



FOR THOSE WHO NEED
NEW CLIENTS





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Do you need new clients?
Do you want to build clientele through your website?
Then this information is for you.

A Brief Resume^{*}

Name:	RBS Corporation
Year founded:	2004
Areas of activity:	<ul style="list-style-type: none">• bdbd.ru — website development and promotion• webprofy.ru — website design and creation• mediaguru.ru — contextual and media advertising• bdbd.ru/conversion — website audit• rbsnetwork.ru — partner program• miralinks.ru — article placement exchange• corpguru.ru — communications, games, automobiles• webeffector.ru — personal optimization assistant
Number of employees:	over 370
Controlling body:	Executive board
Promotion clients:	over 1500
Contextual and media advertising clients:	over 550
Websites created:	over 450
Trust rating:	AA+
Plans for development:	Colossal
Personality:	Cheerful

In the next few pages you'll find detailed information about us. We'll introduce you to RBS Corporation — Russia's leader in search engine optimization and promotion — and tell you a little about our work and principles, clients and partners, merits and achievements.

Our goal is to provide you with complete information on what we do, so that you can make the right choice for your supplier of Internet marketing solutions. Solutions that will increase your clientele — and your profits as well.

^{*} All data shown are as of 15/12/2011





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A Community Of Professionals

RBS Corporation is a community of Internet marketing professionals, providing search engine optimization and website promotion, contextual advertising, marketing audit, and website creation. RBS Corporation was established in 2004, and today holds one of the highest positions on the Internet marketing market.

Our mission

Our primary goal is simple: to meet your needs for increasing your clientele using Internet marketing tools.

Our customer relations policy

The client is our most valuable asset. For this reason, every employee at RBS Corporation works to ensure that you receive high-quality services, delivered on-time.

Our competitive policy

We remain loyal to all participants of the Internet marketing market, and are grateful to our competitors for helping us to grow and offer better services on the market.

Our human resources policy

For our employees, RBS Corporation is a place where each can realize his full potential through hard work and quality fulfillment of his duties.





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RBS Corporation Services And Trademarks

In order for an object to be stable on a plane, it is necessary and sufficient for it to have three points of support. Similarly, for an Internet marketing effort to be effective it is necessary and sufficient to provide three parameters: rate of efficiency, high CTR, and high conversion. These parameters form the basis of RBS Corporation's «Triangle Technology».

We are able to achieve rate of efficiency and high CTR and conversion performance through integrated use of the tools of website creation, Internet marketing, and search engine marketing. As we create a website, we already know how we will promote it in the Internet. And when promoting the website we simultaneously handle the issue of stimulating online sales of products or services.

Implementing the «Triangle Technology» in practice, we understand that, when it comes to getting excellent results, there are no insignificant details. This is why we pay considerable attention to all aspects of promoting your business on the Internet. RBS Corporation has ten independent areas of activity:

- Website development and promotion — bdbd.ru
- Website design and creation — webprofy.ru
- Contextual and media advertising — mediaguru.ru
- Website audit — bdbd.ru/conversion
- Partner program — rbsnetwork.ru
- Promotion through articles — miralinks.ru
- Thematic portals (communications, games, automobiles) — corpguru.ru
- Analysis of traffic enhancement methods — webeffector.ru

You can learn more about each area of activity on the next few pages.





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BroaDBanD Group: A Russian Internet Promotion Legend



In its 10 years of existence, the brand name bdbd.ru has become a true appellative and a synonym for quality in the field of search engine promotion.

BroaDBanD Group was founded September 13, 2001 by Mikhail ZUEV and Pavel MAURUS. The company started out specializing in Internet advertising. With the Internet's expansion in Russia, the primary sphere of application for BroaDBanD Group's interests became website search engine promotion and search engine marketing.

Today, aside from search engine optimization and promotion, bdbd.ru offers contextual marketing campaign creation and management. As our experience has shown, it is this joint application of search engine promotion and contextual advertising that achieves impressive results in the matter of attracting new clients and increasing profits.





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WebProfy Design Studio



WEBPROFY

[WebProfy](#) design studio has been providing website design, creation, and support, trademark style and logo development, hosting, and web programming since 2003.

If we do say so ourselves, we make a very good website. As we see it, a good site is not just one that is well designed. It is a website with a high conversion from visitors to buyers. It is a site that brings profit to its owner.

Aside from «ground-up» development, we provide you with technical support for your website. This is painstaking work, requiring the involvement of various specialists — designer, layout artist, programmer, system administrator, copywriter. This team of specialists works to create a competitive website, fully capable of handling every task required of it.





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MediaGuru Advertising Agency



The [MediaGuru](#), subdivision, created in 2008, handles the entire range of tasks from individual promotion-related advertising tasks to complex Internet advertising campaigns.

Internet advertising is one effective channel for rapid client acquisition.

