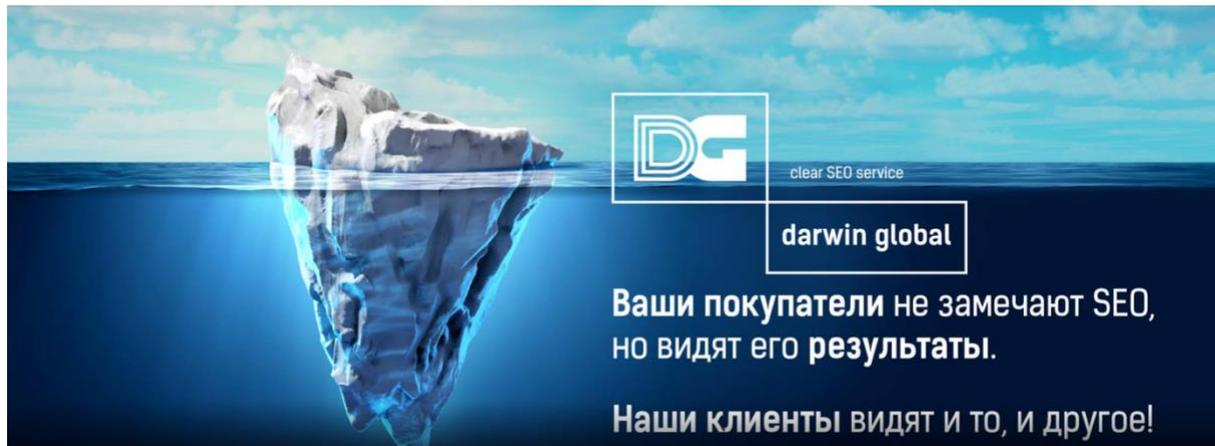


Darwin Global



The client:

Darwin Global is a company based in Ukraine that offers companies the opportunity to optimise their business by applying SEO best practices. They wanted to break into the lucrative English-speaking market, so they came to me with the project. Initially, the client only wanted me to proofread the website and provide feedback on their Facebook ads. They specified American English.

The final brief:

However, after I reviewed the website, I decided to offer my services as a copyeditor. The site needed far more work than a superficial proofread. The brief was then changed to a more extensive edit, where I copyedited all text on the site. The client specified that they would like me to complete my edits in a Word document with tracked changes:

We have minimized potential risks by establishing a clear, step by step work process which documents all working processes – starting from management routine all the way down to the SEO optimization itself.

The client wanted me to ensure the tone communicated authority to their potential client, while still being approachable and engaging.

The Challenges:

The project was uniquely challenging because the website was written by a non-native English speaker. While there are common mistakes to look out for in this type of writing, a lot of difficulties are presented by a sentence that is technically correct but sounds wrong to a native speaker.

The Result:

The team at Darwin Global were very happy with my work and used my services again a couple of months later. They asked me to copyedit two blog posts, which can be seen at the end of this document.

Google Ads / Search Ads:

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Affordable SEO services Pull Ahead Of The Competition www.darwin.global/Affordable/SEO Clear and established SEO services with guaranteed results.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Affordable SEO services Get a free SEO cross-check www.darwin.global/Affordable/SEO Learn how to boost your website's search ranking with our bulletproof solutions at no cost

Affordable SEO Services / Get Ahead Of The Competition

Affordable SEO Services / Get a free SEO cross-check

Facebook Ad #1

Attract more customers without paid advertising in less than 7 months 🚀

While Google Ads and Facebook Ads are market leaders among advertising platforms, they are expensive and hard to handle.

✅ A great alternative is Website Search Engine Optimization.

These are our 3 key steps to ensure a steady growth in your customer base:

🔍 Initial onsite SEO analysis based on over 140 search engine ranking factors

📋 Development of the SEO strategy – we define the goals to be reached, your current weak and strong points and create a detailed action plan to reach those goals

🚀 The Search Engine Optimization itself. We connect your website to our own cloud-based automation platform SEO Shield, build a semantic core, optimize your website pages and gain backlinks.

Sign up now for a free website analysis by Darwin Global experts and learn how to increase your website search engine relevance without implementing major and expensive changes



Facebook Ad #2

We love to share.

Sign up for a free preliminary website analysis by Darwin Global SEO experts and learn how to boost your website's Google ranking with a few simple tricks.

There is no need to do major and expensive adjustments – let's start with the basics.

We will analyze your website and suggest quick, simple and efficient recommendations that will significantly improve your website ranking at no cost.

Tailored just for you. Sign up now.

[Darwin Global Homepage](#)

We help to reveal what was hidden.
Your website to your new customers.
Successful SEO to you.

Alternatives:

We can reveal what was hidden.
We can help customers find you.
Make SEO work successfully for you.

Help reveal what was hidden.
Help new customers find you.
Make SEO work for your business.

My recommendation:

What was hidden, can now be found.
Help new customers find you.
Make SEO work for you.

Standard work protocols



We minimize potential risks by clearly establishing step by step work and documenting all working processes – starting from management routine all the way down to the SEO optimization itself.

All optimization stages are standardized and conducted based on the most effective and reliable instructions which we have been actively creating based on many years of experience. We created about 150 detailed instructions for our employees: managers, SEO-analysts and developers.

