GOOGLE MARKETING AGENCY

COMPANY PROFILE OF

MINIMO SEO

Explode website sales through sustainable and transparent SEO strategies

minimoseo.com

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01

HELLO! WE ARE...

MINIMO SEO

A Google Marketing Agency focuses on SEO, helping your business excel on Google with streamlined and effective communication strategies.



02



VISION

Accompanying Vietnamese businesses with sustainable and transparent communication campaigns.



MISSION

Uncover the meaning of data from communication campaigns, turning it into valuable information for businesses.

03



/THE UNTOLD STORY/

MINIMO SEO

We are **MINIMO SEO**, and it would be great if you found us while looking for someone to consult and implement a conversion funnel on your website through SEO.

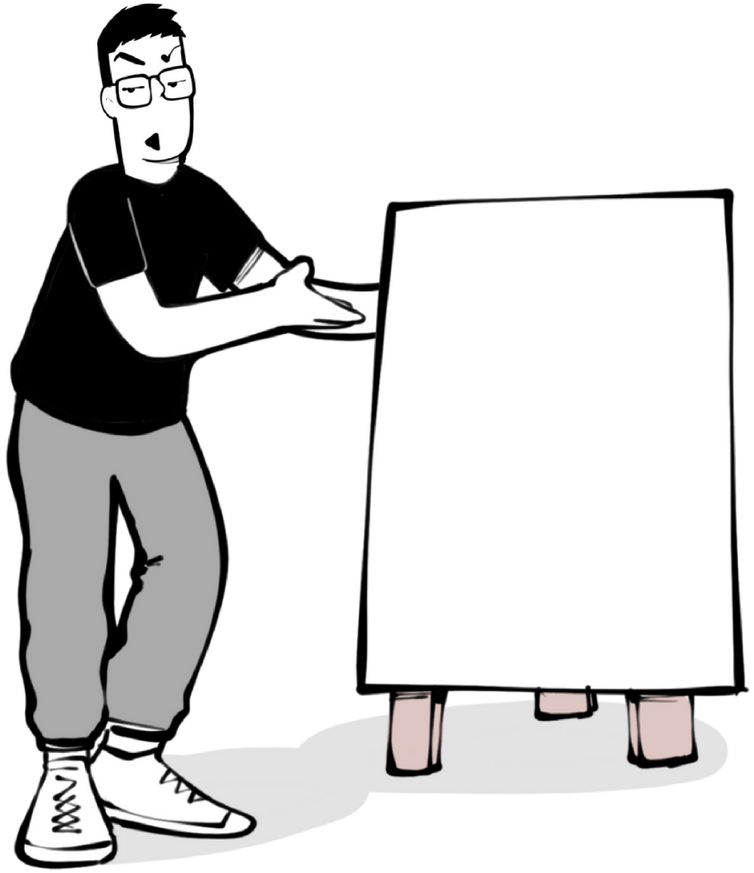
In the world of SEO and deploying services for brands, Minimo realizes that merely having a top position and traffic doesn't necessarily mean having customers.

Many companies face the challenge of project investment costs exceeding their generated revenue, and this is a common issue in the SEO industry.

Some believe that SEO only contributes to Branding and can't boost sales.

However, for Minimo, a good marketer is someone who can sell products, and SEO is an excellent marketing tool.

04



/ABOUT US/

MINIMO SEO

Business Headaches

Insight: A lack of understanding of the customer journey, their touchpoints, and their pain points.

Human Resources: Insufficient personnel support in the marketing operation.

System: Absence of a support platform system for driving website traffic

Strategy: Lack of a proper strategy to dominate on Google.

BoD

/OUR LEADERS/

05



CO-FOUNDER & CEO

ĐỖ HOÀNG PHÚC

ADMINISTRATIVE COUNCIL

05



CO-FOUNDER

NGUYỄN HỒNG SANG

06



Trần Hữu Thanh Tùng
SEO



Hoàng Bảo Ngọc
Copywriter

MEET

OUR TEAM

Together, MINIMO SEO has successfully executed SEO campaigns for clients, increasing actual traffic and sales on the website.



Nguyễn Thiên Phúc
Designer

07

SERVICES

MINIMO SEO OFFERS



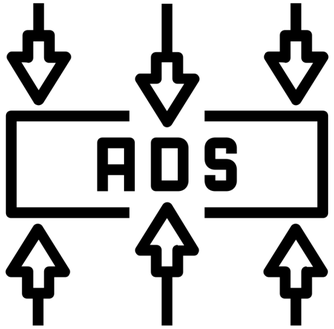
SEO SERVICE

Utilizing the Whitehat SEO process can help you reach the top 5 on Google within just 1 year or reach the top 1 on Google in less than 5 years.



GOOGLE MAPS SERVICE

In SaaS and B2B, the primary source of traffic comes from Google and social media, while Maps is an ideal channel for HoReCa (Hotel, Restaurant, Cafe). Appearing on Google Maps when customers search can be an advantage for you.



GOOGLE ADS SERVICE

Paid ads are an essential source of traffic in a comprehensive project. When combined with traffic from SEO, they turn your website into a sales machine.



SEO TRAINING SERVICE

With experience in implementing more than 50 projects in challenging fields such as finance, beauty, and tourism, Minimo has distilled a process to help you grow on Google.

