

TopRank Premium

Developed by GIATA & Hurra™

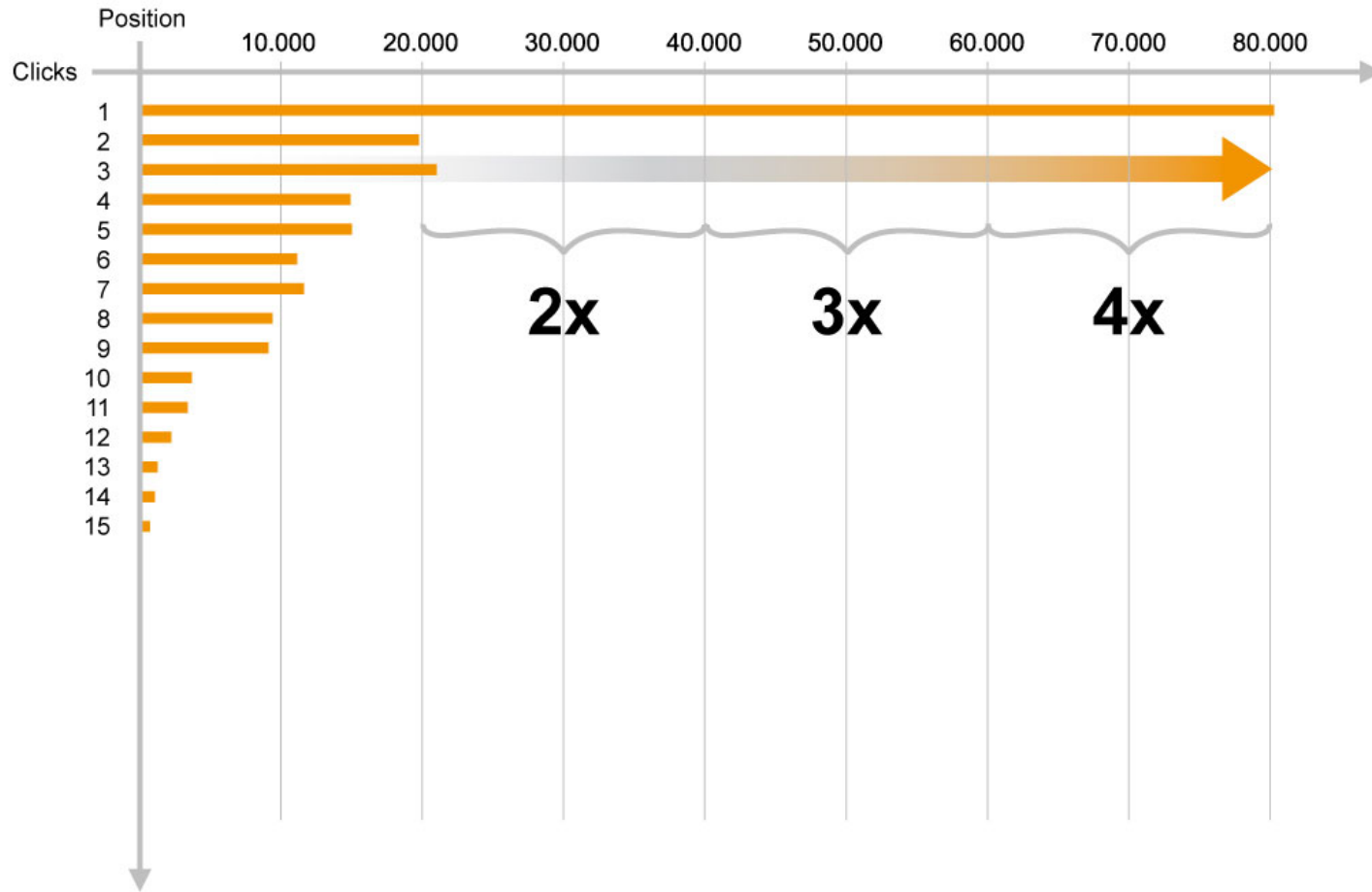
Who is Hurra™?

