

# SEO TACTICS TO IMPLEMENT TONIGHT

Lukasz Zelezny

<https://seo.london>





**I WAS  
WORKING FOR**

**BORTEX**  
FINE TAILORING

 **Contact Law**

 **EDGE RETREATS**  
EXCEPTIONAL VILLA EXPERIENCES

**fleetway**  
Discover the world for less

**FOCUS ECONOMICS**

  
**GAGLIARDI**  
— FARMACIA DAL 1764 —

**HomeAway**

 **kayako**

**Mashable**

**OwnersDirect**  
Part of the HomeAway Family

**Tencent 腾讯**

 **THOMSON REUTERS**

 **uSwitch**

  
**VERCIDA**


**Zoopla**




The background image features a butterfly with black and white patterned wings perched on a bright orange flower. The scene is overlaid with semi-transparent, flowing bands of color in shades of green, blue, and orange, creating a dynamic and artistic effect.

# SEO TACTIC #1 “SNAPSHOT”

# GIVE YOUR DATA STUDIO ACCESS TO YOUR SEARCH CONSOLE

 SELECT CONNECTOR






### Search Console

By Google

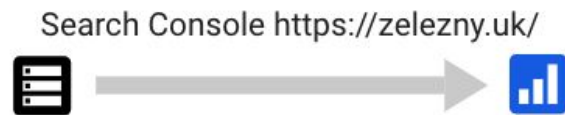
Google Search Console is a free service that helps you monitor and maintain your site's presence on the search engines. The Data Studio Search Console connector helps you track and analyze your site's performance.

[LEARN MORE](#) [REPORT AN ISSUE](#)

 zelezny 	Tables 
https://zelezny.uk/3-highly-secure-cloud-st...	Site Impression
https://zelezny.uk/onpage-seo-optimization/	Url Impression
https://zelezny.uk/	



You are about to add a data source to this report



Note that **Report Editors** can create charts using the new data source(s), and can add dimensions and metrics not currently included in the report.

CANCEL

ADD TO REPORT

THEN ADD  
DATA  
SOURCE TO  
YOUR REPORT

# EXCLUDE EMPTY QUERIES USING FILTER

Name Data source  
Search Console <https://zelezny.uk/>

Exclude ▼ ABC Query ▼ Equal to (=) ▼ example: value

AND



# COMPLETE TABLE OF QUERIES FROM GIVEN PERIOD

Dec 1, 2017 - Apr 1, 2019					
	Query	Landing Page	Impressi...	Url Clicks ▾	URL CTR
1.	lukasz zelezny	https://zelezny.uk/	1,920	520	27.08%
2.	payload checker	https://zelezny.uk/http-status-checker/	7,391	415	5.61%
3.	200 ok checker	https://zelezny.uk/http-status-checker/	1,829	317	17.33%
4.	host checker 200 ok	https://zelezny.uk/http-status-checker/	2,374	271	11.42%
5.	lukasz zelezny	https://zelezny.uk/	269	111	41.26%
6.	bug response 200 ok	https://zelezny.uk/http-status-checker/	723	84	11.62%
7.	http status checker	https://zelezny.uk/http-status-checker/	8,695	84	0.97%
8.	200 ok http response	https://zelezny.uk/http-status-checker/	797	65	8.16%
9.	how to get seo clients without cold cal...	https://zelezny.uk/find-seo-clients/	640	47	7.34%
10.	proxy 200 ok	https://zelezny.uk/http-status-checker/	560	46	8.21%
11.	403 checker	https://zelezny.uk/http-status-checker/	267	44	16.48%
12.	cek host 200 ok	https://zelezny.uk/http-status-checker/	579	36	6.22%
13.	check host 200 ok	https://zelezny.uk/http-status-checker/	442	31	7.01%
14.	response header 200 ok	https://zelezny.uk/http-status-checker/	411	31	7.54%
15.	404 checker-http header checker	https://zelezny.uk/http-status-checker/	478	27	5.65%
16.	http status code checker	https://zelezny.uk/http-status-checker/	3,414	27	0.79%
17.	200 checker	https://zelezny.uk/http-status-checker/	215	26	12.09%
18.	conference speaker	https://zelezny.uk/conference-speaker/	13,670	25	0.18%
19.	cek header bug	https://zelezny.uk/http-status-checker/	377	21	5.57%
20.	http payload checker	https://zelezny.uk/http-status-checker/	189	21	11.11%
21.	sistrix vs semrush	https://zelezny.uk/keyword-research-with-semrush-sistrix-and-searchmetrics/	237	19	8.02%
22.	respon 200 ok	https://zelezny.uk/http-status-checker/	480	17	3.54%
23.	bug checker online	https://zelezny.uk/http-status-checker/	237	14	5.91%
24.	bulk http status checker	https://zelezny.uk/http-status-checker/	818	14	1.71%
25.	status 200 ok	https://zelezny.uk/http-status-checker/	206	13	6.31%
26.	seo slack channel	https://zelezny.uk/slack/	378	13	3.44%
27.	cek bug host 200 ok	https://zelezny.uk/http-status-checker/	80	10	12.5%
			1 - 100 / 24160 < >		

WE HAVE  
THREE METRICS:

1. IMPRESSIONS

2. CLICKS

3. CTR

Dec 1, 2017 - Apr 1, 2019					
	Query	Landing Page	Impressi...	Url Clicks ▾	URL CTR
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			1 - 100 / 24160 < >		



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17	200 checker	https://zelezny.uk/http-status-checker/	215	26	12.09%

THE “SNAPSHOT” TABLE IS READY

Add levels to sort by:

	Column	Sort On	Order
Sort by	Landing Page	Values	A to Z
Then by	Impressions	Values	Largest to Smallest

2 X SORT:  
BY LANDING  
THEN  
BY IMPRESSIONS

— Copy



Query	Landing Page	Impressions	Url Clicks	URL C
seo uk	https://zelezny.uk/	23,044	5	
seo consultant london	https://zelezny.uk/	13,053	1	
uk seo	https://zelezny.uk/	12,092	1	
seo consultant uk	https://zelezny.uk/	11,840	3	
seo speaker	https://zelezny.uk/	9,550	9	
uk seo consultant	https://zelezny.uk/	7,791	0	
uk seo consultancy	https://zelezny.uk/	5,497	0	
seo in london	https://zelezny.uk/	5,160	2	
london seo consultant	https://zelezny.uk/	5,027	0	
london seo consultancy	https://zelezny.uk/	3,648	0	
seo expert london	https://zelezny.uk/	3,577	0	
seo conference	https://zelezny.uk/	3,358	0	
social media consultant	https://zelezny.uk/	3,104	0	
seo expert uk	https://zelezny.uk/	2,639	0	
seo	https://zelezny.uk/	2,364	0	
seo consultancy london	https://zelezny.uk/	2,201	1	
seo london	https://zelezny.uk/	2,047	0	
seo consultant liverpool	https://zelezny.uk/	1,958	1	
lukasz zelezny	https://zelezny.uk/	1,920	520	
social media consultant london	https://zelezny.uk/	1,677	0	
seo consultant brighton	https://zelezny.uk/	1,674	2	
seo consultant southampton	https://zelezny.uk/	1,585	0	
seo in uk	https://zelezny.uk/	1,563	0	
seo london uk	https://zelezny.uk/	1,511	0	
london seo expert	https://zelezny.uk/	1,484	0	
seo consultancy uk	https://zelezny.uk/	1,472	0	
seo keynote speaker	https://zelezny.uk/	1,322	1	

PivotTable Builder

FIELD NAME

☒ Landing Page  
☒ Impressions  
☒ Url Clicks  
☒ URL CTR  
☐ TRIGGER

Filters

Columns

Values

Rows

Landing Page  
 Query

Values

Sum of Impressio...  
 Sum of Url Clicks  
 Average of URL C...

Drag fields between areas

Row Labels	Sum of Impressions	Sum of Url Clicks	Average of URL CTR
+ <a href="https://zelezny.uk/http-status-checker/">https://zelezny.uk/http-status-checker/</a>	29,426	529	1.49%
- <a href="https://zelezny.uk/find-seo-clients/">https://zelezny.uk/find-seo-clients/</a>	5,283	51	1.59%
how to get seo clients without cold calling	640	47	7.34%
how to find seo clients	525	2	0.38%
how to get seo clients	888	2	0.23%
seo clients	1,747	-	0.00%
how to get local seo clients	1,483	-	0.00%
+ <a href="https://zelezny.uk/conference-speaker/">https://zelezny.uk/conference-speaker/</a>	18,319	32	0.15%
+ <a href="https://zelezny.uk/">https://zelezny.uk/</a>	69,579	19	0.03%
+ <a href="https://zelezny.uk/slack/">https://zelezny.uk/slack/</a>	1,588	18	1.08%
+ <a href="https://zelezny.uk/blog-topic-content-title-generator/">https://zelezny.uk/blog-topic-content-title-generator/</a>	32,999	12	0.04%
+ <a href="https://zelezny.uk/4-google-chrome-extensions-for-avid-users-of-youtube/">https://zelezny.uk/4-google-chrome-extensions-for-avid-users-of-youtube/</a>	3,934	10	0.23%

THE MOST USEFUL PIVOTTABLE EVER



PivotTable Builder

FIELD NAME

☒ Landing Page  
☒ Impressions  
☒ Url Clicks  
☒ URL CTR  
☐ TRIGGER

Filters

Columns
 

Values

Rows
 

Landing Page ⓘ  
 Query ⓘ

Values
 

Sum of Impressio... ⓘ  
 Sum of Url Clicks ⓘ  
 Average of URL C... ⓘ

Drag fields between areas

Row Labels	Sum of Impressions	Sum of Url Clicks	Average of URL CTR
+ <a href="https://zelezny.uk/http-status-checker/">https://zelezny.uk/http-status-checker/</a>	29,426	529	1.49%
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+ <a href="https://zelezny.uk/blog-topic-content-title-generator/">https://zelezny.uk/blog-topic-content-title-generator/</a>	32,999	12	0.04%
+ <a href="https://zelezny.uk/4-google-chrome-extensions-for-avid-users-of-youtube/">https://zelezny.uk/4-google-chrome-extensions-for-avid-users-of-youtube/</a>	3,934	10	0.23%
- <a href="https://zelezny.uk/seo-snapshot-method/">https://zelezny.uk/seo-snapshot-method/</a>	712	9	0.50%
seo snapshot	363	9	2.48%
lukasz zelezny	157	-	0.00%
site:zelezny.uk	79	-	0.00%
seo quick	62	-	0.00%
check seo status	51	-	0.00%
+ <a href="https://zelezny.uk/seo-audit/">https://zelezny.uk/seo-audit/</a>	70,359	5	0.01%
+ <a href="https://zelezny.uk/3-highly-secure-cloud-storage-and-backup-solutions-for-businesses">https://zelezny.uk/3-highly-secure-cloud-storage-and-backup-solutions-for-businesses</a>	5,551	4	0.07%
+ <a href="https://zelezny.uk/digital-marketing-strategy-for-hotel-owners/">https://zelezny.uk/digital-marketing-strategy-for-hotel-owners/</a>	7,706	4	0.04%
+ <a href="https://zelezny.uk/8-external-forces-that-drive-business-performance/">https://zelezny.uk/8-external-forces-that-drive-business-performance/</a>	425	3	0.88%