07

SEO SERVICE

COMPREHENSIVE PROFESSIONAL SEO SERVICE IN HO CHI MINH CITY

SEO is one of the fundamental channels in Digital Marketing, with billions of searches conducted each year (5.5 billion searches per day).

Achieving high visibility and top keyword rankings can give you an advantage and increase your chances of reaching a larger customer base compared to your competitors.

However, search engines have evolved in recent years to provide users with more direct answers, keeping them on the SERP (Search Engine Results Page) rather than directing them to websites.

Therefore, modern SEO also needs to focus on Branding, developing rich results, and Knowledge Panels for businesses to provide more direct information to users.“



07

SEO SERVICE

REASONS TO CHOOSE MINIMO SEO - A SUSTAINABLE, PROFESSIONAL, AND EFFECTIVE SEO SERVICE COMPANY IN HCM CITY

Unlike paid search advertising, you cannot pay search engines to achieve better organic rankings. This means that a reputable SEO company must truly deliver. That's why MINIMO SEO exists.

MINIMO SEO applies three criteria when optimizing a project:

- **OPTIMIZE RANKING FOR TOP KEYWORDS: ENSURING FULL KPI ACHIEVEMENT.**
- **OPTIMIZE IMPLEMENTATION TIME: SPEED AND SUSTAINABILITY, REDUCING IMPLEMENTATION TIME.**
- **OPTIMIZE COST: USING EVERY BUDGET DOLLAR EFFECTIVELY.**



07



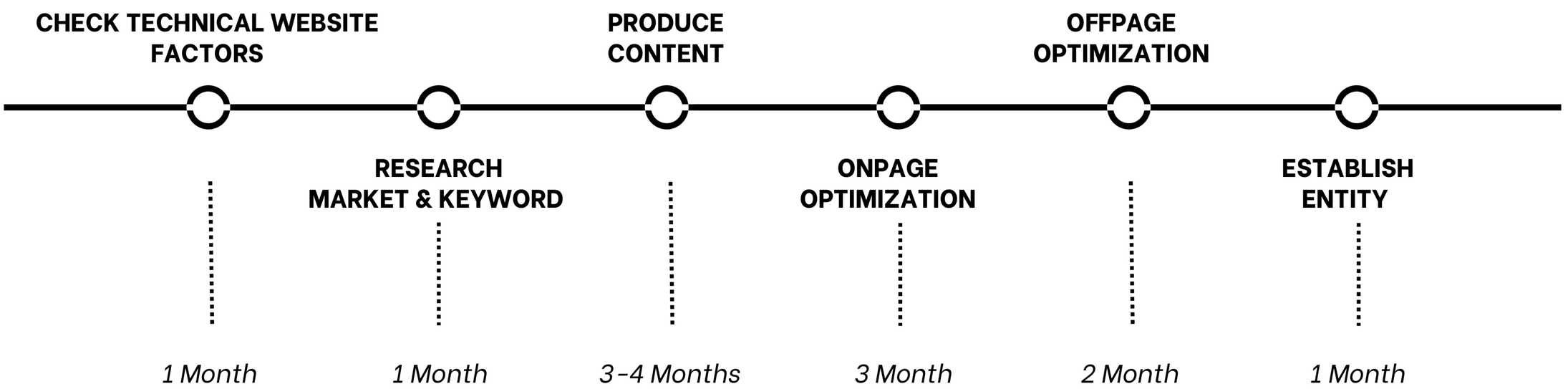
SEO SERVICE

THE SEO IMPLEMENTATION PROCESS AT MINIMO SEO

1. CHECK TECHNICAL WEBSITE FACTORS
2. RESEARCH MARKET & KEYWORD
3. PRODUCE CONTENT
4. ONPAGE OPTIMIZATION
5. OFFPAGE OPTIMIZATION
6. ESTABLISH ENTITY

07

SEO SERVICE



PROJECT IMPLEMENTATION OVER A PERIOD OF 6 MONTHS + 4 MONTHS CONTINGENCY

TOTAL 10 - 12 MONTHS

07

SEO SERVICE



FOCUS ON CONTENT ALIGNED WITH THE CUSTOMER JOURNEY

Focusing on developing content aligned with the Customer Journey helps the website deliver more value to readers, creating simultaneous SEO and Branding effects

HAVING A ROBUST AND PLENTIFUL USER TRAFFIC SYSTEM

Critical assets in SEO boost the project's success rate. Minimo SEO has a traffic system that brings in 2000 - 3000 Traffic per day.

07

Customer Avatar Canvas

Thông tin cá nhân	Tuổi	- 18-24: 32% - 25-34: 43% - 35-44: 18% - 45- 54: 5% => Nhóm đông nhất là từ 18 - 34 tuổi, nhưng tiềm năng nhất là từ 30-55 tuổi, tầm tuổi có khả năng chi nhiều tiền
	Địa chỉ	- Quận 9, thủ đức,, gò vấp 12, 5, 10, 11, 3
	Giới tính	- Nam sẽ trội hơn nữ (18% so với 15% ở nhóm 35-44 tuổi)
	Tình trạng hôn nhân	- Đã kết hôn (67%)
	Học vấn	- Trung học (28%) - Đại học (70%) - Cao học (2%)
	Con cái	
Chuyên môn	Nghề nghiệp	
	Công ty	
	Quy mô công ty	
	Vị trí, chức vụ	- 30% là quản lý (Manager) - 24% là ng chịu trách nhiệm doanh số
	Kỹ năng chuyên môn	
	Đồng nghiệp	
	Ngày làm việc điển hình	- Là những người đã dành phần lớn thời gian để leo lên chức vụ cao trong công ty, tích góp dư giả tiền, có cuộc sống áp lực và hiện đang muốn đầu tư cho 1 quán cafe, quán ăn để kiếm thêm thu nhập hoặc kiếm cơ hội nghỉ hưu - Là những người quản lý cấp cao (nam) muốn mở quán cafe cho vợ ở nhà kiếm thêm
	Công cụ hay dùng	
	Cách nhìn nhận sự thành công	
	Platform hay sử dụng	- Dùng điện thoại (79%)

