previsible.io

2022: Year in Review

Our Journey

2022 has been a year of growth at Previsible. We **doubled the size** of our team and business, bringing on four talented individuals and expanding our client list to include some of the most exciting startups and well-respected enterprise organizations in the market. We've achieved this rapid growth by offering unique and dynamic SEO solutions that keep businesses at the forefront of the ever-changing landscape of organic search.

Unlike many agencies out there, we're not simply selling billable hours and fancy SEO audits. We've watched firsthand as SEO has become so much more dynamic than a narrow, solitary digital marketing channel, and we believe its impact, influence, and complexity will continue to grow in the years to come. That's why our approach focuses on enabling businesses to build **a culture and ecosystem** that embraces SEO knowledge, understanding, and implementation. Our **goal is to equip organizations** with the tools, systems, and personnel to be able to thrive as the SEO environment continues to evolve.

New Team Members

Kelly Wagner

Our **new SEO analyst**, Kelly, has become a crucial contributor to the SEO consulting team. She manages important projects, works with clients to ensure SEO initiatives are integrated seamlessly into existing systems, and delivers top-notch SEO results. As a bonus, she also brings her cute puppy, Nala, to the team.

Than Hirsekorn

Our **new content strategist**, Than, has taken on the roles of resident writer, parlance producer, and expert expositor. He partners with our clients to build precise and foundational content that maximizes SEO impact and improves user experience, including but not limited to whitepapers, product guides, thought leadership pieces, email campaigns, and blog posts.

Kathy Alice Brown

Our **Expert in Residence**, Kathy, has worn many hats throughout her technology career, from Engineering Manager to Copywriter to SEO Consultant. This variety of skill sets earned over the course of becoming a Silicon Valley veteran allows Kathy to bring both a holistic and bottom-line perspective to any project.

Alex Silverberg

Our **new SEO Manager**, Alex, has over nine years of experience in SEO, supporting both in-house and agency SEO teams. He also previously owned his own SEO consulting business that focused on empowering organizations with high-level digital marketing strategies, processes, and execution.

Programs, Products, and Services

We initiated our **Expert in Residence (EIR) program**, aimed at bringing in SEO thought leaders to support our clients with additional strategic acumen and ensure our SEO enablement solutions pull from the best minds in SEO. For our inaugural EIR, we partnered with SEO veteran Kathy Alice Brown, who brings a diverse set of experiences and skill sets from her 13 years collaborating with eCommerce sites, publishers, and software vendors at both startup companies and large enterprise businesses.

We released two new product offerings, **Integrated SEO Consulting and Dedicated SEO Consulting**, which provide unique opportunities for organizations to cultivate SEO awareness and seamlessly assimilate SEO strategies into existing organizations. Our offerings focus on a data-driven, result-based approach. They include wire-to-wire analysis, planning, and implementation of customized SEO strategies tailored directly to the needs of an organization.

We pride ourselves in being able to meet businesses where they're at and offer SEO solutions that achieve SEO goals and KPIs to help meet broader company growth and scalability.

We also expanded our offerings beyond consulting to include **SEO Enablement and SEO Resourcing**. We strongly believe that organizations must secure and develop the right internal talent, empower supporting teams, and create efficient systems to deliver successful and sustainable SEO. Our SEO Resourcing includes SEO recruiting and an SEO Job Spotlight, both aimed at ensuring businesses are able to attract and hire the best talent. Our SEO Enablement offering focuses on coaching and developing SEO aptitude within an organization, as well as Integrated SEO Training to improve efficiency amongst internal SEO partners.

Community Engagement

At Previsible, we take pride in our commitment to community engagement. The SEO industry is fairly small and close-knit, and we believe that improving industry-wide knowledge, practices, and results starts with sharing ideas and information. That's why we make an effort to collaborate with other voices in the community and converse openly about some of the challenges, trends, and insights surrounding SEO. This year, we've:

- **Produced over 100 episodes of the Voices of Search Podcast**
- **Hosted 6 Live Stream Events**
- **Sent out 11 Jobs Roundup Newsletters**
- **Attended 13 in-person client meetings**
- **Presented at 3 industry events**

VOICES OF SEARCH PODCAST

SEO jobs NEWSLETTER

SMX ADVANCED EUROPE

Business Growth by the Numbers

Revenue Growth from

860k to 1.4M
a 70%

Year Over Year growth rate

We support a
Market cap of

$1.28
Trillion

Support startups with

$1.2
billion

in funding

We have grown from
supporting 10 core
clients to nearly

20

different businesses

Highlights of 2022: a Timeline

Jan

We kick off the new year by expanding our offerings to include SEO enablement and resourcing, both aimed at connecting organizations with the necessary assets and talented personnel to achieve meaningful SEO growth.

Feb

Previsible co-founder David Bell's digital marketing company, Diving Bell Creative, merges with Previsible, diversifying our knowledge base and augmenting our digital marketing expertise.

Apr

We expand our consulting team by welcoming SEO Analyst Kelly Wagner and our Expert in Residence, Kathy Alice Brown, broadening our ability to provide high-level SEO insight and execution.

Jun

Than Hirsekorn joins the Previsible Team as our in-house content lead, equipping us with the ability to produce a variety of customized SEO-driven content for our clients.

Jun

We recruit our first in-house SEO Manager for a client, connecting a top-notch candidate to the position, from initial outreach to signed offer letter, in ~60 days. We worked with the client to define their needs in organic search, develop a focused, attention-grabbing job description to match those needs, and directly target the profiles of first-rate SEO talent.

Jul

We launch our first Jobs Roundup Newsletter, highlighting notable SEO job listings and connecting them with Previsible's expansive network of qualified SEOs.