THE MOST USEFUL PIVOTTABLE EVER



[Wszystkie](#)

[Kategorie](#)

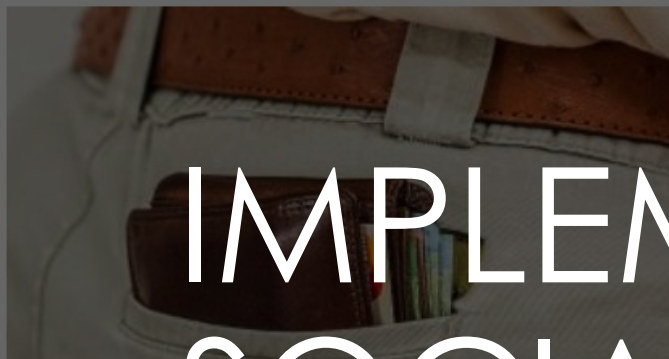
[Artykuły](#)

[Najlepsze blogi](#)

[Sitemap](#)



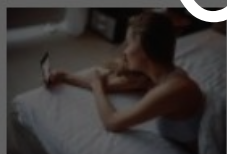
## WSZYSTKIE



[Blik – Gdzie zapłacę, wygoda, bezpieczeństwo, możliwości](#)

Gdzie można płacić Blikiem? Czym jest Blik i gdzie można płacić Blikiem? Klik to sposób

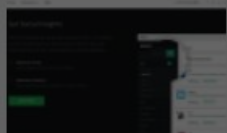
[Czytaj »](#)



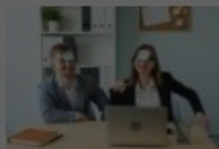
[Tik Tok co to jest za aplikacja. Jak założyć oraz usunąć konto?](#)



[Jak Zrobić Dobre Zdjęcia Telefonem z Selfie Stick \(z Kija\)](#)



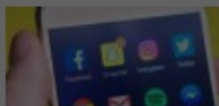
[Co to jest Brand24, jak analizować wyniki, czy działa i sprzedaje?](#)



[Jak zacząć pracę i zostać specjalistą social media](#)



[Jak w Shopify zainstalować sklep, skonfigurować domenę](#)



[Jak włączyć, wyłączyć, przywrócić, zdobyć i stworzyć](#)