UNDERSTANDING THE CUSTOMER PERSONA

You cannot serve effectively if you don't know who your customers are. Minimo SEO has a research process to uncover the potential customer personas for your business.

RESEARCH THE CUSTOMER'S PAIN POINTS

From the customer personas, we identify the pain points/issues they are seeking solutions for, allowing us to provide your business's products/services in the most natural way.

SEO SERVICE

07

Task breakdo... | Task list | + Add Record | Customize Field | Filter | Group | Sort | Row Heigl

	Task	Category	Status	Task leader
1	Thông tin doanh nghiệp	Chuẩn bị DATA	Completed	Phúc Đỗ
2	Thông tin quản trị	Chuẩn bị DATA	Completed	Phúc Đỗ
3	Chuẩn bị sẵn 1 gmail cho tất cả dịch vụ	Chuẩn bị DATA	Completed	Phúc Đỗ
4	Phỏng vấn khách hàng, Lead Project (nhà)	Kickoff	Completed	Phúc Đỗ
5	Họp meeting Kickoff giữa các bên liên quan	Kickoff	Completed	Phúc Đỗ
6	Lên bản Meeting Note, gửi lại khách và các b...	Kickoff	Completed	Phúc Đỗ
7	OS Entity, maps bên team TC	Entity - Stacking	Completed	Phúc Đỗ
8	Kiểm tra hồ sơ backlink đối thủ	Nghiên cứu đối t...	Ongoing	Phúc Đỗ
9	Kiểm tra topic bao phủ của đối thủ (toppage)	Nghiên cứu đối t...	Ongoing	Phúc Đỗ
10	Kiểm tra tần suất hoạt động của đối thủ trên ...	Nghiên cứu đối t...	Not yet started	Phúc Đỗ
11	Tính toán ngân sách cần sử dụng	Nghiên cứu đối t...	Not yet started	Phúc Đỗ
12	Audit Technical	Audit	Completed	Phúc Đỗ
13	Audit Entity	Audit	Completed	Phúc Đỗ
14	Audit Offsite	Audit	Completed	Phúc Đỗ
15	Setup Wizard	Rankmath	Completed	Phúc Đỗ
16	Setup Sitemap, Robots txt	Rankmath	Completed	Phúc Đỗ
17	Nghiên cứu headkey (khoảng 4 - 5 key)	Research Keyw...	Completed	Phúc Đỗ
18	Phân loại Modifier Intent	Research Keyw...	Ongoing	Phúc Đỗ

CONSISTENT IMPLEMENTATION PROCESS

All processes, and checklists implementing projects are systematized according to a defined procedure. This helps control and maintain consistency in quality throughout each technical step

GOOGLE MARKETING AGENCY

CLIENTS

PARTNERING WITH MINIMO SEO

HTH AN PHU GIA

CleverAds

Kilala

VẬT LIỆU CÁCH ÂM - CÁCH NHIỆT Cát Tường®

Uniform Tshirt Thiên Phước

MASTERBLEND®

COSMETICS

OSPEN

DAI-ICHI LIFE

Gắn bó dài lâu.

08

CASE STUDY

WHAT HAS MINIMO SEO ACHIEVED?

AN PHÚ GIA X MINIMO SEO

200% ORGANIC TRAFFIC GROWTH

AN PHU GIA

08

AN PHÚ GIA X MINIMO SEO

200% ORGANIC TRAFFIC GROWTH

BUSINESS OVERVIEW

An Phú Gia Interior and Exterior Co., Ltd is a business specializing in manufacturing furniture for cafes, eateries, and hotel restaurants since 2016. Starting from a small wooden furniture workshop, An Phú Gia now holds a significant market share in the cafe furniture sector.

Showroom address: *IndoChina Building - No. 4, Nguyen Dinh Chieu Street, Dakao Ward, District 1, Ho Chi Minh City*
Website: *https://banghegiare.com.vn/*

08

AN PHÚ GIA X MINIMO SEO
200% ORGANIC TRAFFIC GROWTH

CUSTOMER NEEDS THROUGH MINIMO SEO SERVICES

Meeting MINIMO SEO in the initial phase as part of our business expansion plan on the Internet, with the goal of transitioning from a wood workshop to a large enterprise, An Phú Gia aims to lead the market in cafe/eateries/pubs tables and chairs.



Challenges:

- The website was built on an outdated CMS, making adjustments, technical optimization, or Onpage implementation on the Website so difficult.
- Content was outdated, not regularly updated.
- The website lacked trust on Google.
- The product category structure was not optimized, with many repeated products on the website leading to content duplication issues.

