



Case Study:  
RU SEO Strategy Development for Mobvista

Mobvista.

## Meet the Customer:

Mobile advertising platform

### mobvista.com

Mobvista is a leading technology platform providing mobile advertising and mobile analytics services to app developers globally

Works started in: August 2019

Works ended in: December 2019

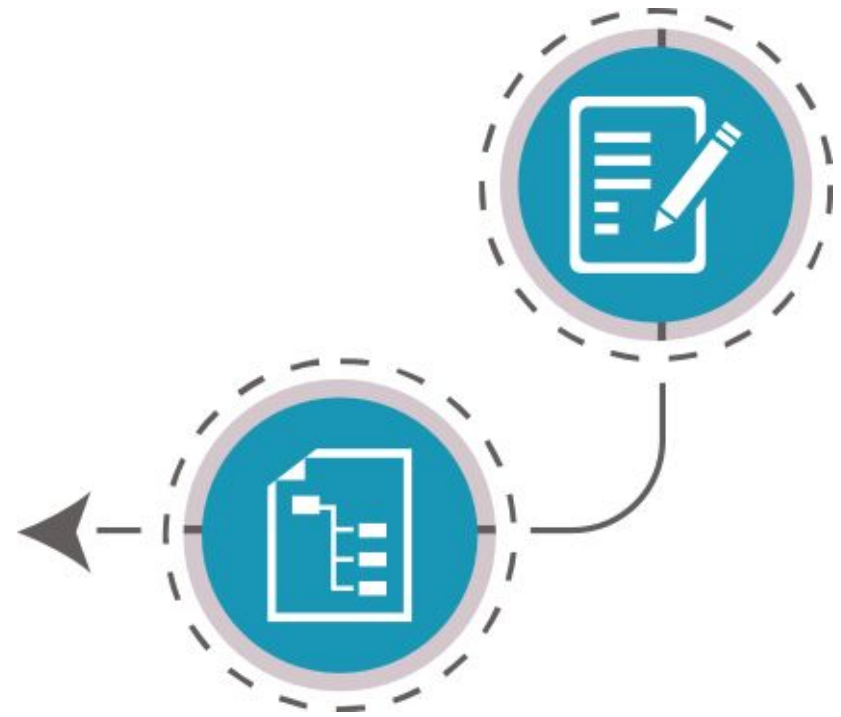
Services: Russian SEO Campaign

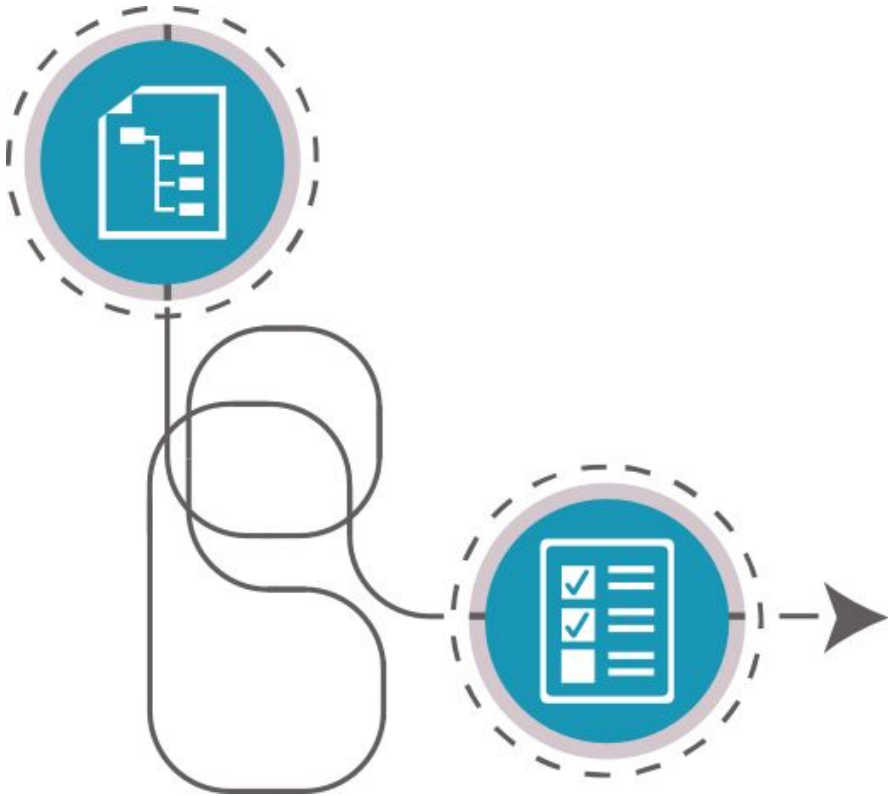
Niche: Mobile advertising platform

## The Challenges

The Russian version of the site is auto-translated from English and there is no SEO strategy.

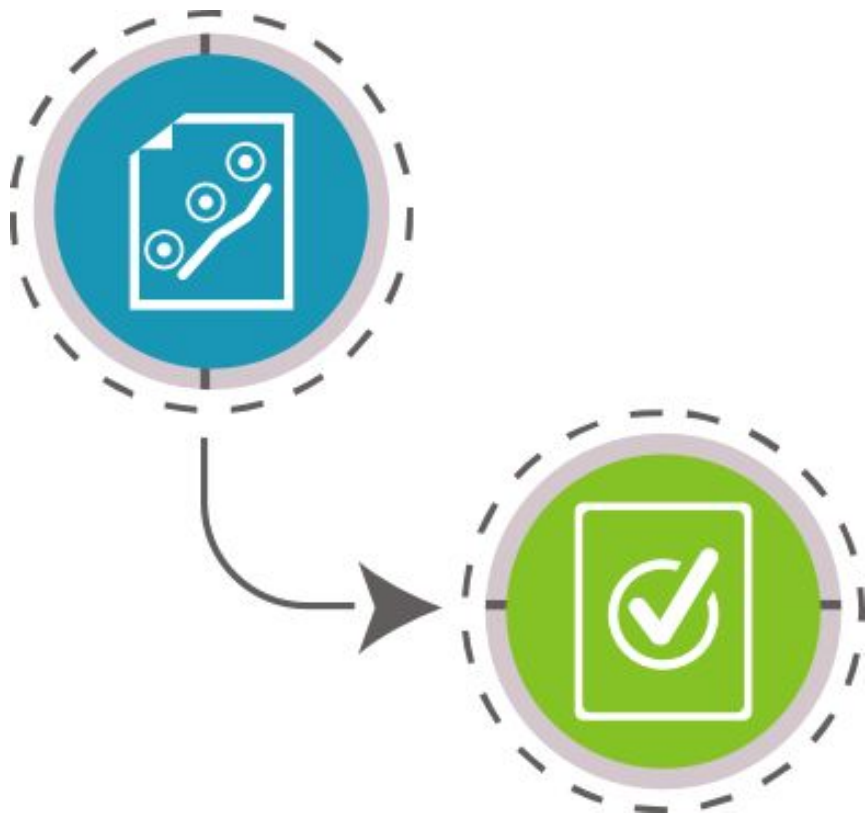
Due to poor content quality and a confusing website structure the site has bad UX and user engagement metrics.





## The Goals

- Find suitable long-tail and short-tail keywords
- Properly localize and optimize the content on the website
- Develop an SEO strategy for the client to implement
- Build an outreach strategy to further improve website's visibility in Russia



## The **Success**

We:

- developed an complete Russian SEO strategy
- localized all the content on 30+ pages
- found 140 fitting keywords
- optimized content for website pages 30+ pages

# Thank you for contacting us!

We are looking forward  
to work with you!



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