## AUDYTY SEO DLA ŚREDNICH I DUŻYCH FIRM

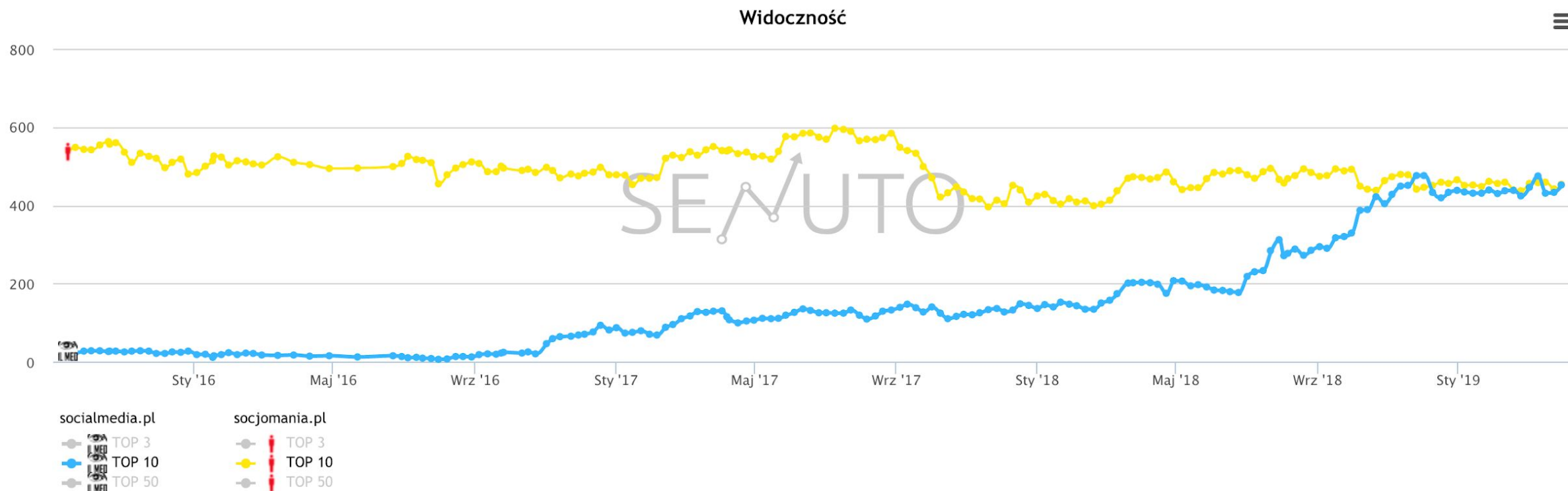


Lukasz Zelezny

Szkolenie SEO dla właścicieli stron działających na WP

## Widoczność

Monitoring  
Tygodniowy



Porównaj widoczność

Domena

socjomania.pl



Domena



Domena

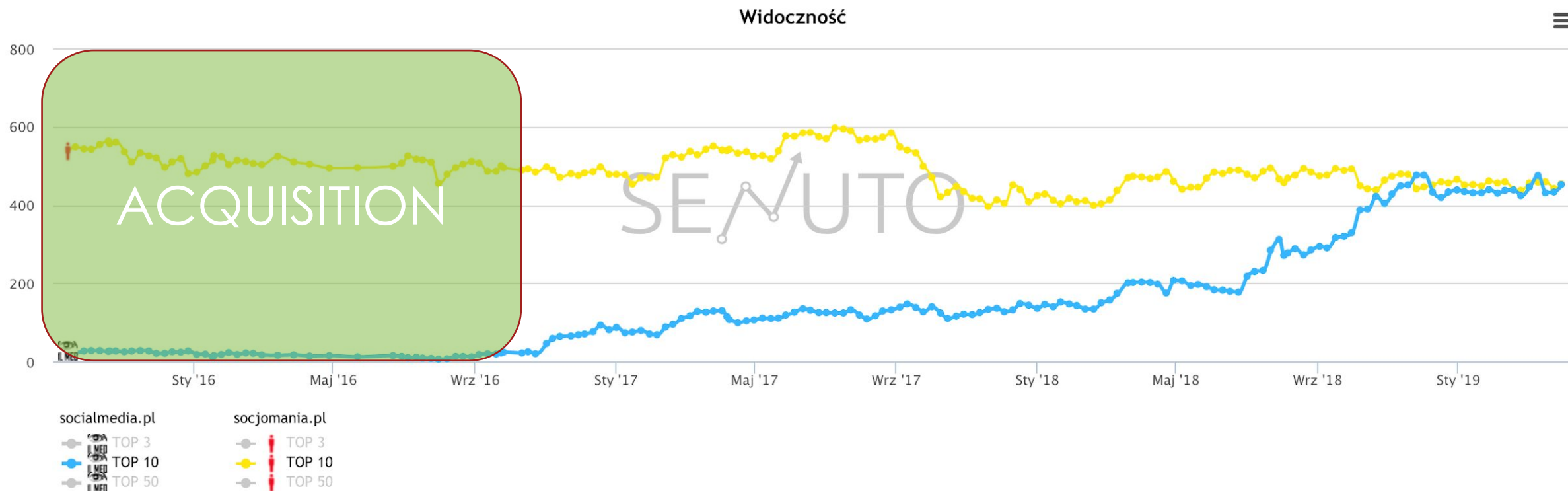


# IMPLEMENTATION - SOCIALMEDIA.PL



## Widoczność

Monitoring  
Tygodniowy



Porównaj widoczność

Domena

socjomania.pl



Domena



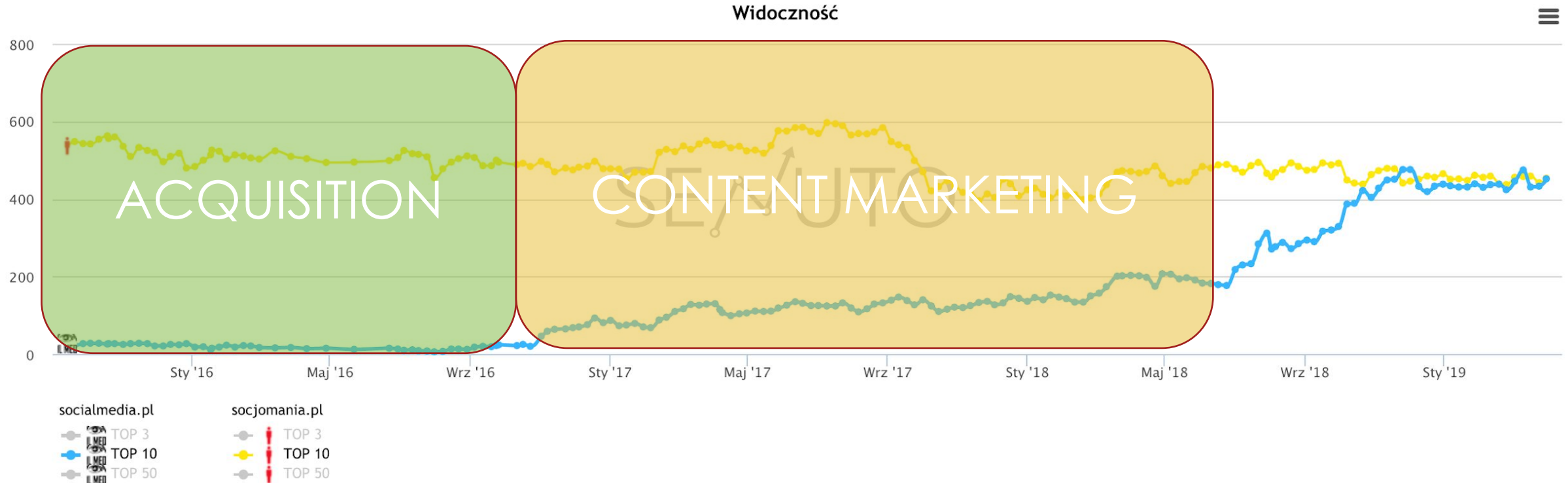
Domena



# IMPLEMENTATION - SOCIALMEDIA.PL

## Widoczność

Monitoring  
Tygodniowy



Porównaj widoczność

Domena

socjomania.pl



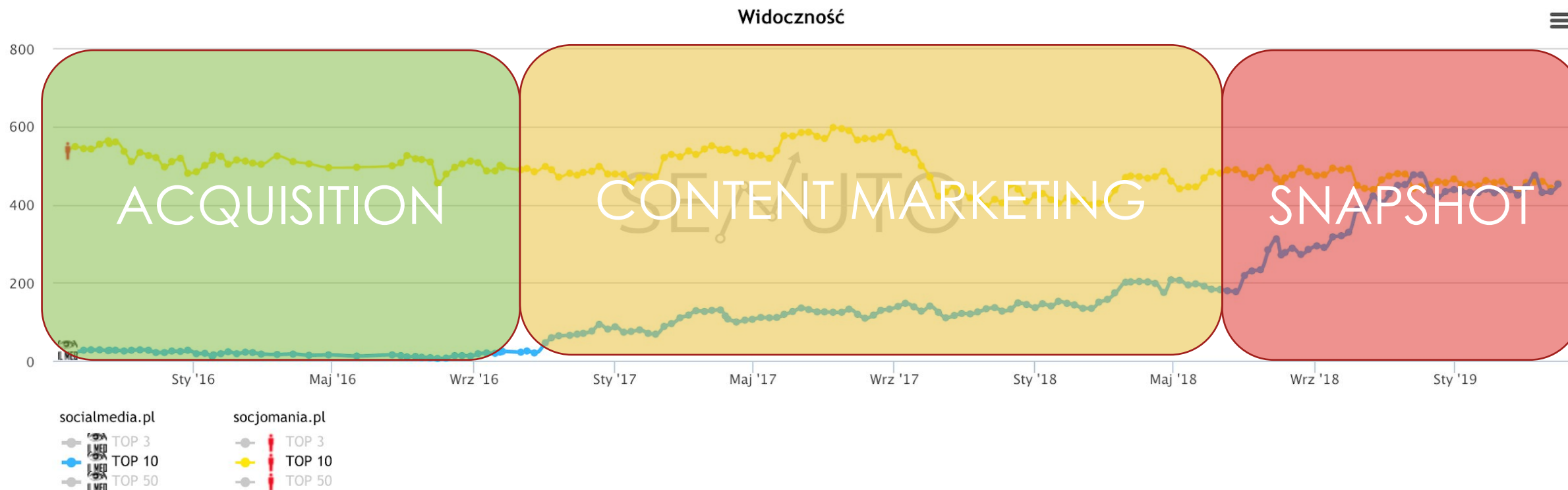
Domena



Domena



# IMPLEMENTATION - SOCIALMEDIA.PL



Porównaj widoczność

Domena

socjomania.pl



Domena



Domena




# IMPLEMENTATION - SOCIALMEDIA.PL



## Audience Overview


 SAVE

 EXPORT

 SHARE


 INSIGHTS

 Organic Traffic  
53.32% Users

 + Add Segment

Jan 1, 2016 - Mar 31, 2019 

### Overview

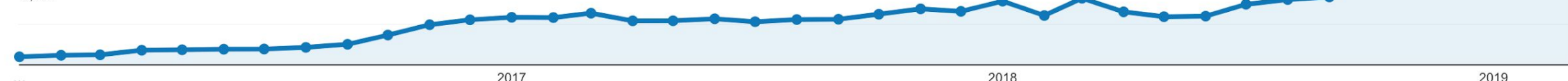
Sessions  vs. [Select a metric](#)

Hourly Day Week **Month**

 Sessions

10,000

5,000




# IMPLEMENTATION - SOCIALMEDIA.PL

## Audience Overview

 SAVE  EXPORT  SHARE  INSIGHTS 4


 Organic Traffic  
53.32% Users

 + Add Segment

Jan 1, 2016 - Mar 31, 2019 ▾

### Overview

Sessions ▾ VS. Select a metric

 Sessions

10,000  
5,000  
ACQUISITION

CONTENT MARKETING

SNAPSHOT

Hourly Day Week Month

2017

2018

2019

# IMPLEMENTATION - SOCIALMEDIA.PL

# CONCLUSIONS:

- use keywords that are already ranking quite well;
- leverage quality traffic;
- play Google game.

SEARCH

ENGINE

OPTIMIZATION

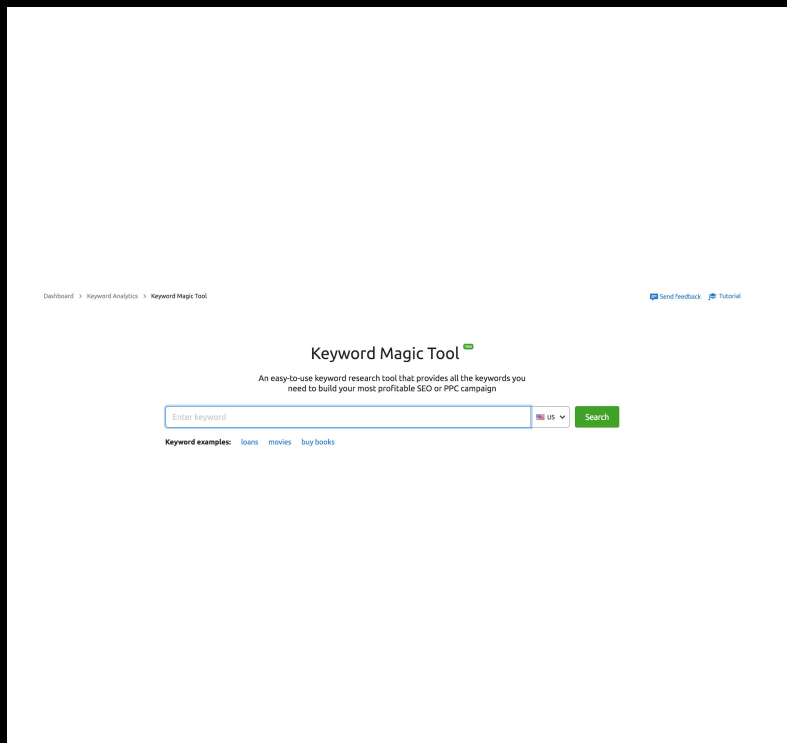


The background of the slide features a close-up of a butterfly with dark wings and light-colored markings, perched on a green leaf. The scene is overlaid with vibrant, abstract, wavy bands of color in shades of red, orange, yellow, and teal. The text is centered in a white, sans-serif font.

