

*Guia de
Cina fácil*

TyC Spo

ADSMOVE

THE TOP LINK-BUILDING
AGENCY IN LATAM

DIGITAL CONTENT CREATION,
SEO AND LINK-BUILDING
STRATEGY

www.adsmove.net

CARAS

DEPO

Guidelines to strengthen positioning, supported by a follow-up with reports.

01

Production of informative and commercial content adapted for search engines (SEO).

02

Linkbuilding strategy with articles published in digital media or in brand websites (storytelling) to improve brand identity.

03

**ADSMOVE
SERVICES**

{ SEO Content Creation }

01

For the generation of new content, we plan a **blog with SEO articles** based on a **keyword strategy** that is relevant for the brand.

02

The **type of content** varies depending on the user's **search intention**; It can be informative, navigational, transactional or commercial.

03

To define the keywords, we look at both the KWs used by the competition and new ones that can be positioned, their **traffic** and **difficulty**.

Types of articles {Content List Example

Example brand:



Solar Panel Leasing
www.thinkbright.mx

Informative:

- The power of the Sun: how do solar panels help the environment?
- What types of solar panels are there?
- Do solar panels work on cloudy days?
- The 5 most recent trends in solar energy
- Global Climate Strike 2023: a massive call to action for the planet
- The role of technology in the conservation of planet Earth

Commercial:

- Solar energy solutions for industrial operations
- Financing options to run a solar energy system at home
- How is the process of solar panel leasing
- Start the year using solar energy in your company
- Solar panel leasing: the model of the future

Transactional:

- Solar leasing in Argentina: how does this model work?
- How to save electricity in your factory
- Solar panel leasing for the industrial sector
- How much can I save if I install solar panels at home?

Brand:

- Reduce your electricity bill by renting solar panels with Think Bright
- What does it mean to be a Bright ambassador? Join this global movement!
- 5 Think Bright tips to save electricity at home



Energía solar

Renta de Paneles Solares: ¡El Modelo del Futuro!

La renta de paneles solares será muy utilizada en el futuro. Se trata de un modelo que servirá a muchas personas para acceder a la energía solar.



Pau Magaña
23 de enero 2023



Negocios

Renta de Paneles Solares para el Sector Industrial | Bright

Conoce la importancia de la renta de paneles solares en el sector industrial ya que reduce el costo de energía de tu empresa ¡Elige Bright para el cambio!



Luis Enrique Moro
16 de enero 2023



Negocios

¡Inicia un 2023 Usando Energía Solar en tu Empresa!

Este 2023 dale un giro a tu empresa utilizando energía solar y conviértela en una marca con responsabilidad medioambiental. ¡Bright te dice cómo!



Irela Canseco
11 de enero 2023



Consejo

¿Cómo Ahorrar Energía Eléctrica en el 2023?

No esperes más para ahorrar energía eléctrica en tu casa o empresa este 2023. ¡Únete al cambio y contribuye al planeta aprovechando la luz solar!



Energías Renovables

Inicia un 2023 con la Renta de Paneles Solares ¡Súmate al cambio!

¡El futuro es ahora! Inicia un nuevo año con la Renta de Paneles Solares en Think Bright. ¡Ahorra mientras cuidas el planeta y obtén muchos beneficios!



Consejo

¿Cómo Podemos Cuidar el Medio Ambiente en Familia?

Cuidar el medio ambiente es una de las actividades que se disfrutan más en familia. ¡Comparte este fantástico hábito con tus seres queridos!

SEO BLOG
Example

{Positioning}

We reach more digital users by focusing on **Technical SEO** (site configuration, performance and usability) and **On Page SEO** (content, metadata, visual elements and links).

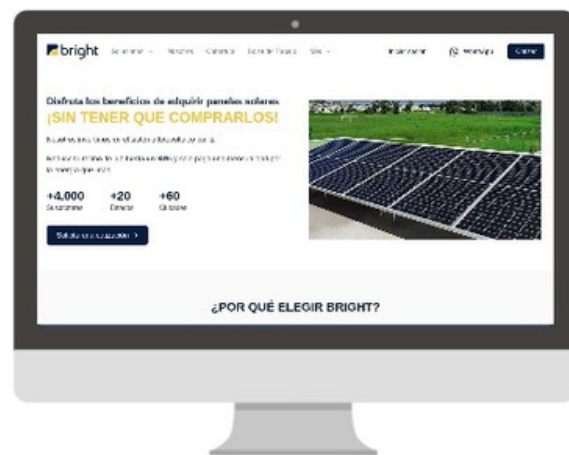
The main goal of the SEO strategy is to **reach the top organic positions (non paid) on Google's result pages (SERPs).**

The screenshot shows a Google search for "leasing solar en México". The search bar is at the top with the query and navigation icons. The first result is "Empresa Sol Energy Tijuana BC - Empresa de Energía Solar en...", with a snippet: "Solicita una cotización de paneles o mantenimientos **solares** para Casa Negocio o Industria. Servicios: Mano de obra certificada, Calidad, honestidad. Venta e...". Below this is a "Patrocinado" section for "distribuidoresfluke.mx" with the URL "https://www.distribuidoresfluke.mx". The second result is "Energía Solar en México - Catálogo para Energía Solar" with a snippet: "Herramientas ideales para tus proyectos de generación de energía fotovoltaica. Contamos con la solución en instalaciones y transmisión de energía **solar**". Another "Patrocinado" section follows for "Acciona" with the URL "https://www.acciona.com > energy > solar". The main result is "ACCIONA - Solar power" with the snippet: "The largest energy source at our disposal, clean and inexhaustible. Let's make it possible". Below the search results is a text block: "¿Qué es el leasing solar? Las empresas usan este sistema para alquilar paneles solares a sus clientes. En algunos casos, el alquiler puede tener opción de compra. Es decir que, sin invertir una fortuna, el leasing solar te permite acceder a una energía limpia y sustentable. 24 ene 2022". At the bottom is another "Patrocinado" result for "thinkbright.mx" with the URL "https://www.thinkbright.mx > blog > leasing-solar-el-imp...". The final result is "Leasing solar: el impacto de los Paneles Solares en México".



Your page is good

Recommendations: 6



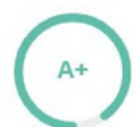
On-Page SEO



Links



Usability



Performance



Social



Report Generated: 18 August 9:00PM UTC [Refresh Results Now](#)

Fecha			
Última modificación 15/08/2023 a las 15:11	●	●	0
Última modificación 15/08/2023 a las 14:52	●	●	0
Última modificación 15/08/2023 a las 14:42	●	●	0
Última modificación 15/08/2023 a las 14:11	●	●	0

{ Best SEO Practices }

We provide technical assessment to ensure that the **best SEO practices** are implemented on the site.

The service includes:

- Initial website diagnostics.
- A site audit to evaluate applicable technical improvements.
- Delivery of reports to monitor the evolution of traffic and the performance of the uploaded content.

{...}

{Linkbuilding}

We produce and upload written and audiovisual content on the brand's platforms or in digital media to improve brand awareness and site authority.

//COORDINATION

We work together with the people in charge of the marketing strategy.

//STORYTELLING

We think and execute narratives to strengthen the online presence of the brand.

//MEDIA NETWORK

We offer our network of international media clients to publish branded content, enhancing identity, awareness and reputation.

//CONTENT

We generate content in English or Spanish, with dofollow links and visual elements (images, videos) according to the brand's requirements.

ADSMOVE / CLIENTS



Diario 26



CORTA.



CONTENT &
LINK-BUILDING
NETWORK