08

AN PHÚ GIA X MINIMO SEO
200% ORGANIC TRAFFIC GROWTH

MINIMO RECEIVES AND IMPLEMENTS

After identifying the client's needs, Minimo SEO proceeded to audit the entire website, which included:

Technical Audit: Identifying and detecting SEO non-compliant errors on the website. It was found that there were 40 factors related to Crawl Budget, Sitemap, and Robots.txt that weren't optimized due to the use of an old CMS platform.

Listing all the elements that needed corrections in the HTML and website code for the Dev team to address within 2 weeks. The "Digi House" team continued with the Content Audit.

CHECKLIST	ĐÁNH GIÁ	GIẢI THÍCH / MÔ TẢ CHI TIẾT	NGƯỜI ĐẢM	TÌNH TRẠN
Crawl				
Crawl Rate có xu hướng xuống mạnh				
Không có trang 404 tùy chỉnh	Chưa tốt	Không có trang 404 nhìn nó vnawg ra lỗi muốn out luôn		
Trang 404 không được định cấu hình đúng cách	Chưa tốt			
Một số Trang trên web đang trả về lỗi máy chủ	Tốt			
Trang web trả về lỗi 500 từ việc tạm thời bảo trì hoặc xử lý vấn đề	Tốt			
Máy chủ từ chối các công cụ tìm kiếm truy cập vào một số URLs	Tốt			
Lỗi máy chủ đang có xu hướng tăng lên	Tốt			
Trang web chứa nhiều URLs sử dụng cloacking	Tốt			
Trang web không chặn danh mục blog, thẻ và trang lưu trữ (blog category, tags & archive pages)	Đang noindex các trang đó			
URL được phân trang không có thẻ rel = "next" và rel = "prev"	Chưa tốt	Các phân trang canonical về url chính nhưng không có thẻ rel next, prev		
Trang web sử dụng thẻ nofollow không hiệu quả	Chưa tốt	Không hiểu sao nofflow hết cái footer		
Navigation sử dụng JavaScript	Tốt	Không xài JS nhưng phát hiện ra Vườn ươm		
Googlebot đang thu thập dữ liệu các trang không tồn tại trong chuỗi phân trang	Tốt			
Sitemap				
Không có XML Sitemap cho website	Tốt			

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AN PHÚ GIA X MINIMO SEO
200% ORGANIC TRAFFIC GROWTH

AUDIT CONTENT

- Minimo SEO identified low-quality content and content that didn't drive traffic to the website by using tools like Ahrefs and Google Search Console, pinpointing pages that had fewer than 10 traffic per month.

- Researching the reasons for the lack of traffic and discovering that the word count in the content was too short, making it impossible to rank for top keywords. The presence of a large amount of low-quality content also caused Google to spend more resources crawling the website (Crawl Budget).

- Additionally, as an e-commerce site with up to 1000 products, the product descriptions were identical, leading Google to evaluate the content as low quality.

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AN PHÚ GIA X MINIMO SEO
200% ORGANIC TRAFFIC GROWTH

AUDIT CONTENT

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Keyword	Volume	Traffic cũ	Traffic mới	Traffic thay đổi	Top cũ	Top mới	Top thay đổi	Previous URL inside	Previous URL	Current URL inside	Current URL	Note	SERP features	Previous date	Current
bàn ghế cafe	3100	496	318	-178	4	4			https://banghe		https://banghe		Image pack, Sit	16/10/2020 12	17/11/
ghế cafe	2900	573	308	-265	2	4	-2		https://banghe		https://banghe		Image pack, Sit	16/10/2020 05	16/11/
cafe ông bầu	2400	233	226	-7	3	4	-1		https://banghe		https://banghe		Image pack	16/10/2020 07	17/11/
cà phê ông bầu	1800	84	206	122	7	3	4		https://banghe		https://banghe		Image pack	15/10/2020 11	13/11/
bàn cafe	2200	131	188	57	4	4			https://banghe		https://banghe		Image pack	15/10/2020 20	13/11/
ghế cà phê	700	153	153	0	1	1		Image pack	https://banghe	Image pack	https://banghe		Image pack	14/10/2020 10	13/11/
bàn cà phê	1200	145	145	0	1	1		Image pack	https://banghe	Image pack	https://banghe		Image pack	14/10/2020 04	12/11/
ghe cafe	700	190	130	-60	1	3	-2	Image pack	https://banghe		https://banghe	Mất image	Image pack	15/10/2020 08	14/11/
ghế cafe giá rẻ	350	128	128	0	1	1			https://banghe		https://banghe		Image pack, To	15/10/2020 15	15/10/
bàn ghế cà phê giá rẻ	300	117	117	0	1	1			https://banghe		https://banghe		Image pack, To	13/10/2020 16	13/10/
ghế gỗ cafe	1000	103	117	14	1	1		Image pack	https://banghe	Image pack	https://banghe		Image pack, Sit	11/10/2020 00	15/11/
ghế ngoài trời	900	120	83	-37	1	1		Image pack	https://banghe	Image pack	https://banghe		Image pack, Sit	11/10/2020 07	17/11/
bàn xếp	3600	107	83	-24	1	1		Image pack	https://banghe	Image pack	https://banghe		Image pack, Sit	15/10/2020 20	17/11/
cách làm phô mai tươi tron	200	19	75	56	4	1	3		https://banghe		https://banghe		Thumbnail, Ima	02/10/2020 00	28/10/
bàn ghế cafe gỗ	800	57	71	14	5	4	1		https://banghe		https://banghe		Image pack	11/10/2020 10	10/11/
ghe nha hang	450	81	65	-16	1	2	-1	Image pack	https://banghe		https://banghe	Mất image	Sitelinks, Imag	20/09/2020 05	15/11/
banghegiare	200	63	63	0	1	1			https://banghe		https://banghe		Sitelinks, Imag	03/10/2020 03	29/10/
bàn cafe gỗ	400	62	62	0	2	2			https://banghe		https://banghe		Image pack	24/09/2020 05	23/10/