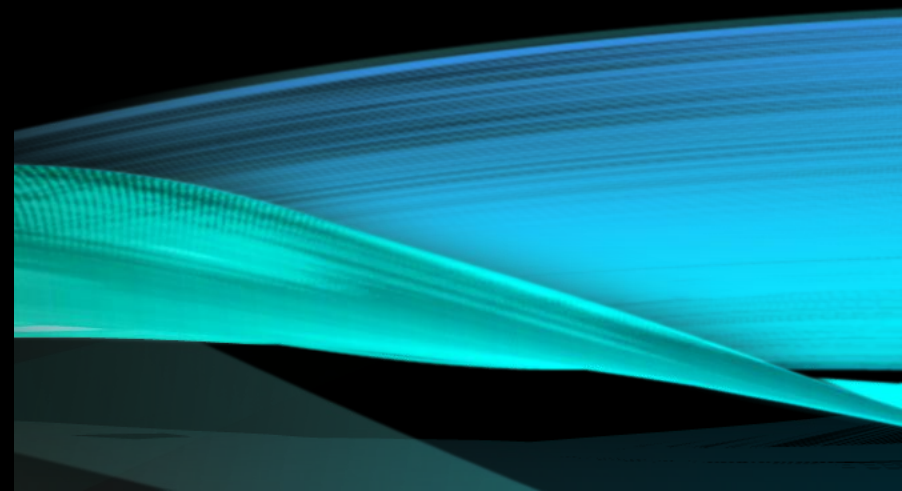
# SEO TACTIC #2

## “KEYWORD MAGIC TOOLS”

...KEYWORD MAGIC TOOLS... #2



KEYWORD MAGIC  
TOOLS



# KEYWORDS BY INTENT

Awareness

Interest

Consideration

Conversion

Retention

Advocate



# QUESTIONS (WHY/HOW/WHAT/WHERE/ETC)

Awareness

Interest

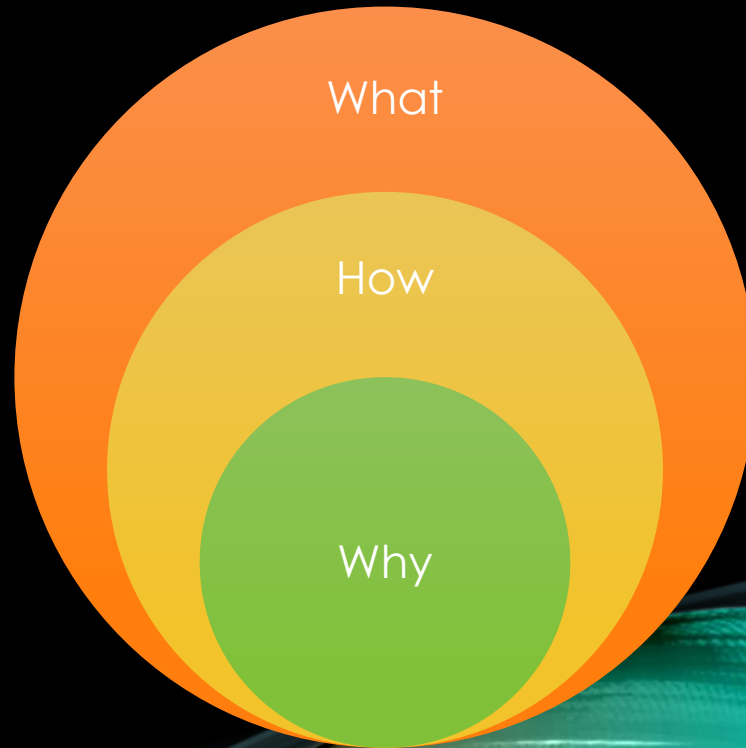
Consideration

Conversion

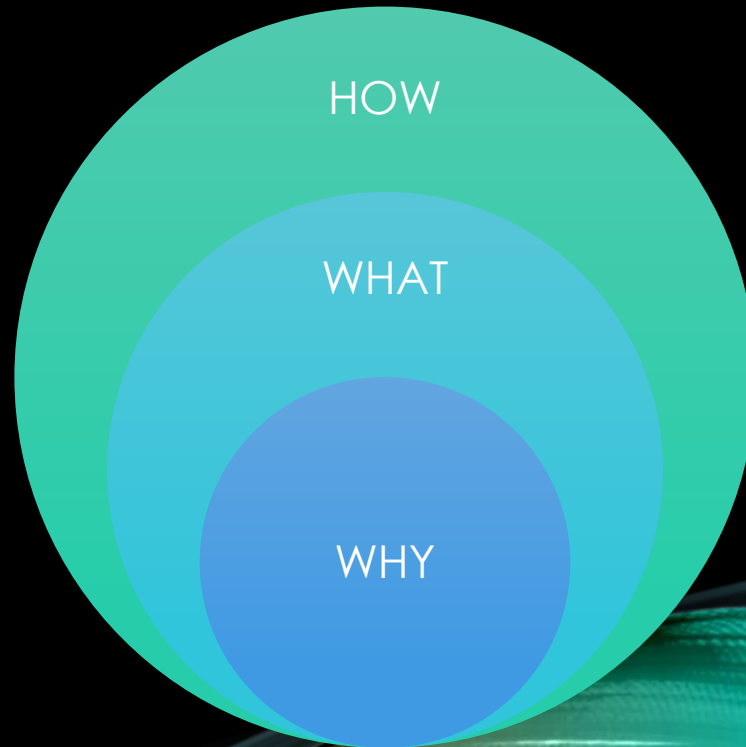
Retention

Advocate

# SIMON SINEK'S THE GOLDEN CIRCLE – START WITH WHY



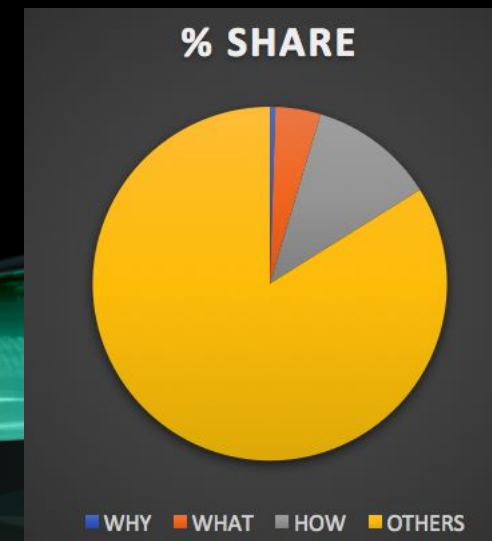
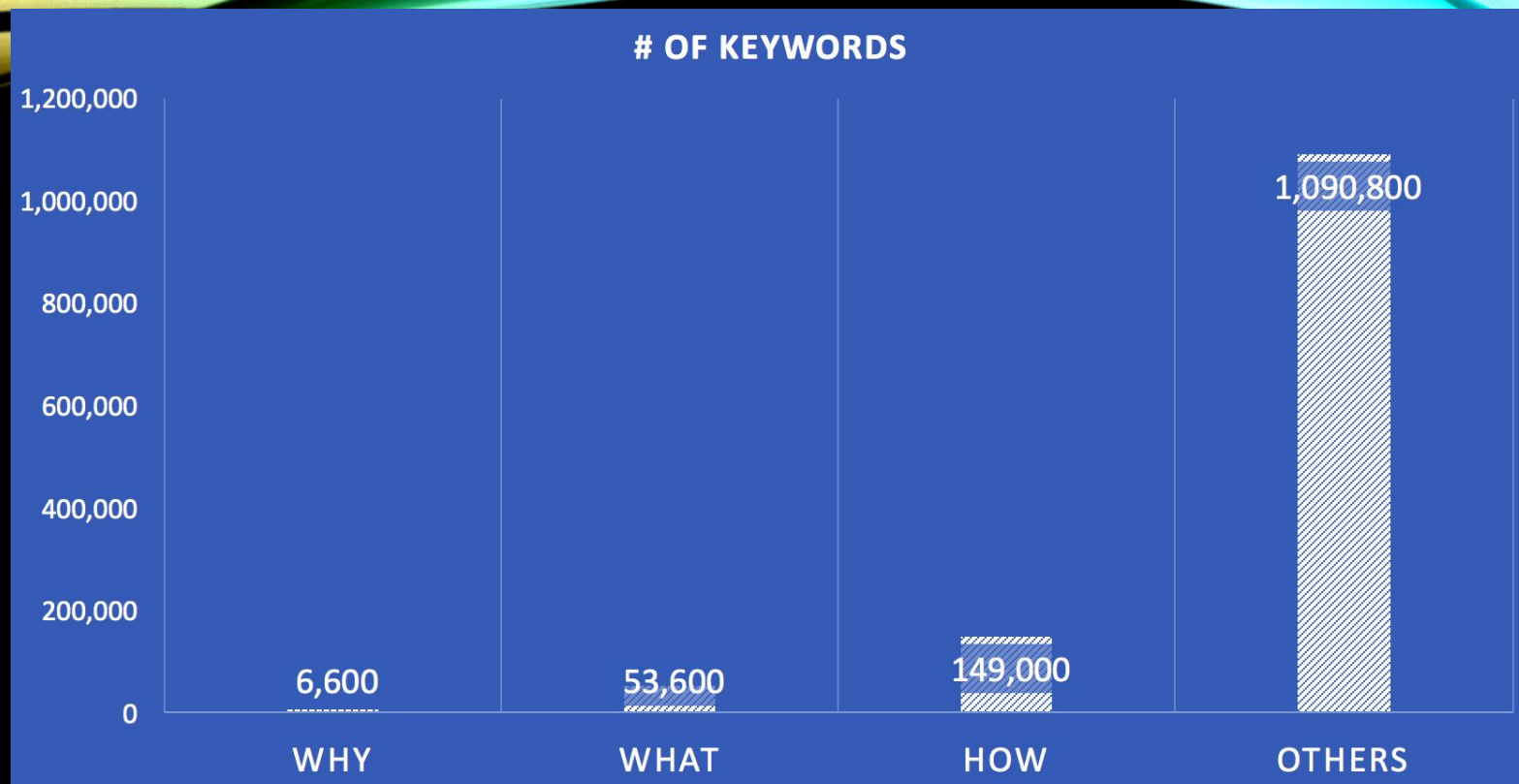
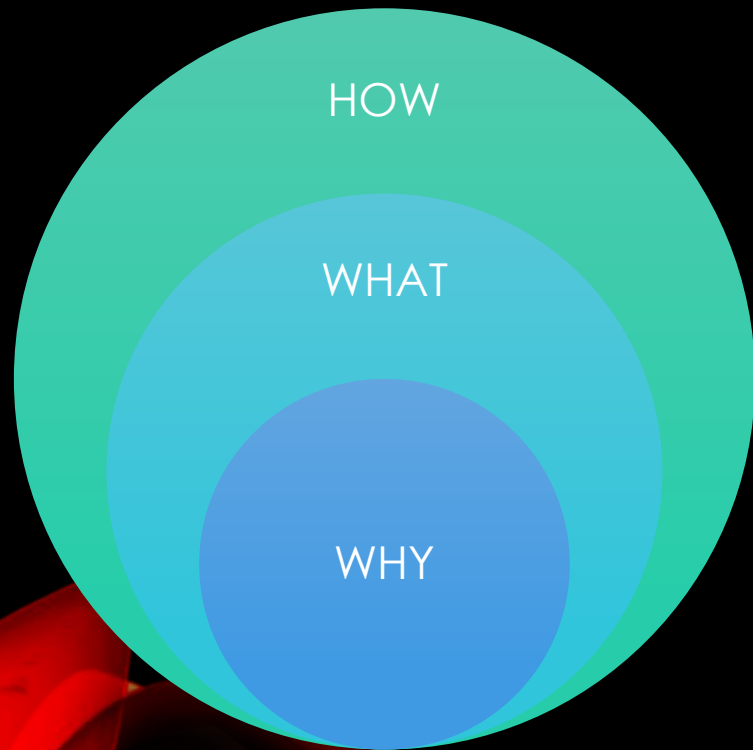
# SEO SEARCH VOLUME GOLDEN CIRCLE

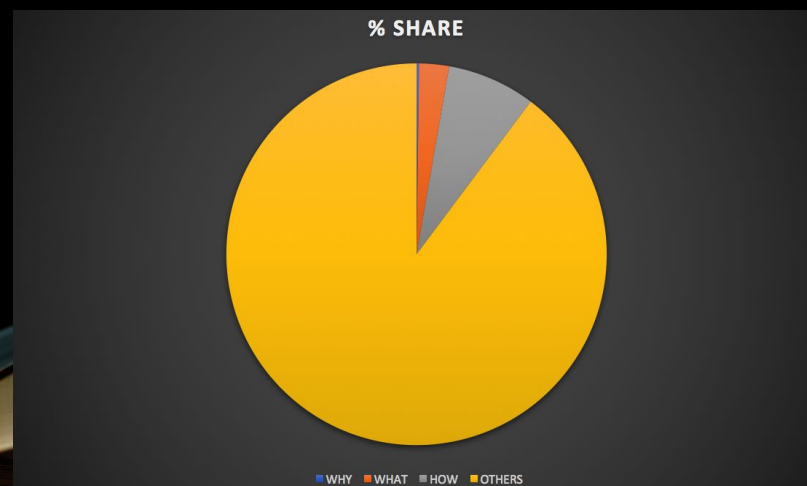
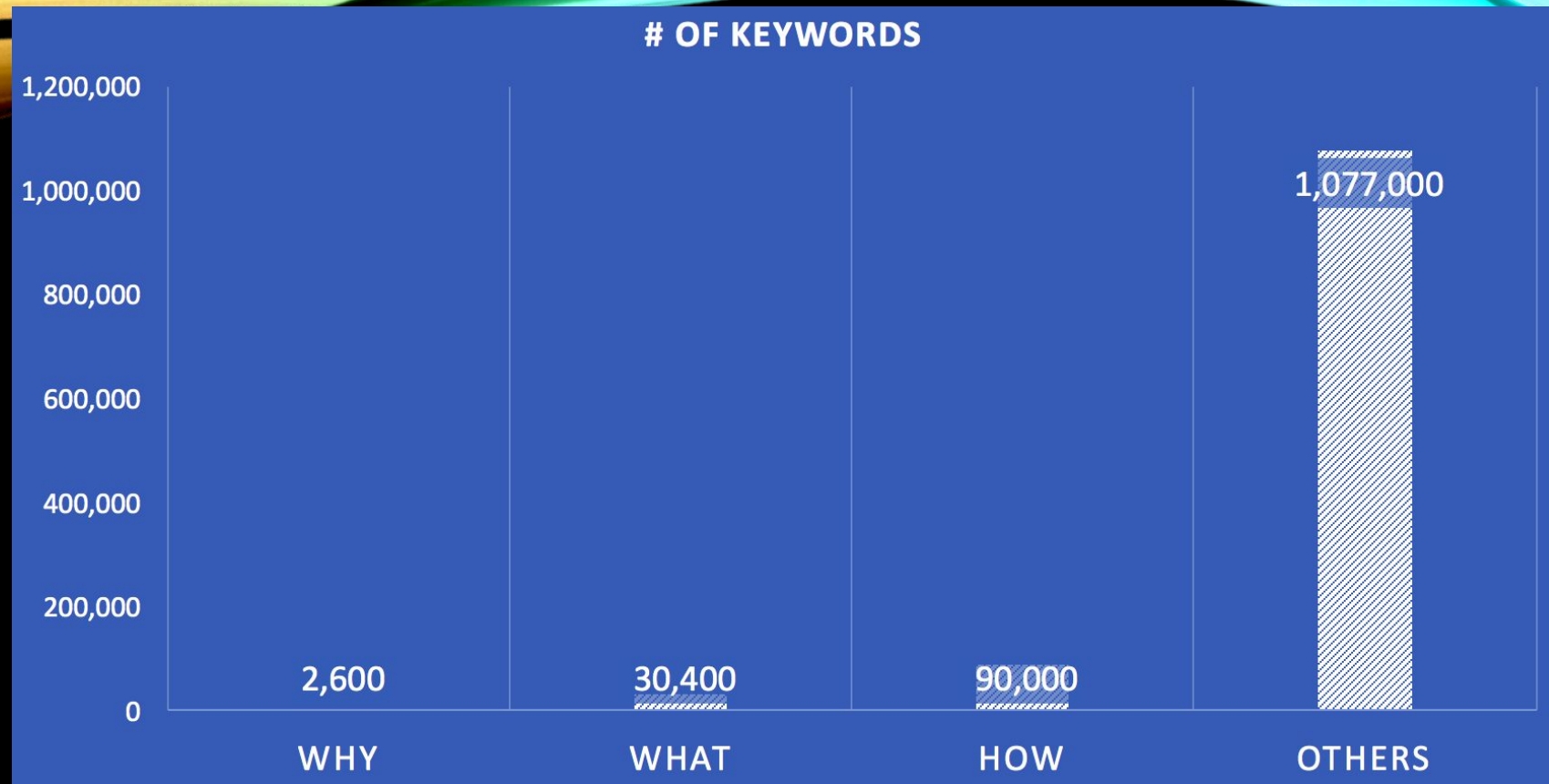
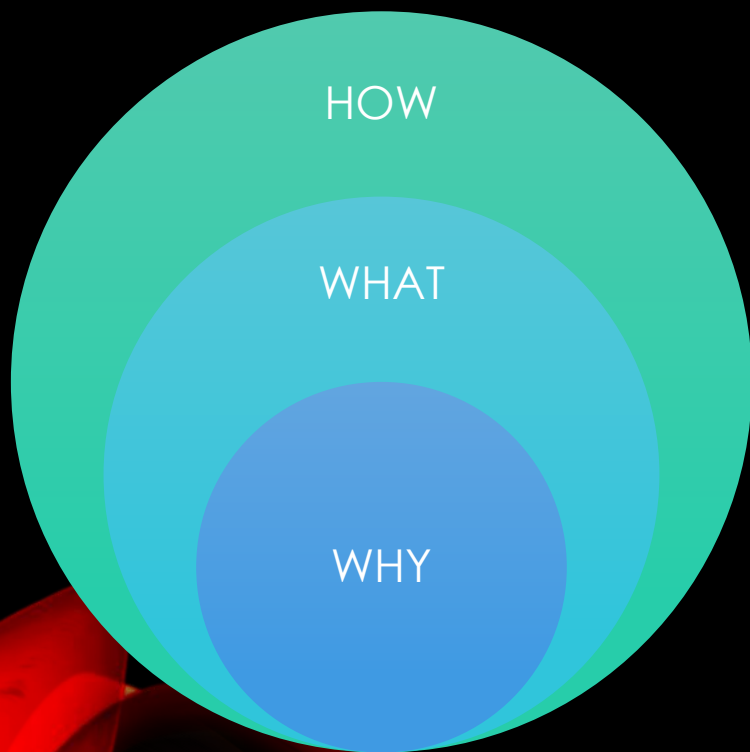