- ➔ Founded in 1998 by René and Gerd Schweier
- ➔ HQ in Stuttgart, Germany / Software development in Cracow, Poland
local offices Europe-wide
- ➔ Two companies in one: Marketing agency and software development
- ➔ Specialist in measurable online marketing
- ➔ A growing team of over 120 highly trained online marketing experts
- ➔ Unrivalled multi-lingual solutions:
 - Teams for DE, UK, FR, IT, ES, NL, PL, and more!
 - Native speakers for each country – local knowledge is key
- ➔ Hurra™ is a major partner of Google, Yahoo, msn, etc.
 - All account managers are Google certified advertising professionals



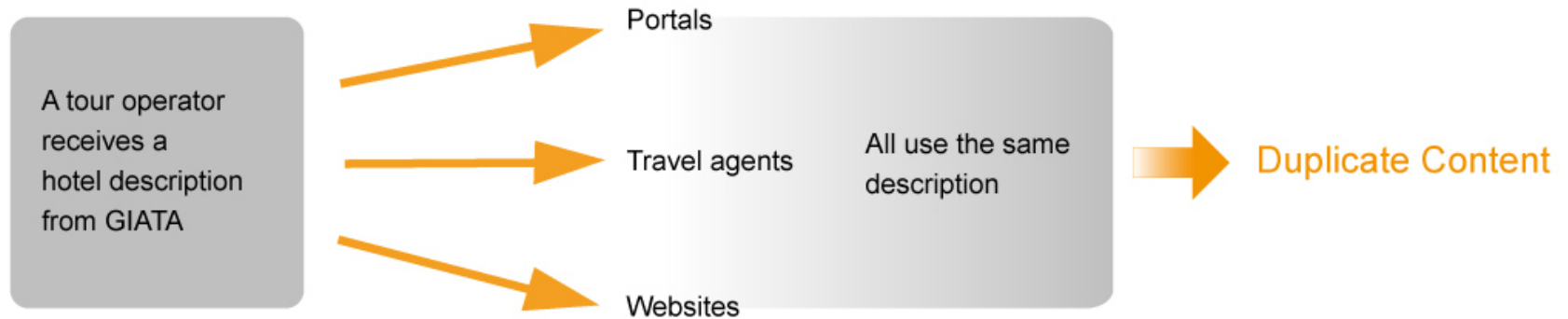
Total clicks per natural search position

Improve on position 3/4 in the index = up to four times more traffic!



Duplicate Content

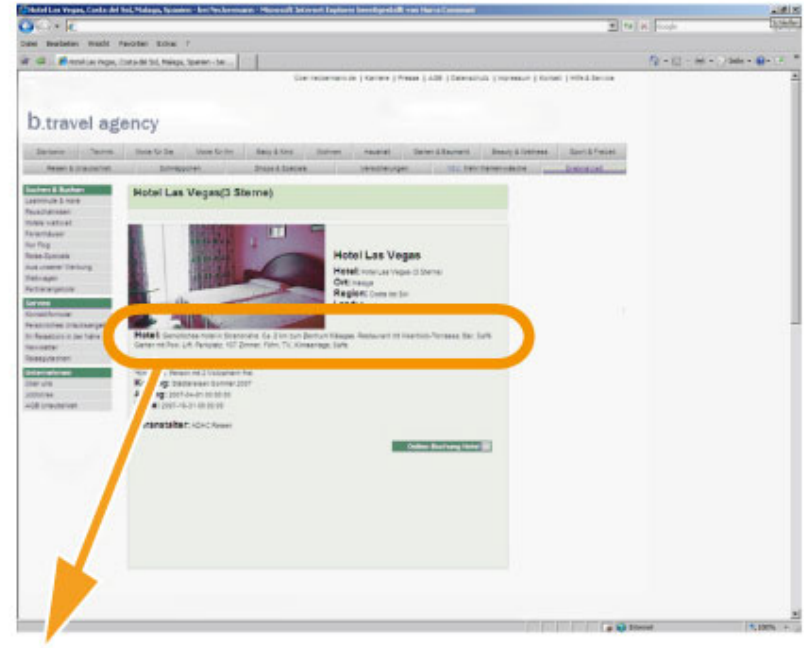
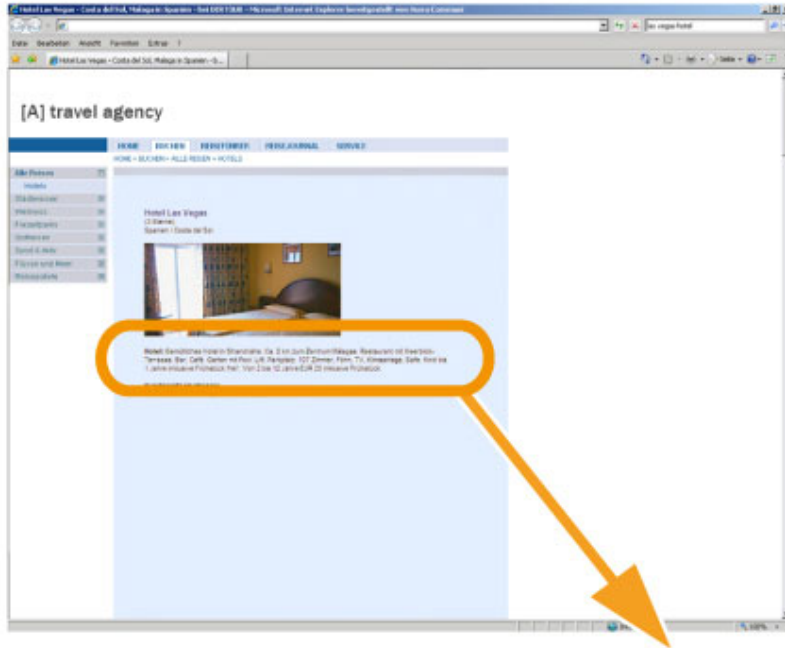
Duplicate Content = Using the same description in multiple portals/sites