We offer our customers contextual, media, behavioral, and thematic advertising on Yandex, Rambler, Google, Begun, and other engines.

Professional advertising campaign planning makes it possible to encompass all the groups of your potential clients. In order to create highly-effective advertising campaigns, our employees regularly undergo professional training at educational centers and pass qualification exams.

RBS Corporation has 20 certified contextual advertising specialists that conduct advertising campaigns at the highest level. This is why our CTR significantly exceeds the performance of our competitors, reaching 28.86%.





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Website audit

Customers frequently ask us questions such as: «My website has the highest search engine ratings and I have plenty of visitors — why are there so few buyers? Can anything be done to increase their numbers?» «My site is in the highest positions, but there are very few visitors — what can I do to increase the number of visitors to my website and convert them into buyers?»

Audit of a website is a complex of works, which are provided to help to increase the efficiency of your website, which means that your business is going to increase too.

We are helping your visitor to book service or product exactly from you and to turn him from potential buyer into a real one. With our help you can choose depending on current targets and tasks following services: SEO-audit, usability-audit or marketing audit. If you want all of them you should order our new service – Private Internet Marketing.

Private Internet Marketing

Private Internet Marketing, first of all, is confidential management of all clients internet-communications, including advanced marketing program, based on using the best technologies of classical marketing in internet-market, and also – complex solving of business tasks with the assistance of the best core specialists of RBS Corporation.





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RBS Corporation Partner Program



We are the only company on the SEO market that has a developed partner network. [RBS Network](#) is a partner program that enables any participating company to use the technologies, experience, and qualifications of RBS Corporation's employees to provide its clients with quality Internet marketing services.

Advertising agencies, web studios, IT companies, and our colleagues of the SEO segment participate in the RBS Network partner program with equal success. Starting partnership conditions for participants of the RBS Network program are 15%.





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GetGoodLinks, system for placement of paid reviews

GetGoodLinks

Paid reviewing

With each day we expand our arsenal of abilities and tools in the field of website search engine promotion. One new service offered by RBS Corporation is complex packages for placing articles and press releases in the [Miralinks](#) system.

There are a lot of large services inside Miralinks System, such as [getgoodlinks.net](#), [copylancer.ru](#). [GetGoodLinks](#) – is a unique system for placement of paid reviews and links on high-quality web -sites. This system helps you put your sites to work as you can use them to publish links and reviews. All reviews are posted on a permanent basis.

Advantages of GetGoodLinks:

- All reviews are created by webmasters. Optimizers should only provide them with a task
- Reviews and contextual links are being posted manually on a permanent basis
- All websites included in GetGoodLinks are strictly moderated. Only reputable websites that are not used to trade links are accepted to the system

System of permanent links GetGoodlinks was developed by Russian experts specially for Europe and USA and web-site promotion in Google.





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GURU Corporation



For the past 7 years, knowledge and experience in the field of website creation and realization of profitable business projects have enabled us to conduct successful projects dedicated to the most popular areas of the Russian Internet:

- [MobiGuru.ru](#) — communications, 2,200,000 people / month, #1 in the «Communications» category
- [GameGuru.ru](#) — games, 4,800,000 people / month, #3 in the «Games» category
- [CarsGuru.ru](#) — automobiles, 2,000,000 people / month, #7 in the «Autos» category

GURU Corporation's services are intended for advertising agencies and direct clients actively searching for highly effective advertising platforms. We offer our clients high-quality advertising platforms with daily traffic of over 400,000 people





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WebEffector Personal Optimization Assistant



Getting an exact prognosis for the return on every ruble invested in advertising is the dream of any advertiser. We've succeeded in making that dream come true, thanks to the development of a highly-complex web tool: [WebEffector](#).

The WebEffector system covers every known means of acquiring traffic (SEO, Internet advertising, article marketing, pricelist marketing). It superbly handles even the most complex tasks of analysis and selection of the most effective methods for drawing target traffic to your website, as well as of evaluating traffic quality. Thanks to precise budget evaluation and expense adjustment on the WebEffector system, you're able to increase the effectiveness of your online advertising many times over.





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Our Clients Are Our Pride

Every site we create or promote is a source of pride for us. We are proud of our work, since it gives our clients tremendous opportunities to grow and develop their business. Your success is our success. Our clients' opinions are best expressed in their own words, in letters of appreciation we've received:



Today there is no need to talk about increasing part of internet in business and in our lives. That is why so important to determine and use correctly necessary tools of internet communication entirely. We glad there are companies in the Russian market, who can provide complex consulting services in the field of internet-marketing.

*Henkel, Adhesive Technologies,
General Industry, Loctite*



Every day we offer to our customers CRM-solutions to increase their corporate sales, including decisions to increase their presence in Web. We believe that business development is impossible without Internet. Thanks to the RBS Corporation for the fact that we are able to look at ourselves, to understand and correct the errors, as well as increase our sales.