START FROM HOW







# Keyword Magic Tool: [List 38](#) NEW



**organize conference**

[+ New keyword](#)

organize conference

**US**

Apply

Broad Match

Phrase Match

Exact Match

Related NEW

All Questions

Advanced filters

By num of keywords

By volume

All keywords	107
international	8
leadership	7
press	7
first	5
call	4
professional	4

## All keywords

Total volume **1,190**

Average difficulty **9.01%**

<input type="checkbox"/>	Keyword		Volume	Trend	KD
<input type="checkbox"/>	who organized the first pan african conference in 1900		260		78.2
<input type="checkbox"/>	who organized the southern christian leadership conference		210		77.19
<input type="checkbox"/>	how to organize a conference		90		71.6
<input type="checkbox"/>	how to organize a conference call meeting		90		n/a



# Keyword Magic Tool: List 38 <sup>NEW</sup>



london [+ New keyword](#)

london

US ▼

Apply

Broad Match

Phrase Match

Exact Match

Related <sup>NEW</sup>

All

Questions

[Advanced filters](#) ▲

Include keywords

Broad Match ▼

Exclude keywords

AND

Broad Match ▼

Words count

from

to

Volume

from

to

KD %

from

50

CPC (USD)

from

to

Com.

from

to

[By num of keywords](#)

[By volume](#)

All keywords

79,904

▶ buy

8,114

▶ get

5,813

▶ can

4,952

▶ much

3,853

▶ long

3,468

▶ many

3,402

▶ time

2,795

## All keywords

Total volume **374,680** | Average difficulty **0.03%**

<input type="checkbox"/>	Keyword ▲▼		Volume ▲▼	Trend	KD ▲▼
<input type="checkbox"/>	how to cook london broil on the grill	≡	1,600		n/a
<input type="checkbox"/>	how do you cook london broil	≡	1,000		n/a
<input type="checkbox"/>	how long is a flight from boston to london	≡	590		n/a
<input type="checkbox"/>	why are the eagles playing in london	≡	590		n/a
<input type="checkbox"/>	how long is a flight from la to london	≡	480		n/a



## All keywords

Total volume **9,470** | Average difficulty **0.02%**



<input type="checkbox"/>	Keyword		Volume	Trend	KD
<input type="checkbox"/>	how to cook broccoli in oven		1,600		n/a
<input type="checkbox"/>	how to cook broccoli on stove		1,000		n/a
<input type="checkbox"/>	how to cook broccoli in instant pot		210		n/a
<input type="checkbox"/>	how to cook frozen broccoli in the oven		170		n/a
<input type="checkbox"/>	how do you cook broccoli rapini		90		n/a
<input type="checkbox"/>	how long do you cook broccoli in the oven		90		n/a
<input type="checkbox"/>	how long do you cook fresh broccoli for		90		n/a
<input type="checkbox"/>	how to cook broccoli and carrots on stove		90		n/a
<input type="checkbox"/>	how to cook broccoli in an air fryer		90		n/a

# All keywords

Total volume **759,680** | Average difficulty **0.03%**



<input type="checkbox"/>	Keyword		Volume	Trend	KD
<input type="checkbox"/>	can you get cash back with a credit card		3,600		n/a
<input type="checkbox"/>	how to pay off credit card		3,600		n/a
<input type="checkbox"/>	what are the easiest credit cards to get approved for		2,400		n/a
<input type="checkbox"/>	can you pay taxes with a credit card		1,900		n/a
<input type="checkbox"/>	does dmv take credit cards		1,900		n/a
<input type="checkbox"/>	can i get a credit card with bad credit		1,600		n/a
<input type="checkbox"/>	how to buy bitcoin with credit card		1,600		n/a
<input type="checkbox"/>	how do cash back credit cards work		1,300		n/a





# SEO TACTIC #3

## “BRAND MENTIONS AND LINKS”

BRAND MENTIONS AND LINKS

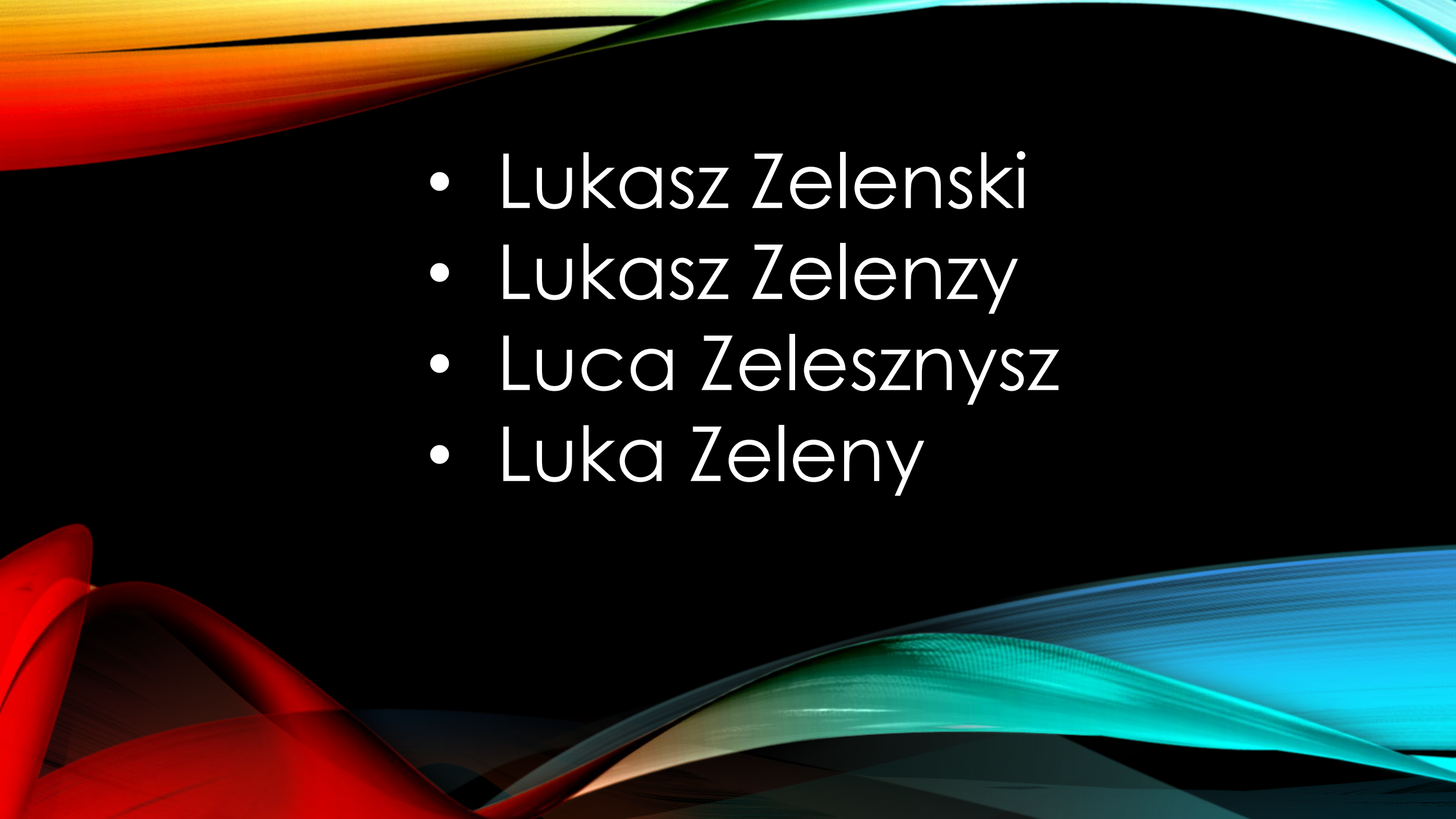


- Lukasz Zelenski

- 
- Lukasz Zelenski
  - Lukasz Zelenzy

- 
- Lukasz Zelenski
  - Lukasz Zelenzy
  - Luca Zelesznysz



- 
- Lukasz Zelenski
  - Lukasz Zelenzy
  - Luca Zelesznysz
  - Luka Zeleny



ŁUKASZ GRZEGORZ ŻELEZNY



ŁUKASZ GRZEGORZ ŻELEZNY

pronunciations

'wukaʂ gʐɛ.gɔʂ/

'ʒɛɛzni:



ŁUKASZ GRZEGORZ ŻELEZNY

'wukaɕ gʐɛ.gɔɕ/  
'ʒɛɛzɲi:





rename :  
Archibald Smith



*Archibald Smith*

MAULL & POLYBLANK

LONDON





ŁUKASZ GRZEGORZ ŻELEZNY

pronunciations

'wukaɕ gʐɛ.gɔɕ/

'ʒɛɛzni:



**BRAND24**  
SOCIAL MEDIA MONITORING & ANALYTICS

## Fresh Web Explorer

Research and Compare Mentions and Links



**Google™**  
**Alerts**

### Keyword NECESSARY

Main word or phrase the search will be based on .

