

PRESS KIT



 rankingCoach

BE SUCCESSFUL ONLINE

## OVERVIEW

**Name** rankingCoach GmbH  
**Product** Digital Marketing App

rankingCoach offers a unique digital marketing app designed to provide a complete solution for small and medium-sized businesses searching for online success.

32 Countries available, 14 Languages

**Business Model** rankingCoach 360  
rankingCoach FREE  
Agency-Version  
Reseller-Version (Partners)

**Headquarters** Cologne, Germany  
**Locations** Timisoara and Arad, Romania

**Founding date** 01.2014

**Founders** Daniel Wette (CEO)  
Thomas Meierkord (COO)  
Marius Gerdan (CTO)

**Website** rankingcoach.com  
**Blog** rankingcoach.com/news  
**Facebook** facebook.com/rankingCoach  
**Twitter** twitter.com/rankingCoach  
**Linkedin** linkedin.com/company/rankingcoach  
**Instagram** instagram.com/rankingcoach

**Mission** rankingCoach provides the top digital marketing solution for small to medium-sized businesses, simplifying the complexity of online marketing, making it easily accessible and affordable for everybody.

**Vision** Empowering micro-businesses to be successful online, simply by using a single app.

## THE COMPANY

In a representative study from TNS Infratest, it is pointed out that today digital marketing is the most important necessity for small to medium-sized businesses (SMBs), and has grown strongly in recent years. As the study shows, the main target beside sustaining an online presence is to create a search engine optimized website for online visibility. Most small businesses spend upwards of 26% of their budget on digital marketing, with the most profitable SMBs investing the most.

In the European Union there are over 26 million active enterprises, of those, the percentage of SMBs is 99.8% (according to eurostat). To stay competitive, relevant, and successful, companies need to be visible and found online.

rankingCoach's mission is to simplify the complexity of online marketing, while making it easily accessible and affordable for everybody. The Software facilitates SMBs' online success and helps them create outstanding brand awareness.

"It can be very hard for SMBs to be competitive, relevant, and successful online consistently without any knowledge about online marketing. This is a very long and complicated process if companies go through it without guidance", as COO Thomas Meierkord explains.

Digital marketing is a topic that has grown massively in recent years. It is still far from easily accessible and online visibility is becoming increasingly complicated, especially for small business owners. rankingCoach provides 10,000 video tutorials to help them work on their digital marketing strategy.

CEO Daniel Wette states: "Imagine a world where digital marketing is so easy, that a local business with no expertise and no resources can easily compete with big brands and chains. This is our passion and our vision: empowering micro businesses to be successful online through the use of just one app."