Manzana Group



When we began to think about the need of complex promotion in Web, we considered offers from several different companies. RBS Corporation attracted us because company is really comprehensive internet-marketing integrator, that operates on the principle of "one window". It is very convenient for us.

Baby club



We had been looking for business partner like RBS Corporation for a long time. They always have good advices, strategic vision of situation and concrete guide to action.

Business relations





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At the moment we have more than 1500 clients, including followings:





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Have Hundreds Of Friends, Not Rubles

(Old Russian Proverb)

With our reliable partners we create a new plane for your business on the Internet.

Cooperating with Yandex, Google, and Begun enables us to offer solutions ideally suited to your needs.

ЯНДЕКС

Google™

begun

Rambler

People That Work For You

Today, RBS Corporation employs over 370 specialists in various fields: sales managers, account managers, programmers, optimizers, analysts, copywriters, researchers, designers...

For example, our customer service division has 32 employees. One distinguishing characteristic of our relations with our customers is that we assign each a personal account manager. You're certain to appreciate the convenient way in which cooperation between our companies is organized.

Our employees' qualifications are confirmed by numerous diplomas and certificates. For example, we are proud of the fact that RBS Corporation employs the greatest number of certified contextual advertising specialists. 20 RBS Corporation employees hold Yandex certificates.

Trust us: the RBS Corporation staff's knowledge, experience, and total dedication to their work is deserving of your full confidence.





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Structure

Management of the company is performed by executive board headed by the president of the Corporation Pavel MAURUS.



Pavel MAURUS
President & Chairman
of the Board

Executive board includes next members: Svetlana DANILOVA, Michael ZUEV, Anton PROKOFYEV, Michael RAITSYN.



Svetlana DANILOVA
CEO &
Member of the Board



Michael ZUEV
Co-Founder &
Member of the Board



Anton PROKOFYEV
Co-Founder &
Member of the Board



Michael RAITSYN
CIO &
Member of the Board





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Leaders Are Made, Not Born

Our path to success in the SEO business has not been easy, but we believe that we've achieved heights that many of our competitors have never even dreamed of.

The secret of our success is a balanced policy of development and educated investing — investing in research and technology development, investing in the professional growth of our staff, investing in the corporate management system. All this has an astounding, truly cumulative effect.

We give primary attention to three areas of development:

- Technological improvement in the sphere of search engine marketing and advertising
- Development of our customer relations system
- Constant continuing education of our employees





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Our Competence Is Simply A Matter Of Fact

According to the independent SeoRate rating, RBS Corporation has remained the unchanging leader in the «Search engine optimization» category, far outstripping its competitors.



In 2007 the professional community acknowledged us the most influential company on the SEO market, on the pages of the SEOnews portal.



In 2010, WebProfy became one of the top 15 best Russian design studios.





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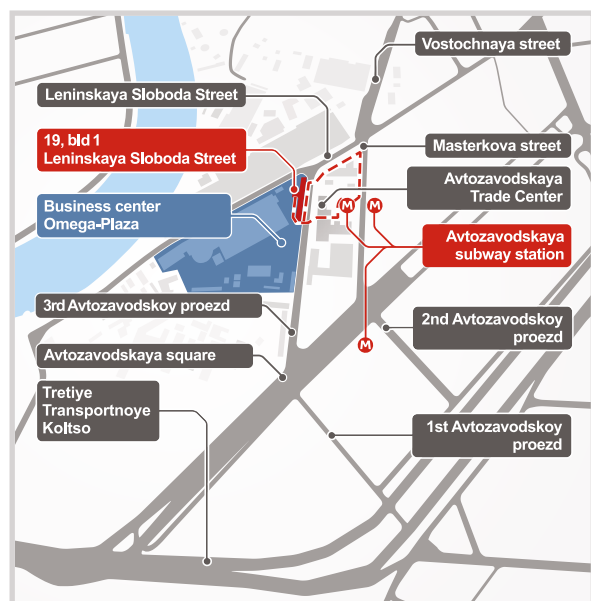
Make Your Choice

In our fast-moving world it's important not to make the wrong choice or be late in deciding. Don't take raising your business to a new level of development and new opportunities and put it on the back burner. We're ready to help you ascend your pedestal.

Make your choice. Our services are at your service:

- bdbd.ru — website development and promotion
- webprofy.ru — website design and creation
- mediaguru.ru — contextual and media advertising
- bdbd.ru/conversion — website audit
- rbsnetwork.ru — partner program
- miralinks.ru — article placement exchange
- corpguru.ru — communications, games, automobiles
- webeffector.ru — personal optimization assistant

You can obtain additional information on our services and special offers at www.bdbd.ru, or by calling (495) 772-97-91.



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