Not Case Sensitive.

Not Case Sensitive.

Not Case Sensitive.

Not Case Sensitive.

### Required keywords OPTION

Additional keywords - **Each of which must appear** in order for the mention to be collected

separate the words with comma.

separate the words with comma.

separate the words with comma.

separate the words with comma.

### Excluded keywords OPTION

Additional keywords - **None of which can appear** if the mention is to be collected

separate the words with comma.

separate the words with comma.

separate the words with comma.

separate the words with comma.



## Lukasz Zelezny

Dashboard · Mentions

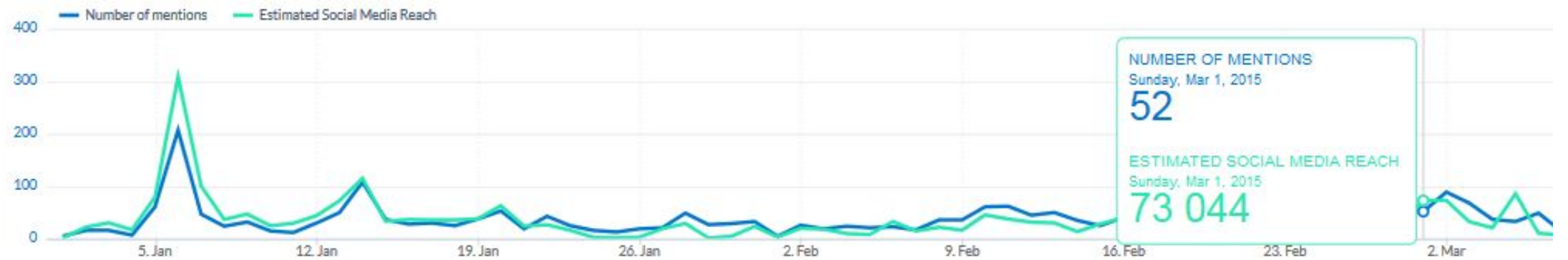
Account: Zelezny

Projects

Account sett

♡ Show sentiment    ⚙ Hide graph

Days Weeks Months 201 201



All	Facebook	Twitter	Blogs	Forum	News	Video	Photo	Other
2575	45	1965	9	0	2	6	0	548
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

?

First 1 2 3 4 Next Last [86]

SENTIMENT FILTER

Negative All

SPAM FILTER

low Average

Another Wednesday, another episode of our podcast! Are you ready for another dose of great tips?

Today I'm talking with Łukasz Żelezny, an SEO and Social Media conference speaker, an owner of [Zelezny.uk](https://zelezny.uk) and the head of organic acquisition at [uSwitch.com](https://uswitch.com). Lukasz is a hands-on person, he spends lots of his time keeping up to date with the changes in the technology of online marketing.

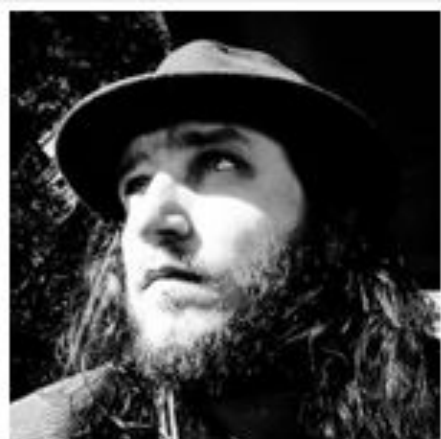
Listen to #17 episode to learn why SEO is important, which tools you should use, and how effectively rank your website to be on top of Google searches.





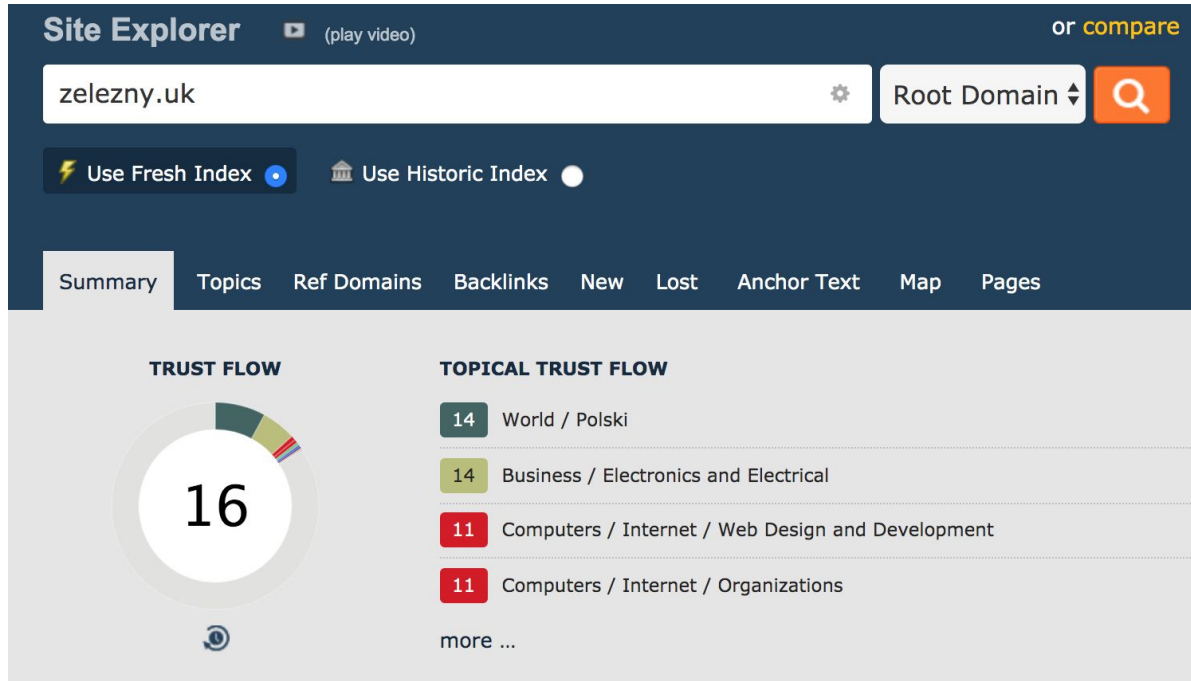
Хотя обычный блог состоит в основном из текста, полезно иногда добавлять туда видео или подкаст, чтобы внести разнообразие и оживить страницы. Фотографии или рисунки хорошо подойдут для описания события или объяснения какого-либо понятия. Многие читатели воспринимают картинки лучше, чем текст, и важно найти способ привлечь их.

#### **10. А каков ваш способ повысить популярность блога?**



*Автор — Лукаш Железны (Lukasz Zelezny), руководитель отдела поискового продвижения USwitch.*

*Оригинал публикации на английском языке*



**EXTERNAL BACKLINKS**

FRESH  
**32,958**



HISTORIC  
**172,153**

**REFERRING DOMAINS**

FRESH  
**219**



HISTORIC  
**540**



The background features two white butterflies with black markings on their wings, positioned on the left and right sides. The scene is set against a blurred background of green foliage and yellow flowers. Overlaid on this are vibrant, flowing abstract shapes in shades of red, orange, and blue, creating a dynamic and artistic composition.

# SEO TACTIC #4 “LINKS AND SOCIAL PROFILES”

LINKS AND SOCIAL PROFILES





## TESTIMONIALS

“Lukasz is a very passionate and dedicated SEO professional. Lukasz has a very hands on approach, at always finds ways to improve websites on-page and off-page results. The service Lukasz provides is gold standard, from SEO auditing, consulting and implementing. Luksz isn't one those SEO professional who does one off fixes, but does on-going fixes and provides many suggestion on how to improve SEO every week. I highly recommend Lukasz for SEO services, you will not regret it!



Irman Chaudry

**Average Notes: 9,5/10**

[SEE ALL TESTIMONIALS](#)

**I WAS**

**BORTEX**  
FINE TAILORING

 **Contact Law**

 **EDGE RETREATS**  
EXCEPTIONAL YOUR EXPERIENCE

**fleetway**  
Discover the world for less

**FOCUS**ECONOMICS

  
**GAGLIARDI**  
SARONNO SPA

**HomeAway**

 **kayako**



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Learning

[Board Members Needed - Increase Your Income - Join Our Award Winning C-Suite Network Today](#) Ad ...



Lukasz Zelezny

SEO Consultant for mid and large organisations with 15+ years experience, Search Award Judge and Top 10 UK Influencer

London, United Kingdom

Add profile section

More...



SEO.London



Silesian University of Technology



See contact info



See connections (500+)



Edit public profile & URL



Add profile in another language



Ad ...

Ready for your next opportunity?



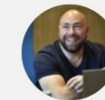
Lukasz, Alfred Dunhill Ltd is hiring!

Follow

People Also Viewed



**Vincent Hodgson-Coyle** • 1st  
Head of Digital, Paymentsense



**Richard Shove** • 1st  
Head of SEO | Experienced SEO and Digital Marketing Consultant

<https://www.linkedin.com/in/seomanagerlondon/>



[HOME](#)
[OFFER](#)
[ABOUT ME](#)
[BLOG](#)

# TESTIMONIALS

“Lukasz is a very passionate and dedicated SEO professional. Lukasz has a very high level of expertise and always finds ways to improve websites on-page and off-page results. The service is of a gold standard, from SEO auditing, consulting and implementing. Lukasz isn't one of those professional who does one off fixes, but does on-going fixes and provides many tips and tricks to improve SEO every week. I highly recommend Lukasz for SEO services, you will not regret it.”

★★★★★

Irman Chaudry

**Average Notes: 9,5/10**

[SEE ALL](#)

[Home](#)
[My Network](#)
[Jobs](#)

[Board Members Needed - Increase Your Income - Join Our Award Winning.](#)

## SEO London by Lukasz Zelezny

**Best brands desired  
the best SEO.**

[CONTACT ME](#)

SEO.London

Silesian University of Technology

See contact info

See connections (500)

[Add profile section](#)
[More...](#)

SEO strategic and result driven approach - Analytical / Number focused - OnPage optimization. OffPage activities including link building. - User interface architecture suggestions (UX / UI) - RC orientation. - Growth Hacking approach Specializing in Working with CEOs/CMOs/SVP of Marketing



## Site Explorer (play video)

or [compare](#)

URL



Use Fresh Index

Use Historic Index

Summary

Topics

Ref Domains

Backlinks

New

Lost

Anchor Text

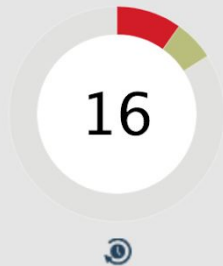
Map

Pages



Would you like to switch to the entire [linkedin.com](#) domain? There are [13,137,524,258](#) external backlinks.

