammy/gaming techniques. Keeping this below 25% will keep you on good terms.

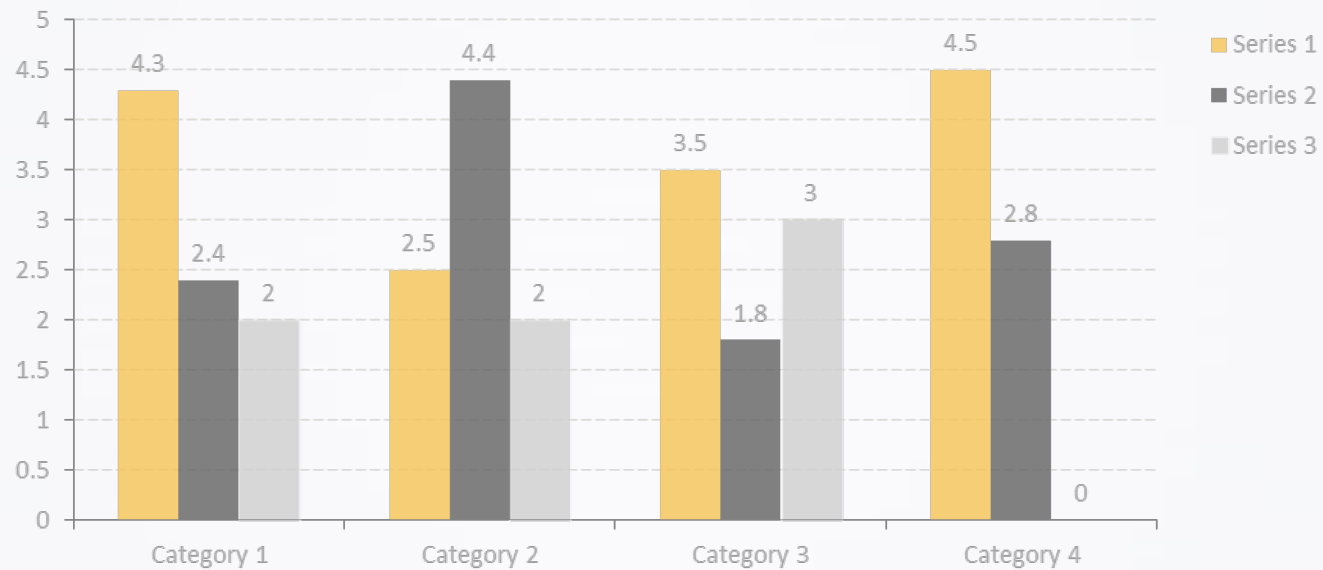


Branded Terms

The majority of the time if a site links to you it will link using your brand/ product name. Using these as your main keyword terms you ensure a much more natural link profile.

* Competitor Analysis

We'll benchmark your brand according to your competition. We can also extract valuable linking opportunities.



*

You need to know who you are competing against, in order to compete

* 2. Content Generation

The other key element to a strong SEO strategy is content generation. Without content links become worthless. You need 2 types of content to leverage your SEO efforts.

5+

Posts per month
(at least)

We Create Content :



To publish on your blog

The more content you publish on your site the more traffic you gain. Every post has the ability to rank for certain search terms.



To publish externally

The more other sites write about your brand and mention/ link to your brand, the more authority you gain in the SERPs.

4.5X

Companies that published 16+ blog posts per month got about 4.5X more leads than companies that published between 0 - 4 monthly posts.