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AN PHÚ GIA X MINIMO SEO
200% ORGANIC TRAFFIC GROWTH

MARKET RESEARCH AND IDENTIFYING POTENTIAL KEYWORDS

After identifying the valuable content to be reused on the website, Minimo SEO conducts research on keywords in the furniture market. The goal was to find keyword sets that align with customer needs, can easily rank at the top, and drive traffic, thereby helping the website quickly attract its initial traffic.

Subsequently, a comprehensive SEO plan was laid out for An Phú Gia to implement:

- Avatar Canvas: Understanding the customer profile, An Phú Gia's target audiences to develop content lines that align with business needs.
- Onpage: Adjusting old content, developing new content lines for the website, ensuring it addresses user needs in line with the company's customer profile.
- Entity & Link Building: Constructing a backlink system for the website, accelerating the website's indexing process on search engines, and improving top keyword rankings in a short period.

08



RESULTS: 200% ORGANIC TRAFFIC GROWTH

AN PHU GIA

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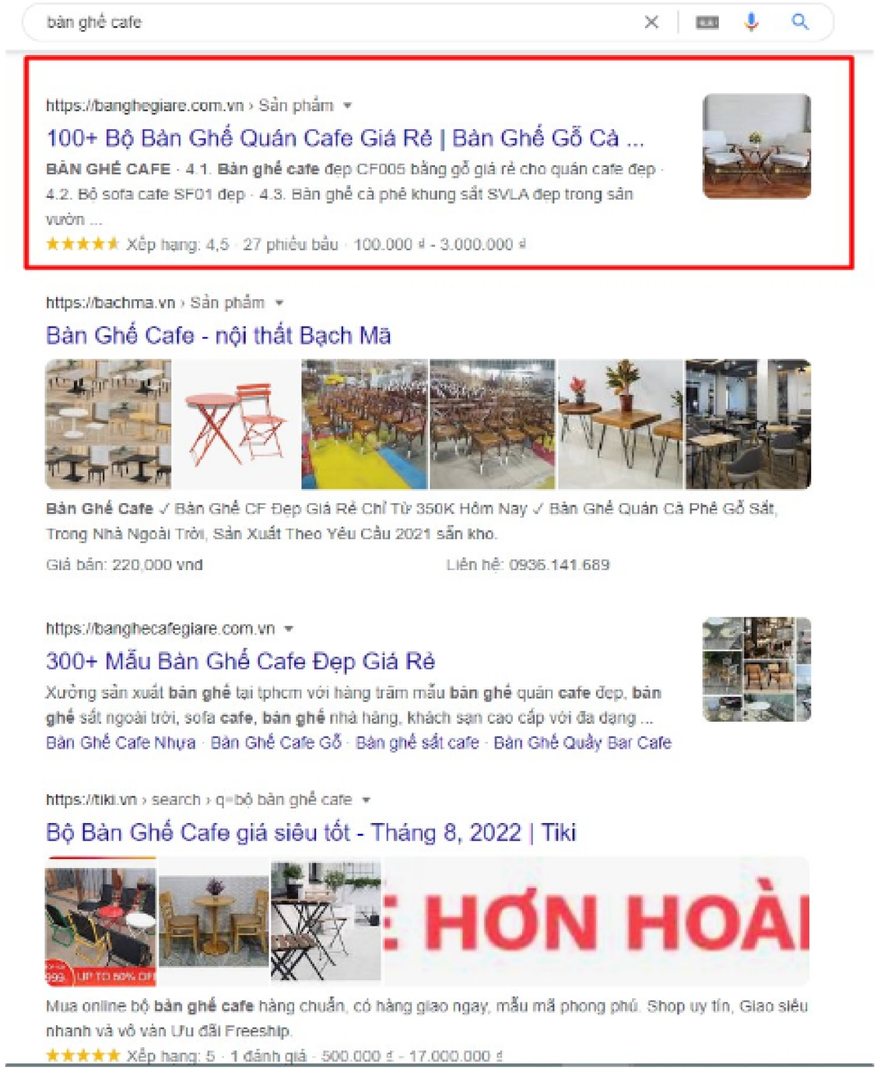