Aug

Our Jobs Roundup Newsletter reaches 6K subscribers, increasing the scope and reach of feature job listings and expanding our ability to directly connect available SEO positions with viable SEO candidates.

Aug

We start our monthly Office Hours series, where we discuss, answer questions, and interview guests regarding some of the key insights and trends facing the SEO industry. To date, our office hours have included in-house SEO experts Jordan Koene, Tyson Stockton, David Bell, and Kathy Alice Brown, as well as external SEO thought leaders such as Kevin Indig and Eli Schwartz.

Nov

We launch our first turnkey product, SEO Job Highlights, which offers organizations the opportunity to get their job listing multiple high-visibility features in front of Previsible's network of over 30,000 qualified SEO candidates.

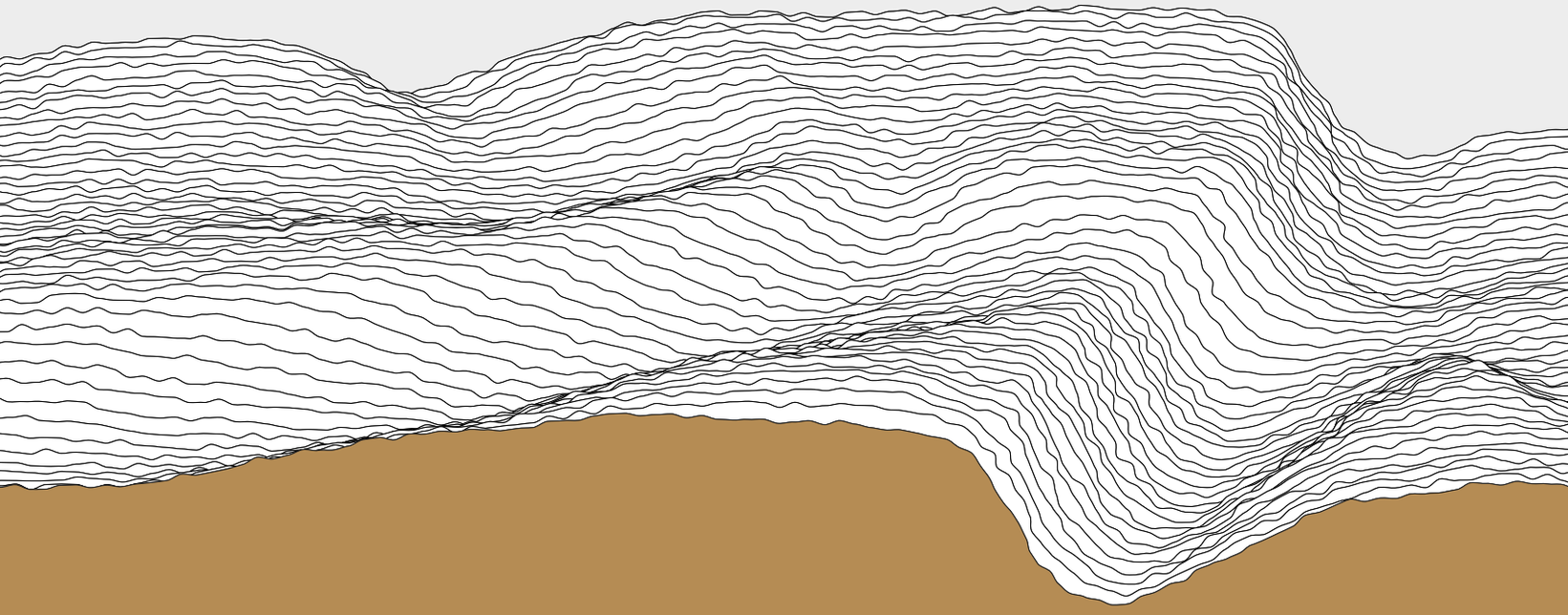
Dec

We hire an additional SEO Manager, Alex Silverberg, and are excited to draw from his vast experience in SEO content creation, strategy, and management.

Dec

We launch a new offering within SEO Enablement called SEO Coaching. These personalized one-on-one coaching sessions are aimed at helping individuals and SEO teams progress their careers and achieve success in the SEO industry.

What's next for Previsible?



The Future of Previsible

At Previsible, we believe that the future of SEO is bright. As a function, SEO has never been more complex, unique, and integral to an organization's overall success, and the value of the channel will continue to expand and evolve in the years to come.

To meet these challenges, we intend to change how SEO is viewed, approached, and implemented. Long gone are the days of SEO existing as a singular channel operating in a vacuum. Making a significant impact in organic search relies on integrating SEO awareness and strategy into almost every facet of a business. As the digital space becomes increasingly essential to developing brand awareness, connecting with customers, and generating revenue, it is critical that organizations, teams, and stakeholders cultivate a deep understanding of SEO's role in a company's overall strategy for growth and scalability. That's what led us to develop a better solution.

We believe in enabling organizations to take control of their digital future through high-level SEO strategy. Our consulting, coaching, and recruiting offerings are all geared toward helping companies develop their own SEO ecosystem that can engage with and adapt to the shifting digital landscape. We continue to challenge ourselves to expand our offerings to better meet the specific needs of each client we work with, allowing us to further customize our SEO solutions to deliver the highest value.

It is this mantra of collaboration, education, and alignment that will enable Previsible to continue to transform the way startups and enterprise organizations approach SEO and will fuel our own continued growth and impact in the industry. We intend to remain a boutique agency committed to addressing specific problems by providing customized, focused solutions tailored directly to our partners.

Sincerely, Previsible Co-founders:

Jordan Koene

CEO

David Bell

Consulting Partner

Tyson Stockton

Enablement Partner