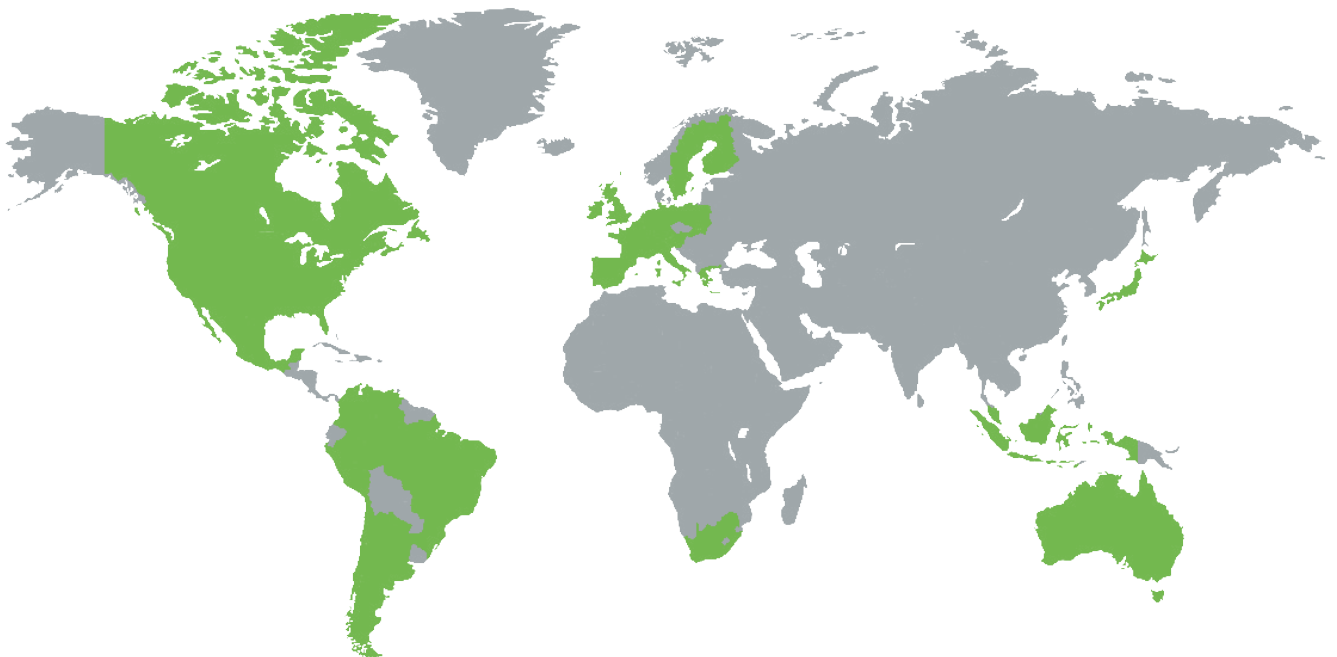
Assuming no prior knowledge, and with a dynamic and modern UI, the organic SEO focused rankingCoach guides the user through the process of optimizing their own website. The app compares their performance against competitors, selects the best keywords, and monitors the impact of any changes made.

Listing and Ads features take this further with automated local directory listing management, reputation monitoring, feedback review, and a simplified but comprehensive guide to creating and maintaining Google Ads campaigns. Additionally, the brand monitoring feature notifies users about all activities regarding their company and competitors online. The combination of all features is called rankingCoach 360 and is the complete digital marketing solution for SMBs.