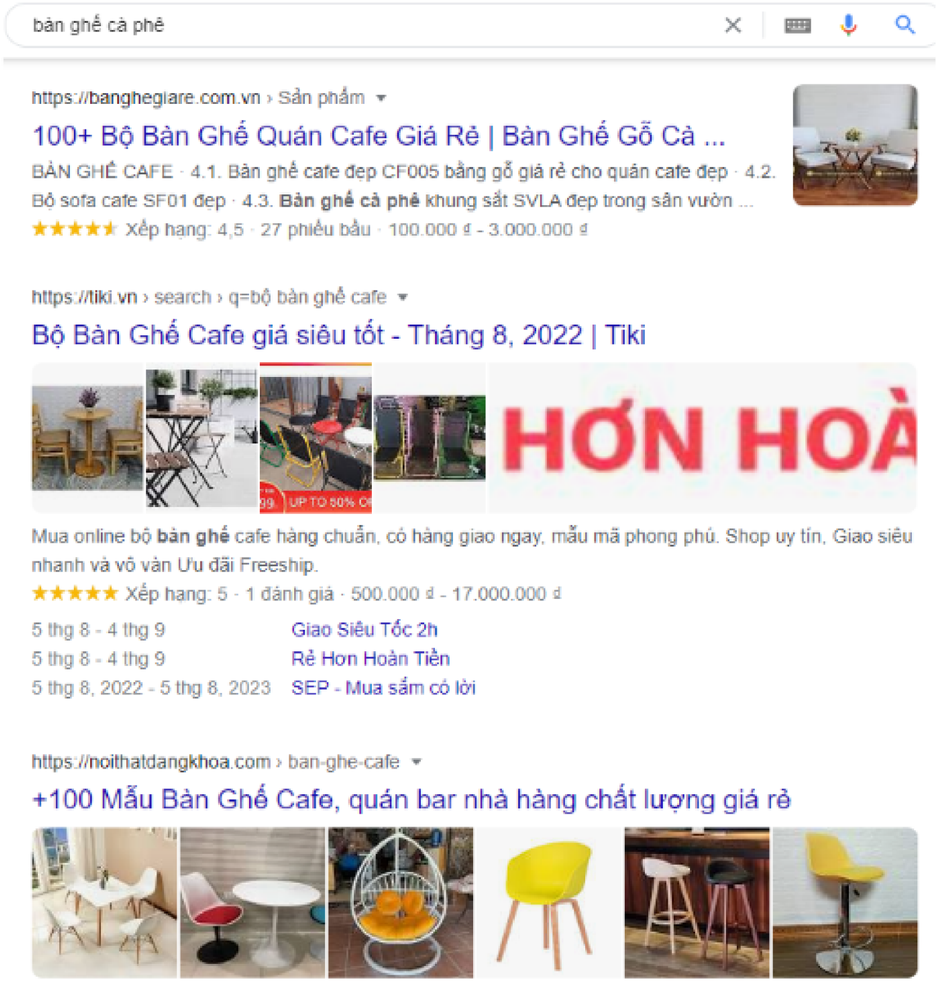
RESULTS: 200% ORGANIC TRAFFIC GROWTH

AN PHU GIA

08

RESULT





#1 BÀN GHẾ CAFE, BÀN GHẾ CÀ PHÊ

08

CASE STUDY

WHAT HAS MINIMO SEO ACHIEVED?

TADASHI TATTOO X MINIMO SEO

ACHIEVED 140K YOUTUBE SUBSCRIBERS AND OVER 30,000 WEBSITE VISITS/MONTH IN 6 MONTHS OF OPTIMIZATION

08

TADASHI TATTOO X MINIMO SEO
RAPID GROWTH IN REACH AND ENGAGEMENT

BUSINESS OVERVIEW

Tadashi Tattoo is a tattoo parlor owned by artisan Trung Tadashi, the first tattoo artist in Vietnam to publish a book and be recognized in the Vietnam record book. He is also a member of the Vietnam Fine Arts Association.

Showroom Address: *96/6 Le Thi Rieng Street, Pham Ngu Lao Ward, District 1, Ho Chi Minh City*
Website: *https://tadashitattoo.com/*

08

TADASHI TATTOO X MINIMO SEO
RAPID GROWTH IN REACH AND ENGAGEMENT

CUSTOMER NEEDS THROUGH MINIMO SEO SERVICES

Coming to Minimo SEO, Tadashi Tattoo was seeking a solution to promote the image of Mr. Trung Tadashi on Google and other social platforms.

Challenges:

- No website.
- No direction for developing the YouTube channel.
- Content on social channels was still basic, updated irregularly, and lacked consistency.
- The website lacked trust on Google

08

TADASHI TATTOO X MINIMO SEO
RAPID GROWTH IN REACH AND ENGAGEMENT

MINIMO RECEIVES AND DEPLOYS

After identifying the customer's needs, Minimo SEO conducts customer journey research to discover what customers prefer. From there, we proposed content and the appropriate content formats that align with the specific needs of each platform.

STT	Giai đoạn	Hạng mục	Đầu công việc	Mô tả cụ thể	Đầu việc bổ	Số lượng	Thời gian (	Person
1	Nghiên cứu	Nghiên cứu chân dung k	Trả lời câu hỏi hoặc tham khảo khách hàng	Khách hàng mục tiêu của bạn là ai? họ bao nhiêu tuổi, sở thích là gì? Họ sẽ mua gì, sử dụng dịch vụ gì của bạn? Những thắc mắc, phàn nàn của họ là gì? Họ thích gì và sợ gì?			0.5	A
2	Nghiên cứu	Nghiên cứu hành trình kl	Trả lời câu hỏi hoặc tham khảo khách hàng	Dự đoán khi tìm kiếm giúp đỡ hay sản phẩm, dịch vụ của bạn họ sẽ tìm từ khóa gì? (hỗ trợ mapping keyword dễ hơn)			0.5	A
3	Nghiên cứu	Nghiên cứu thị trường	Research head key dựa trên dự đoán tìm kiếm	ví dụ: blueswitch hay redswitch tốt hơn => Mua bàn phím chơi game blueswitch			0.5	A
4	Nghiên cứu	Nghiên cứu thị trường	Research headlkey dựa trên bộ keyword SEO				0.25	A
5	Nghiên cứu	Nghiên cứu thị trường	Research head key từ đối thủ				0.5	A
6	Nghiên cứu	Nghiên cứu thị trường	Research head key từ wiki	Xem TOC của wiki để biết topic cần đề cập			0.25	A
7	Nghiên cứu	Nghiên cứu thị trường	Research headkey từ thị trường nước ngoài (beta)				0.25	A
8	Nghiên cứu	Website Architecture	Research bộ keyword topic cluster				6	A
9	Đặt content	Content topic	Đặt content theo bộ topic research (1 tuần có)				6	A

