



Closing the Circle: rankingCoach introduces All-in-One Digital Marketing Suite for SMBs

- rankingCoach launches rankingCoach 360 - the complete digital marketing suite tailored to small businesses and medium-sized businesses, marketing agencies, freelancers, and startups.
- rankingCoach combines the most important digital marketing features: SEO, Google Ads, Local Listing, and Brand Watch, tailored for SMBs in one single app.
- An intuitive and fast onboarding process helps businesses to set rankingCoach 360 up and delivers a tailored digital marketing strategy with clear tasks to follow.

Cologne, Germany 04/01/2019 – rankingCoach launches the first-in-SMB-market digital marketing suite rankingCoach 360. This Software-as-a-Service is tailored to the needs of small businesses and medium-sized businesses, marketing agencies, freelancers, and startups. The suite requires no previous digital marketing knowledge and is available in all current languages and countries supported by rankingCoach. The DIY model and high level of automatization help users to improve their visibility and reputation online.

“With rankingCoach 360 we have reached an important milestone. By following our mission to empower small businesses and help them compete with big brands and chains we needed a suite that combines all the important digital marketing features in one place. With rankingCoach 360 we are closing the digital marketing circle and the market gap for a simple, effective, and affordable app for SMBs, with features which up until now were only available for companies with big marketing budgets”

Daniel Wette, CEO & Co-Founder of rankingCoach

rankingCoach 360 is the most comprehensive version so far and combines all existing products of rankingCoach in one suite. It contains rankingCoach, listingCoach, rankingCoach Ads, and rankingCoach RADAR. rankingCoach is an SEO Do-It-Yourself-Tool, which helps to improve the online presence and the search engine ranking of users by providing more than 1000 detailed step-by-step instructions and video tutorials in the local language. listingCoach offers automated entries for the top online directories of respective industries, reputation update, and monitoring, as well as synchronization of company information (opening hours, phone numbers, offers, etc.). rankingCoach Ads is the only tool in the market that allows users to create and manage Google Ads campaigns with just a few clicks, including ads and budget suggestions. rankingCoach RADAR gives clients full control over their online reputation. It scans the internet for activities relating to their website including online reviews, competitor actions, and keyword performance; The tool then provides the user with full reports on these activities and the ability to respond directly to customer reviews using the

app.

rankingCoach has developed a simple, intuitive, and fast onboarding process to start with. After entering the basic business information, rankingCoach does the website audit and allows users to select their main keywords, gives suggestions for further keywords according to search volume and the level of ranking difficulty. Furthermore, it scans the internet and local listing directories and shows all the entries available for the user's business. Finally, rankingCoach 360 detects the online competitors in the local area, allowing users to add the competitors manually as well. After the onboarding is completed users access the rankingCoach 360 dashboard, get their personal digital marketing strategy, and can start working on their online visibility following the tailored tasks and video tutorials.

For more information please visit: <https://www.rankingcoach.com/>

About rankingCoach

rankingCoach is a DIY digital marketing suite that enables everyone to be successful online - even without a large marketing budget or expertise in digital marketing. rankingCoach offers a variety of resellable marketing solutions covering SEO, listings, brand monitoring, Google Ads, and social media marketing. rankingCoach is now available in 32 countries and 14 languages. Founded in 2014 by Daniel Wette, Marius Gerdan, and Thomas Meierkord, the company's headquarters are in Cologne, Germany with multiple locations across Europe. rankingCoach's award-winning software solutions are integrated into the services of numerous well-known web hosters, CMS, telecommunications, and MarTech companies. Learn more about the company at <https://www.rankingcoach.com>

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