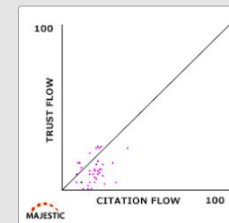
### TRUST FLOW



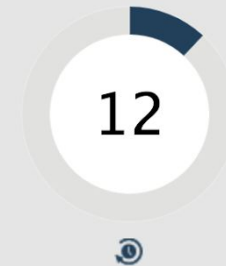
### TOPICAL TRUST FLOW

- 15 Computers / Internet
- 15 Business / Business Services
- 8 Computers / Internet / Web Design and Development
- 6 Business / Marketing and Advertising

### LINK PROFILE



### CITATION FLOW



### EXTERNAL BACKLINKS

FRESH

141

HISTORIC

600

### REFERRING DOMAINS

FRESH

20

HISTORIC

10

### REFERRING IPS

FRESH

20

HISTORIC

17

### REFERRING SUBNETS

FRESH

20

HISTORIC

17

#	Referring Domains	
1	zelezny.uk	⚙
2	sitevisibility.co.uk	⚙
3	e-intelligence.in	⚙
4	seoinfo.edu.pl	⚙
5	remoters.net	⚙
6	socialmediasun.com	⚙
7	acast.com	⚙
8	theotherdesignagency.co.uk	⚙
9	ppcmasters.de	⚙
10	smxl.it	⚙
11	feedburner.com	⚙
12	timecamp.com	⚙

# Interview with Lukasz Zelezny



Interviews, Remoters



0 Comments

Lukasz Zelezny is an independent remote based SEO Consultant. You can find Lukasz through his [Website](#) and [LinkedIn](#).

## 1. How did you start working remotely?



INTERVIEWS EVENTS JOBS COLIVINGS TOOLS BLOG

[Home](#) / [Interviews](#) / [Remoters](#) / Interview with Lukasz Zelezny

## Interview with Lukasz Zelezny



Interviews, Remoters



0 Comments

Lukasz Zelezny is an independent remote based SEO Consultant. You can find Lukasz through his [Website](#) and [LinkedIn](#).

### 1. How did you start working remotely?

After 15 years of working in-house for various fantastic companies including Zoopla, uSwitch, Thomson Reuters or HomeAway I moved to Dagenham where I purchased house. Commuting was really killing me. 1.5 hour one way means 3 hours a day x 5 days its... 15 hours in a train.

I also became a father at end of 2018 and wanted to see my daughter growing. Additionally I spent last 6.5 years in uSwitch/Zoopla so I decided that it is possibly the best time to move on my own.



### INTERVIEWS

[Companies](#)

[Experts](#)

[Remote Job Seekers](#)

[Remoters](#)



8 MAY 2018 / ACCURANKER  
**SEO Expert Shares His Experience  
With New Features of AccuRanker**



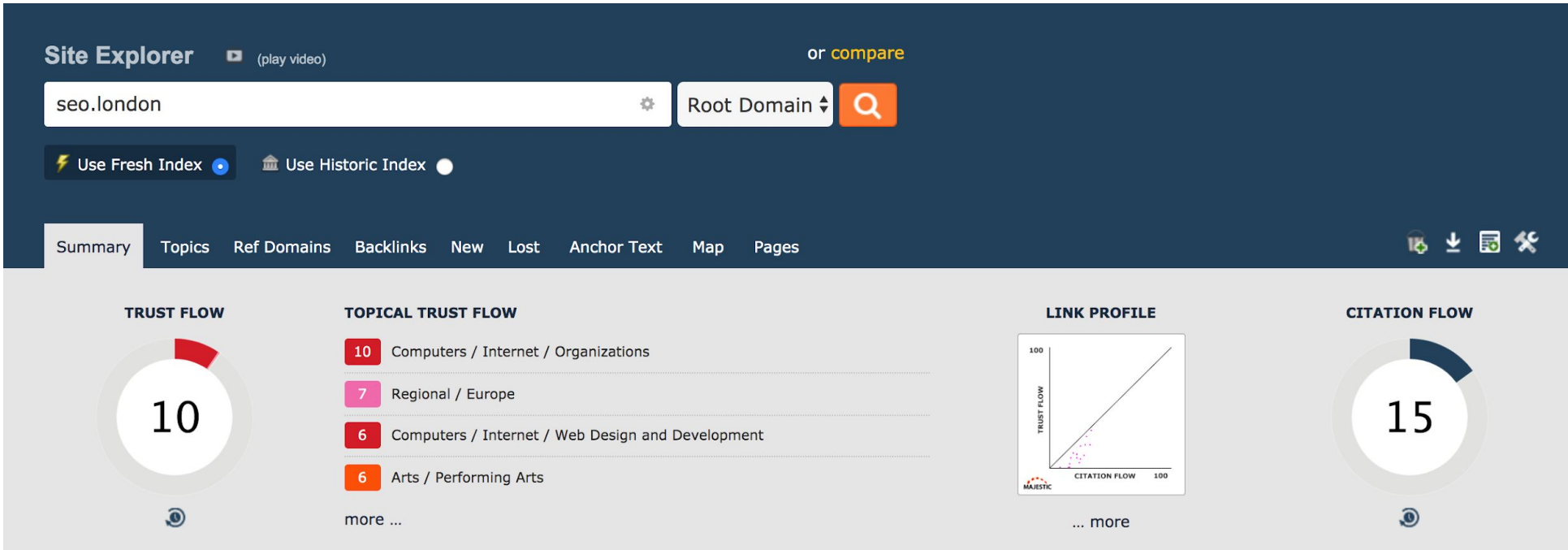
In this interview with SEO expert Lukasz Zelezny, you will find tips and advice how to take advantage of advanced filtering and segmentation, Share of Voice as well as other new features in AccuRanker 2.0.

**What are the most important factors in page optimisation in 2018?**

If you don't agree or agree with m  
website.

**Lukasz Zelezny, [zelezny.uk](http://zelezny.uk)  
[LinkedIn](#)**

Use of SEO Growth Hacking and



## SEO for Middle and Large Size Brands from Lukasz Zelezny

### EXTERNAL BACKLINKS

FRESH  
**20**



 3

### REFERRING DOMAINS

FRESH  
**11**



 2

### REFERRING IPS

FRESH  
**11**



 2

### REFERRING SUBNETS

FRESH  
**11**



 2

# Site Explorer

(play video)

or [compare](#)

<https://www.facebook.com/ZeleznyLukasz>



URL



Use Fresh Index ☒

Use Historic Index ☐

Summary

Topics

Ref Domains

Backlinks

New

Lost

Anchor Text

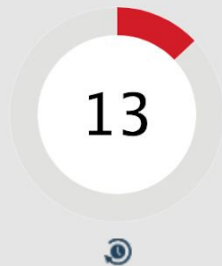
Map

Pages



Would you like to switch to the entire [facebook.com](#) domain? There are [82,312,986,424](#) external backlinks.

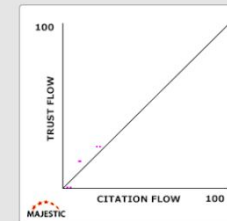
## TRUST FLOW



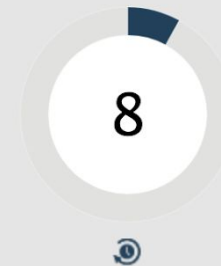
## TOPICAL TRUST FLOW

**13** Computers / Internet

## LINK PROFILE



## CITATION FLOW



## EXTERNAL BACKLINKS

FRESH

**6**

HISTORIC



## REFERRING DOMAINS

FRESH

**2**

HISTORIC



## REFERRING IPS

FRESH

**2**

HISTORIC



## REFERRING SUBNETS

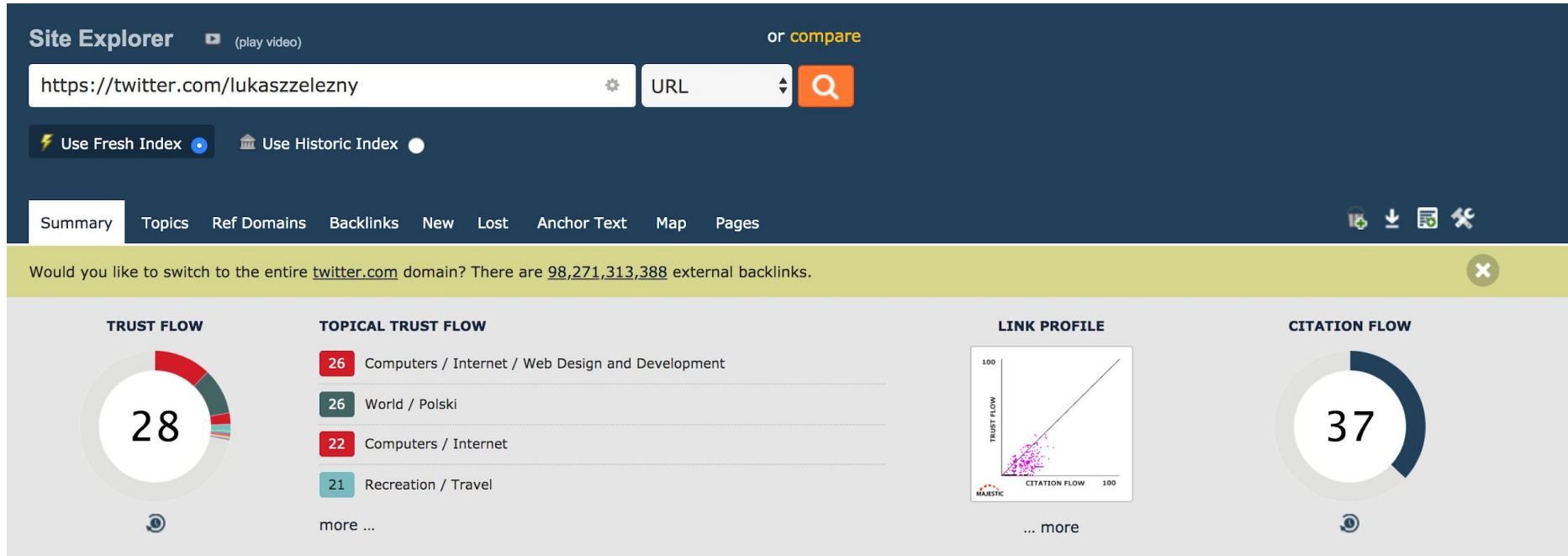
FRESH

**2**

HISTORIC







## Lukasz Zelezny 🇬🇧 (@LukaszZelezny) | Twitter

### EXTERNAL BACKLINKS

FRESH  
**37,507**

HISTORIC  
1,866

### REFERRING DOMAINS

FRESH  
**164**

HISTORIC  
56

### REFERRING IPS

FRESH  
**156**

HISTORIC  
55

### REFERRING SUBNETS

FRESH  
**153**

HISTORIC  
55

## Site Explorer

(play video)

or [compare](#)



URL



Use Fresh Index ☒

Use Historic Index ☐

Summary

Topics

Ref Domains

Backlinks

New

Lost

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Pages



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### TRUST FLOW

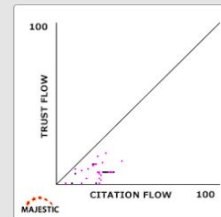


### TOPICAL TRUST FLOW

- 9 Computers / Internet / Organizations
- 9 Computers / Internet / Web Design and Development
- 8 World / Italiano
- 6 Shopping / Publications

[more ...](#)

### LINK PROFILE



[... more](#)

### CITATION FLOW



### EXTERNAL BACKLINKS

FRESH

75

HISTORIC

1 566

### REFERRING DOMAINS

FRESH

7

HISTORIC

16

### REFERRING IPS

FRESH

6

HISTORIC

15

### REFERRING SUBNETS

FRESH

6

HISTORIC

15



# Why does it works so well?

- You mostly know who links to your social media profiles;
- Its easy to switch link from social profile to your website;
- Its relevant to switch from social profile to your website;
- Its organic (kind of);
- You can save tremendous amount of time.