The quality of our work is verified with an ISO 9001 certificate. Now Darwin Global is the only SEO company in Ukraine which is certified by an International standard for a "Quality Management System".

Our standard work protocols:

We have minimized potential risks by establishing a clear, step by step work process which documents all working processes – starting from management routine all the way down to the SEO optimization itself.

All optimization stages are standardized and conducted based on effective and reliable instructions which we have been actively creating based on many years of experience. We have created over 150 detailed instructions for our employees to follow: managers, SEO-analysts and developers.

The quality of our work is verified with an ISO 9001 certificate. Darwin Global is the only SEO company in Ukraine which is certified by an international standard for a "Quality Management System".

Business process automation



To do our job as effectively as possible we literally automate every single action. Many routine management and optimization tasks are fully automated and are run by as many as 20 different applications including Seo Shield, an automation platform we have developed ourselves.

Automatic execution of typical routine tasks minimizes the human factor (hence the number of mistakes), allows specialists to focus on intellectual tasks and creatively approach the project, this increases the speed and efficiency of Darwin Global.

Our automated business process

To do our job as effectively as possible we literally automate every single action. Many routine management and optimization tasks are fully automated and are run by as many as 20 different applications including Seo Shield, an automation platform we have developed ourselves.

The automatic execution of typical routine tasks minimizes the risk of human error and gives specialists the creative freedom to focus on more intellectually challenging tasks, thus increasing the speed and efficiency of Darwin Global.

Real-time control for our customers



Our unique platform, Seo Shield, helps our customers monitor the actual status of their project online at anytime. Customers receive all the documentation attached to the project, related analytics and reports, current optimization stage and completed tasks.

Moreover, the system also helps customers to directly communicate with account managers and optimizers in a dedicated transparent task management tool.

Our unique platform, Seo Shield, helps our customers monitor the actual status of their project online at any time. Customers will receive regular updates on the project, including related analytics and reports, current optimization stage and completed tasks.

Moreover, the system also enables customers to directly communicate with account managers and optimizers in a dedicated transparent task management tool.

The SEO Manager's Swiss Army Knife – are all SEO tools equally useful?

Multifunctionality, or the use of different software tools and services by SEO managers, is not as valuable a skill as it may seem.

Any software analytics or optimization service is created by specialists who have many extremely different approaches to SEO. This is why some tools that offer identical metrics often display different results.

Consequently, a huge amount of useless work can be put into a project by blindly following all the third-party services recommendations (especially at the early stages of SEO optimization).

So when tackling this problem, it is always better to use fewer tools, and to limit these tools to the services which have been proven most effective.

To be precise:

Google Search Console – an official Google search engine tool that lets you monitor the key interactions between the website and Google bot (index and scan). It also allows you to check robots.txt, sitemap.xml, language meta tags and many other topics.

Google Analytics – also the official Google tool for tracking your site's stats. This tool is often unfairly perceived as an analogue of traffic tracking tools. But in fact, Google Analytics can provide a lot of useful information to the SEO specialist (for example, popular search queries or pages), and the interaction report can indicate errors in the site's performance.

Yandex Webmaster – is an analog of Google Search Console for Yandex. Even if Yandex is not your potential traffic source, it's good to remember that it's actually a free website crawler. The report on website pages in «Yandex Webmaster» can reveal general mistakes which affect the entire website.

Yandex Metrika – did you know that you can watch exactly what your website visitors are doing on your website? If not, then you probably haven't heard about "Webvisor" – a tool within Yandex Metrika which allows you to analyze the whole client session on the website. It cannot be overemphasised how useful this tool this can be.

In our experience, using these official tools is enough to receive comprehensive and reliable information about the interactions between the search engines and the website. Of course, using additional services can bring lots of benefits – but only in very skilled hands.

Learn more about additional tools and services from our SEO experts!

Task management system in SeoShield

A little bit more about SeoShield. SeoShield is a unique project management software environment and the foundation of our transparent SEO service.

What does SeoShield do?

- Website analytics
- Project management
- Automation of routine processes
- Communication between the project team members
- Hands-on control for the customer

SeoShield is a software solution which makes the SEO process transparent, effective and controllable. It incorporates analytics tools, project management solutions and a platform – enabling instant communication between everyone involved in the process.

– Maxim Simonenko, Chief Technical Officer at Darwin Global

The application has separate modules for SEO-related tasks, copywriters, web developers and project managers. It's integrated with external analytics tools, and links exchange platforms with everything needed to gain the results as quickly and effectively as possible.

What is the task management system in Seo Shield?

It is a product that facilitates customer interaction with the technical support department.

In fact, a task is like a request, which once sent gets an immediate response from the related expert. While monitoring the optimization process of your project, you are always in touch with the SEO team attached to it. This task management system is a new innovation that offers a higher level of connection between the customer and the service provider; a virtual solution for the age-old problem of communication, where your website rank and traffic start rising.

The system has been designed based on the experience with popular services (Jira, for example) and the testing of different project management methodologies such as Scrum and Kanban.

While developing and implementing the system we faced an important challenge, which was to incorporate all company departments onto "one screen", so that every project (including the "SEO production process") is available to all team members.

We were determined to stick to the principles of "transparent SEO-service" while we were developing the task management system. Consequently, the interface had to be clear and available both for SEO optimizers and customers.

Eager to discover how real-time SEO works? Request a call-back from one of our SEO experts.