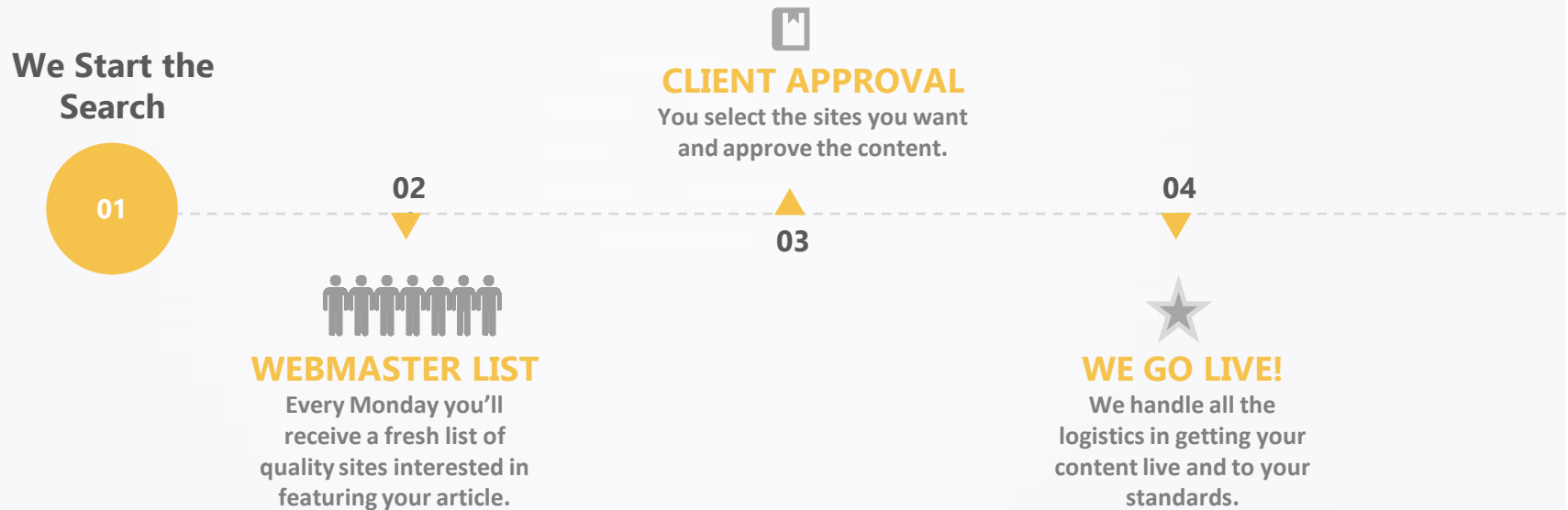


We've combined this entire SEO process (*content generation + link building*) into a simple 4-Step Plan

* Our 4 Step Process

We've condensed a traditionally tedious, complex and expensive SEO process into a simple 4 step strategy to follow from sourcing the perfect sites to final placement

(We take care of everything else behind the scenes) .





**As simple as that looks, you are
getting a lot for your dollar...**

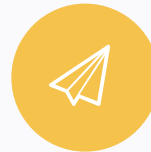
* What We Are Offering

It may not seem like much on the surface but we are offering you an team of SEO professionals that handle all the millions of tasks required to pull this strategy off successfully



Contacting 1000s of websites

We scour the web to find sites that meet your criteria and are interested in featuring your articles.



All Content Professionally Written

One of the most tedious tasks is creating content. Our team of copywriters and bloggers have you covered. One less task to lose sleep over.



Strict Qualifying Criteria

Measured and weighted against 15+ SEO metrics



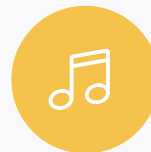
Logistics

We handle the whole process on both sides so that it's a smooth and efficient transaction for all parties



Project Management

At any one time we are juggling comms with 40+ webmasters, negotiating, placing articles, finding new sites, the list is endless.

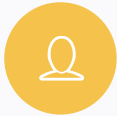




Peace of Mind

All our effort and attention to quality is for one reason only, the success of your brand in search. It's the reason we do what we do.

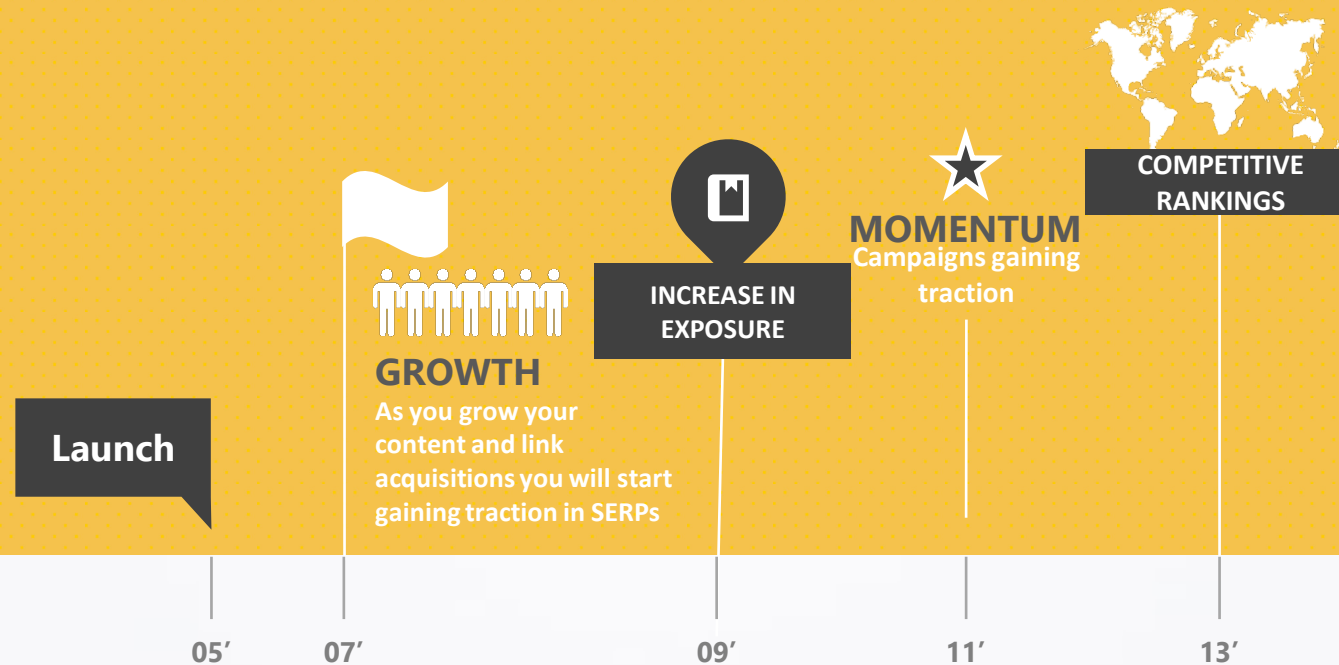
* Our SEO Packages:

We remain competitive with our prices and outperform our competition.

Features	 Starter Package	 Plus Plan	 Corporate Plan
Pre Approved Sites	5 - 10	11-20	30+
Professional Articles/ Posts	5 - 10	11-20	30+
Blog Posts	0	5	10
Outreach, Comms, Negotiations	✓	✓	✓
Outdoor Advertising	✓	✓	✓
PRICE PER PACKAGE:	\$2,500-\$5,000	\$5,500-\$10,000	\$15,000+

SEO Growth Timeline

Although we are helping you grow your organic traffic its by no means free, so naturally brands would like to know when their investment starts bringing a return



It's impossible to predict when Organic SEO will start producing results but it can be said without a doubt that if you continue along this path you will see a dramatic increase in search traffic and players.



We're ready to get you started

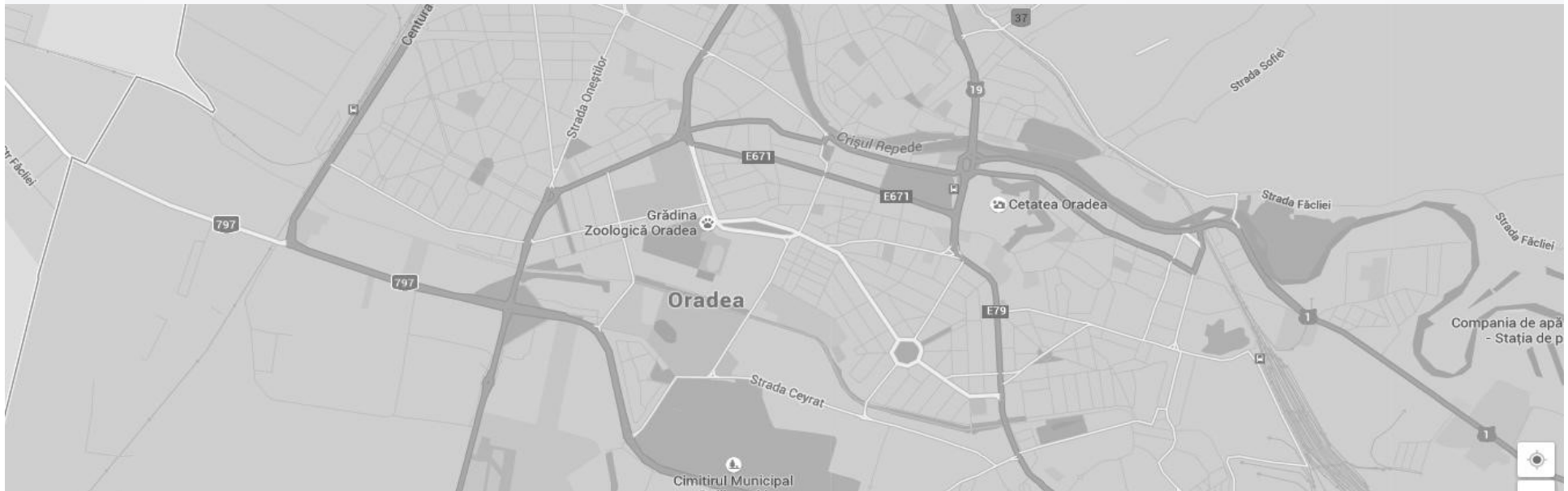
**You will find a sample list of sites attached
to this presentation**



THANK YOU FOR YOUR TIME!

* Let's talk

If you're looking to promote your brand on other websites we are here to make that happen.



Octavian Lihet, CEO

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You can also find us at:

🐦 twitter.com/micappt

📘 facebook.com/micappt

* AFFILIATE MANSION...

* Countries We've Targeted



* We've helped achieve Page 1 Rankings in all these regions.

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We Believe in:

Scalable and Sustainable Growth Strategies

Low Risk / Risk Mitigation Mindset

Consistent, Objective Focused Approach