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Số lượt xem tăng gấp 14 lần so với thường lệ! Những khán giả thường xuyên xem video của bạn đang chọn xem video này nhiều hơn và xem lâu hơn, giúp tăng phạm vi tiếp cận của video này trong phần đề xuất trên YouTube.



Điều gì đang xảy ra?

Những video phổ biến như video này có thêm cơ hội được đề xuất cho khán giả xem các video tương tự và nhờ vậy, nhận được nhiều lượt xem hơn

RESULT: YOUTUBE CHANNEL GROWS 14 TIMES, SUGGESTED VIDEOS

08

0	4	3	42	8100 / 18100
0	N/A	N/A	N/A	6600 / 8100
-7	2 ★	2	53	4400 / 4400
-8	2 ★	2	N/A	4400 / 4400
-8	2 ★	2	57	3600 / 5400
-1	4 ★	4	27	2400 / 2400
-7	2 ★	2	43	720 / 720
0	4 ★	4	51	590 / 720
0	6	4	N/A	480 / 480
-9	3 ★	3	15	480 / 480
-5	5 ★	5	38	390 / 390

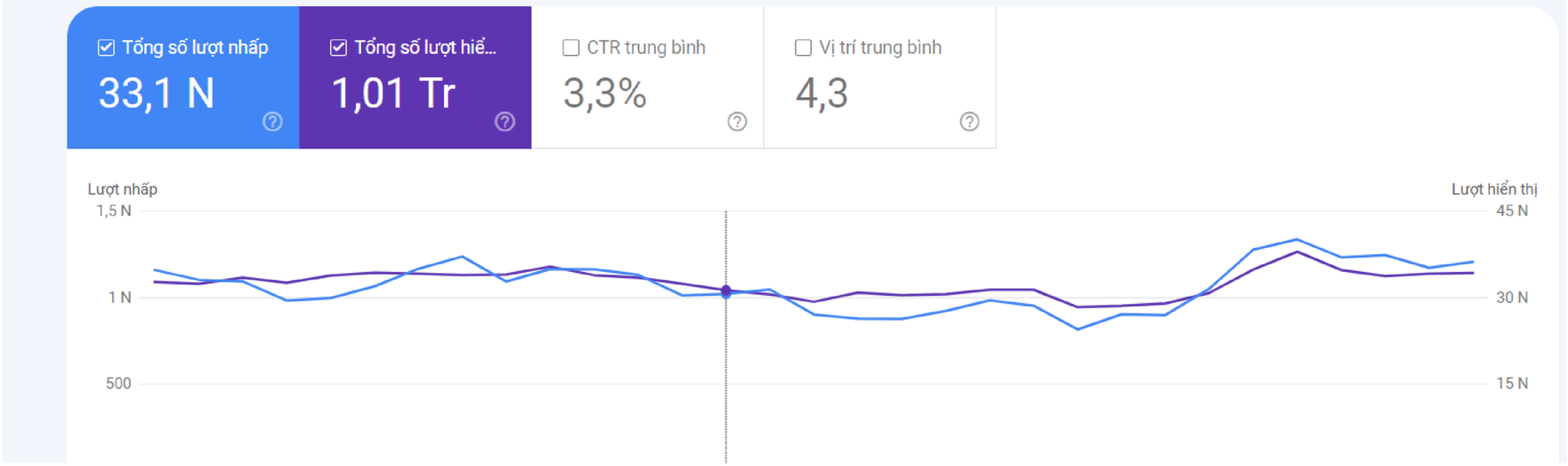
2 ★	2	42	8100 / 18100
3	2	N/A	6600 / 8100
2 ★	2	53	4400 / 4400
2 ★	2	N/A	4400 / 4400
2 ★	2	57	3600 / 5400
2 ★	2	27	2400 / 2400
2 ★	2	43	720 / 720
2 ★	2	51	590 / 720
2 ★	2	N/A	480 / 480
2 ★	2	15	480 / 480
3 ★	3	38	390 / 390
N/A	18	N/A	390 / 390
2 ★	2	65	320 / 320
3	2	N/A	320 / 320
2 ★	2	17	210 / 260