Problem:

- 🔄 Search engines prefer unique content
- 🔄 The domain could be ignored & not listed
- 🔄 Lower traffic means less potential revenue

Duplicate content - Example



Hotel Las Vegas is a comfortable three star hotel located centrally on the relaxing beaches in Malaga, southern Spain. The hotel has 70 standard air-conditioned rooms with a private terrace and views of the mountains or the sea.



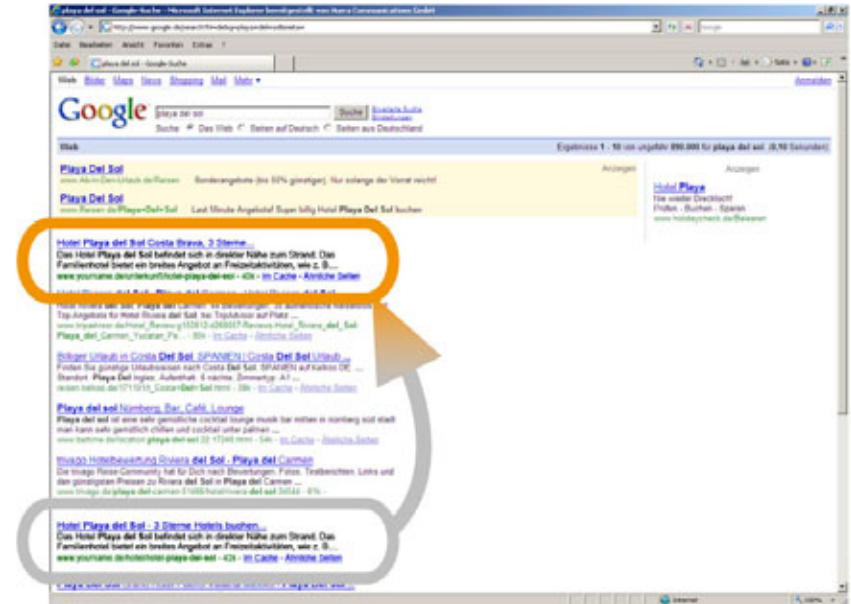
Creating new hotel descriptions – unique content



- GIATA converts over-used descriptions into **unique** content
- Hurra™ uses this content to generate a site template using the latest SEO technology
- The content is available exclusively through Hurra™

The advantages of unique content

- ➔ The hotel description is duplicated just once in the Hurra™ template
- ➔ Search engine awards higher relevance
- ➔ Competitors ranks are lowered
- ➔ Exclusive online marketing opportunity
- ➔ Higher ranking in the results



Increased Revenue!

Business Model

- ➔ CPC based on 2nd click (= only clicks from the hotel template into the booking site are charged)
- ➔ The costs of creating the unique content is recuperated through the increased number of clicks
- ➔ The costs rely on the number of hotel descriptions listed
- ➔ There is no SEO site online until the unique content has been created
- ➔ 6 month trial period
- ➔ **Performance guaranteed: If your revenue does not increase, we will refund you the production cost!**

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