SEARCH

ENGINE

OPTIMIZATION





# SEO TACTIC #5 “MERGE”



TACTIC:  
Merge subdomains into  
subfolder



**CLIENT1:**  
blog.domain.com  
To:  
domain.com/blog/





**MOVE AND 301:**

blog.domain.com

To:

domain.com/blog/



**MOVE AND 301:**  
blog.domain.com  
To:  
domain.com/.

02/03/2019

GO

Zoom:

1M

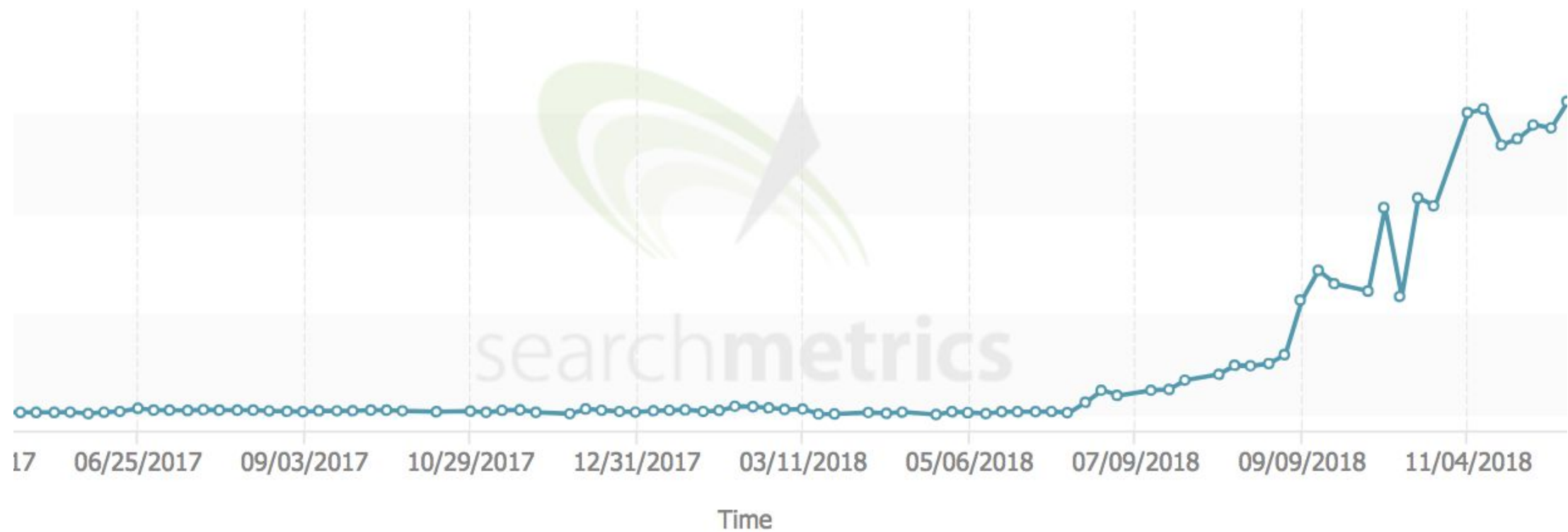
2M

6M

1Y

2Y

5Y





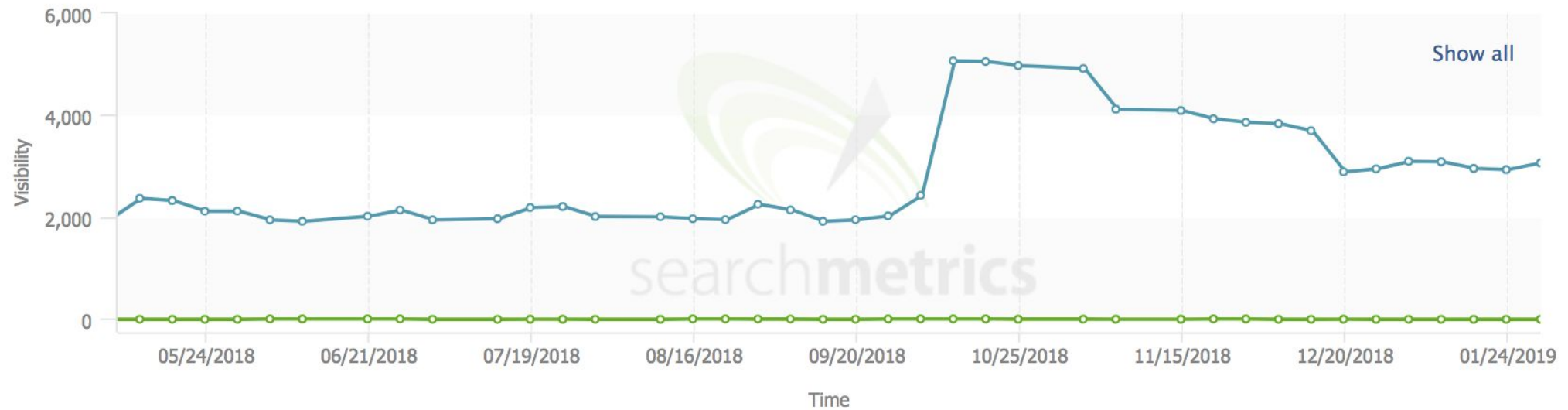


**MOVE AND 301:**  
forums.domain.com  
To:  
domain.com/forums/

## Visibility

7 Weekly +

Time span: 02/09/2017 - 01/31/2019 GO Zoom: 1M 2M 6M 1Y 2Y 5Y



The background features a butterfly with black and white wings and purple markings, perched on a surface. The scene is framed by flowing, translucent ribbons in shades of red, orange, yellow, and blue. A semi-transparent blue horizontal band is positioned across the middle of the image.

# RESULTS





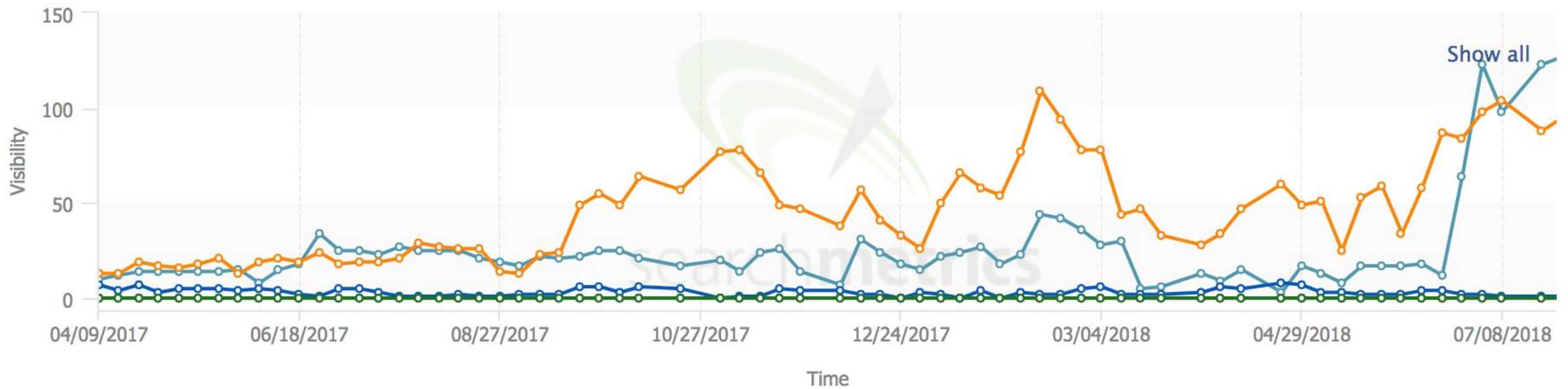
ANOTHER CUSTOMER  
WHO BECOME AN  
INDUSTRY  
LEADER IN 6 MONTHS

# PRE-SEO PERIOD

## Visibility

Weekly +

Time span: 04/09/2017 - 03/31/2019 GO Zoom: 1M 2M 6M 1Y 2Y 5Y

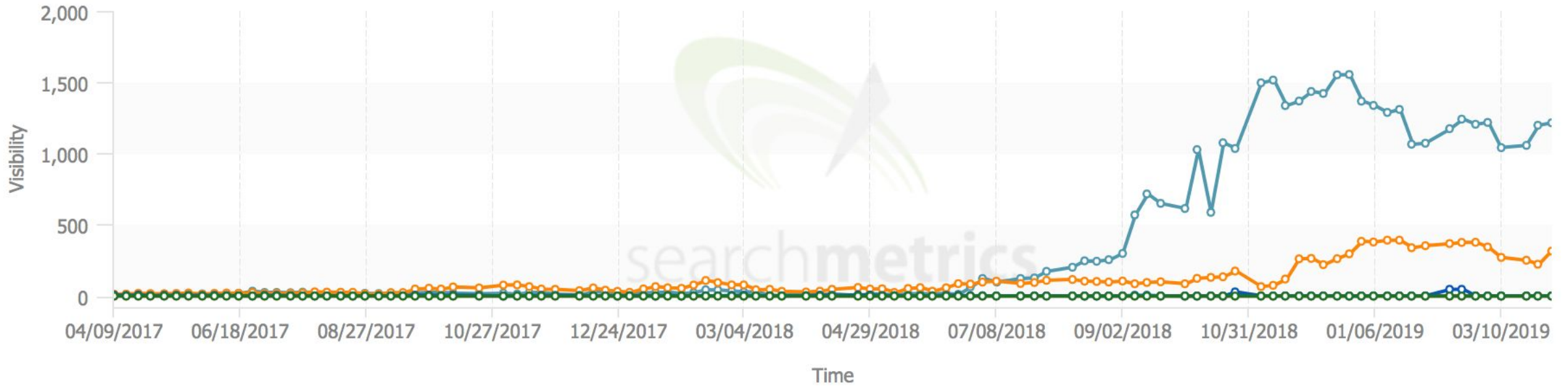


# POST-SEO PERIOD

## Visibility

Weekly +

Time span: 04/09/2017 - 03/31/2019 GO Zoom: 1M 2M 6M 1Y 2Y 5Y





# THANK YOU

/Lukasz Zelezny