RESULT: 80% OF THE KEYWORDS ON THE WEBSITE ARE RANKED IN THE TOP 3 FOR HIGH-TRAFFIC KEYWORDS

08

TADASHI TATTOO X MINIMO SEO
RAPID GROWTH IN REACH AND ENGAGEMENT

WEBSITE STATISTICS

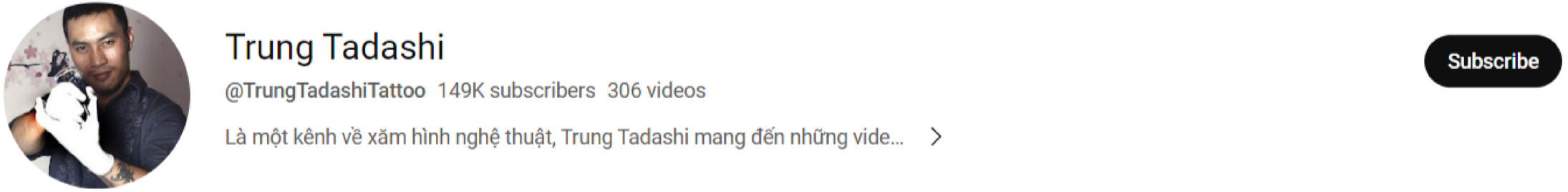


RESULTS: AN AVERAGE OF 1000 USERS VISIT PER DAY

08

TADASHI TATTOO X MINIMO SEO
RAPID GROWTH IN REACH AND ENGAGEMENT

SOCIAL MEDIA STATISTICS

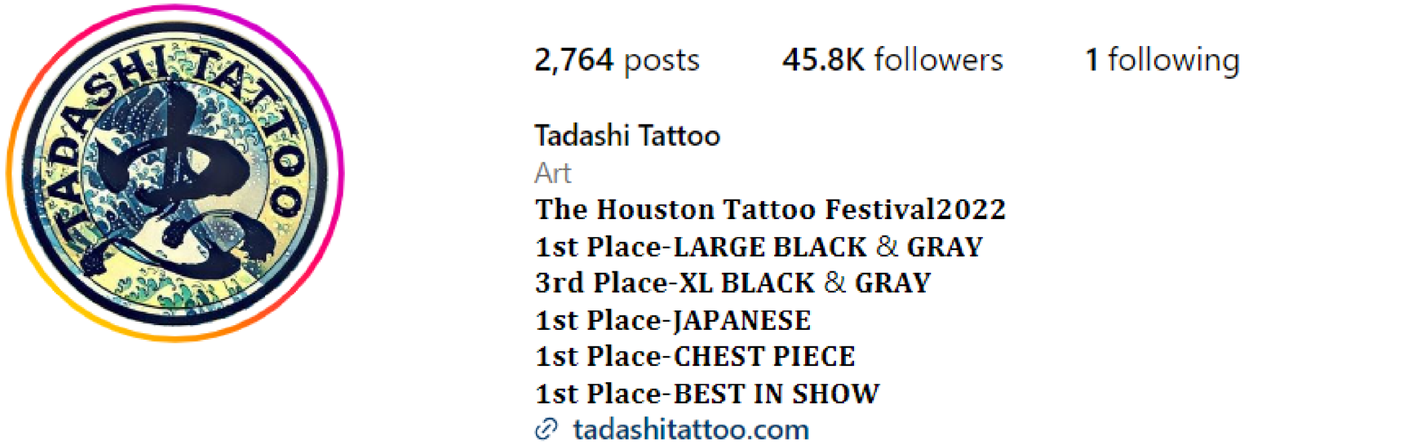


TRUNG TADASHI'S YOUTUBE CHANNEL - 149K SUBSCRIBERS

08

TADASHI TATTOO X MINIMO SEO
RAPID GROWTH IN REACH AND ENGAGEMENT

SOCIAL MEDIA STATISTICS

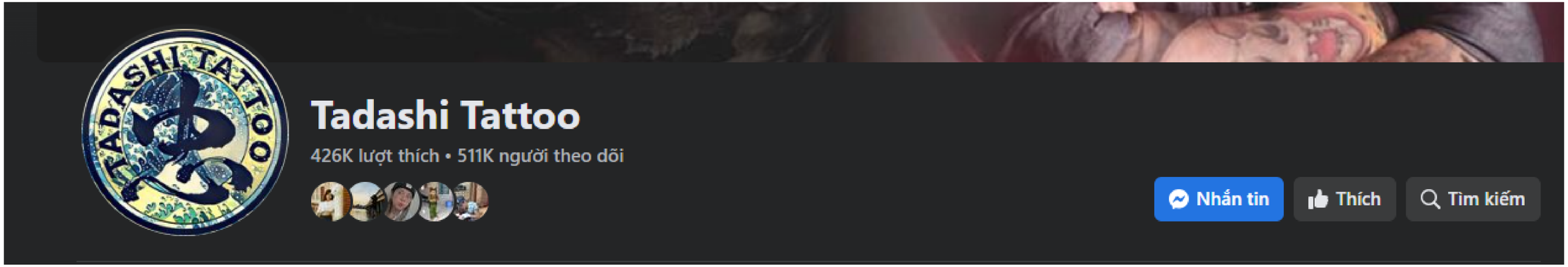


INSTAGRAM: TADASHITATTOOVN - 45.8K FOLLOWERS

08

TADASHI TATTOO X MINIMO SEO
RAPID GROWTH IN REACH AND ENGAGEMENT

SOCIAL MEDIA STATISTICS



FACEBOOK: TADASHI TATTOO - 426K LIKES, 511K FOLLOWERS

THANKS FOR WATCHING

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