## THE COMPANY

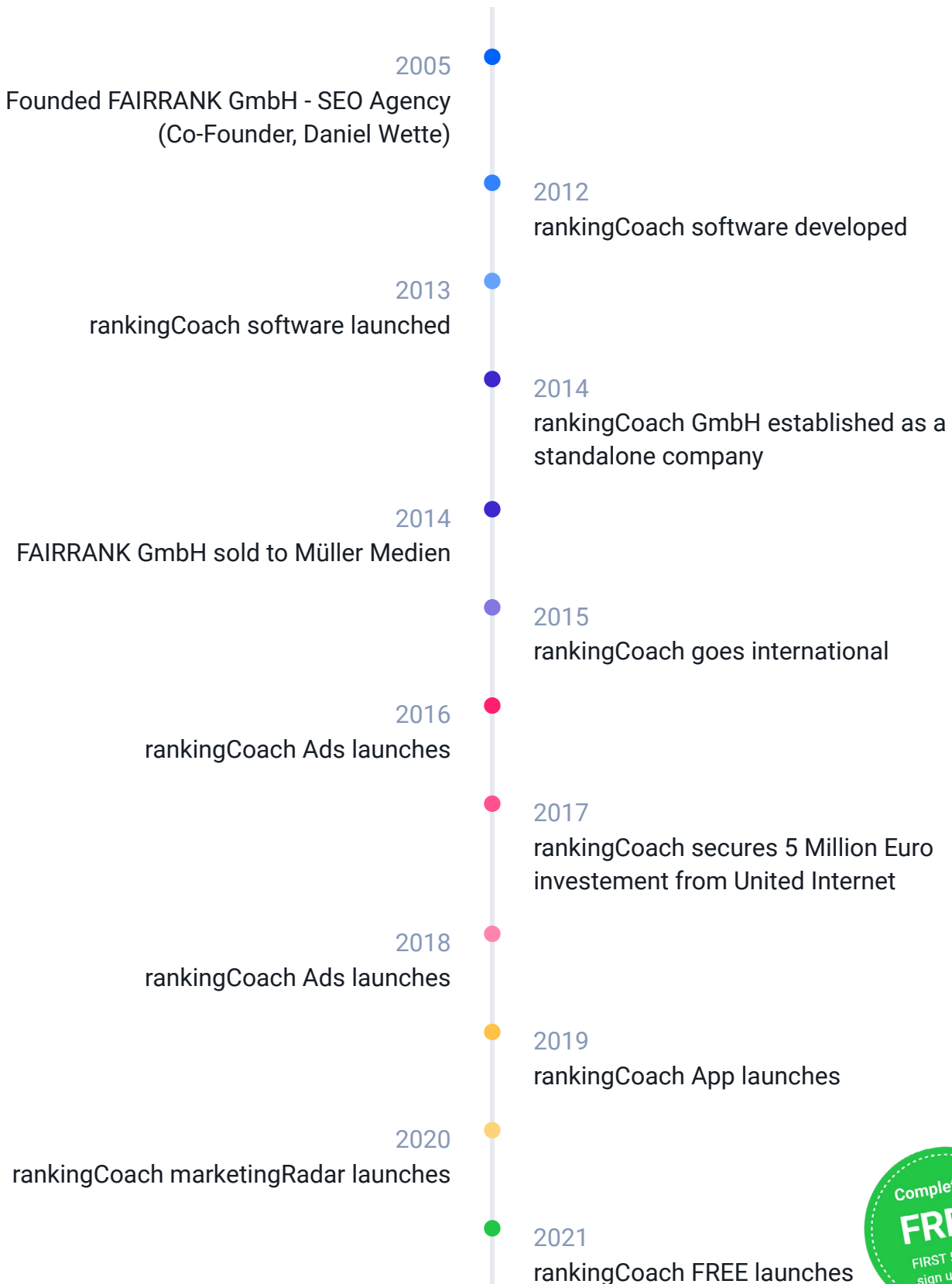
Localized in 14 languages and 32 countries worldwide, rankingCoach covers already 70% of the global market (countries using Google & social networks). The award-winning software solutions are also integrated with numerous well known webhosters and CMSs, as well as telecommunication and marketing companies such as 1&1, 123Reg, Deutsche Telekom, Wix, and Weebly.

## ACTIVE COUNTRIES



**\*32 countries, 14 languages**

## COMPANY HISTORY



## PRODUCT FEATURES



The complete digital marketing solution for SMBs - combination of all the features.



### SEO

Custom, easy-to-follow video tutorials show, step by step, exactly how to set up your website to get the best results with Search Engine Optimization (SEO).



### Local Marketing and Reputation Management



Automated online directories management system which makes sure that a company is seen online, allowing users to control all of their online listings from one centralized hub. Moreover it also looks after business' reputation and enables real time interactions.



### Google Ads

rankingCoach navigates the creation and the budgeting of ads campaigns on Google. It automatically generates ad content and gives complete control over all aspects of the advertising campaign.



### Brand and Social Media Monitoring



rankingCoach centralizes the most important information relevant for user's online presence and provides real time notifications about any online activity relating to the company.

## OUR TEAM



rankingCoach co-founders:  
**Marius Gerdan (CTO), Daniel Wette (CEO), and  
Thomas Meierkord (COO)**



rankingCoach Team

SOME OF OUR PARTNERS

IONOS by 1&1

 STRATO

arsys

WIX

JIMDO

weebly

123 Reg

checkdomain

 dewaweb

 Argentina Virtual<sup>®</sup>  
Networks

WORLD4YOU<sup>®</sup>  
INTERNET SERVICES GMBH

LOOPIA<sup>®</sup>

 argeweb

 mixhost

 HOSTPOINT

 FUTRIS  
EINFACH. WEITER. VORNI

 FLYERALARM

( ) REGISTER

 WEBHOSTONE

 BLACKNIGHT  
SOLUTIONS

 Netsons

home.pl

1-grid

xxlwebhosting



dominios.pt

 webgo

 WEB HOSTING  
CANADA

hostopia<sup>®</sup>  
DELUXE COMPANY

 netcetera