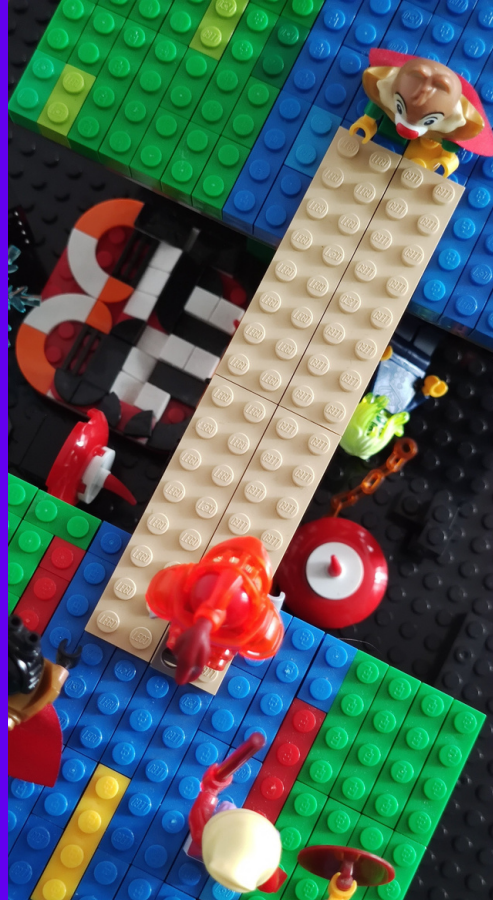


Squirrly Company

2022



January

G2 Recognized Squirrly SEO as a Leader in User Satisfaction with 3 New Badges

The G2 Winter 2022 Reports are out, and we're thrilled to announce that Squirrly SEO has once again received the High Performer badge across multiple categories.

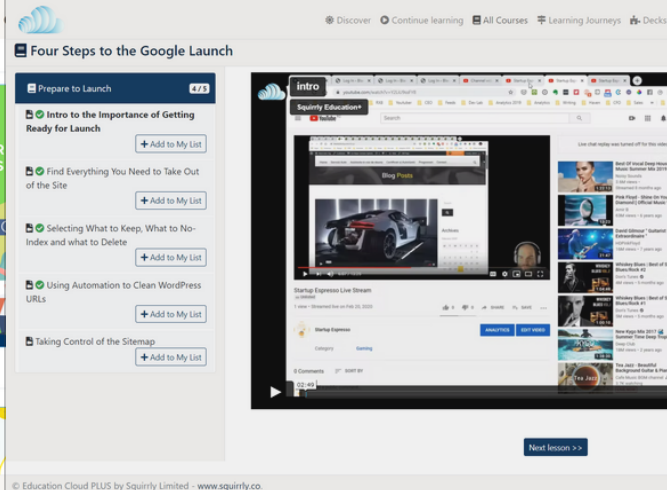
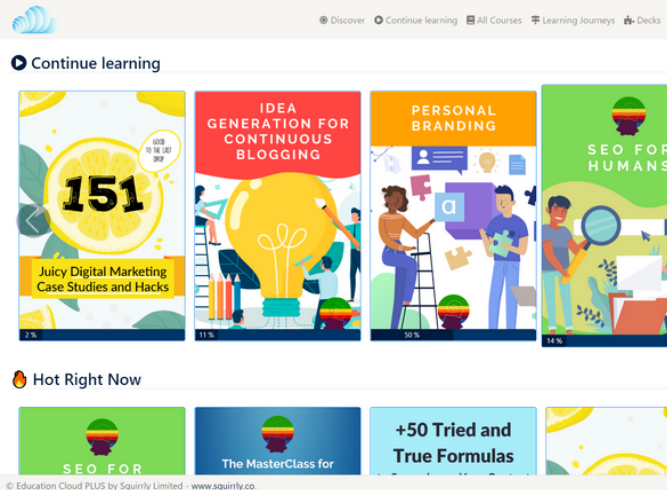
- High Performer **Small Business** Winter 2022
- **SEO High Performer** Winter 2022
- SEO High Performer **Europe** Winter 2022





G2 is also an extremely valuable source of feedback for us, as it features authentic, genuine customer reviews.

All reviews are independently written and verified, which means G2 gives us another opportunity to hear directly from YOU, our users.



March

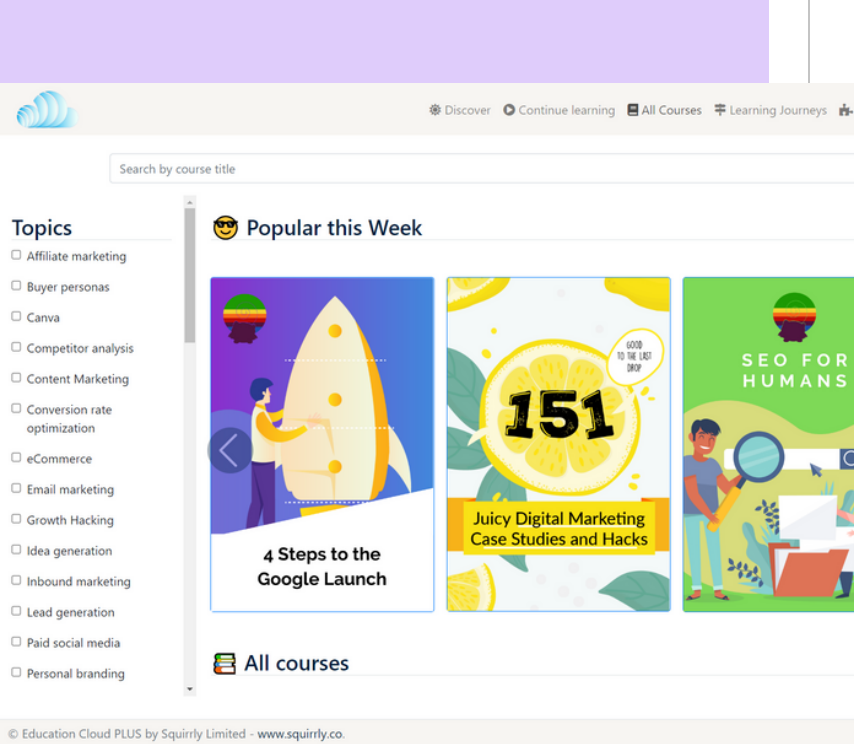
Education Cloud PLUS 2022

We've honored the promise to help people in our community become better marketers by consistently creating lessons and training programs that answered their needs.

Since officially launching the new Education CLOUD in November 2019:

- the number of people who signed up to get access to our platform has consistently gone up. **+6,300 people currently subscribed.**

- we've also seen a steady increase in the percentage of monthly active users, and we're happy to notice that even people who signed up 10, 12 months prior continue to log in to learn from the courses.



The image shows a screenshot of the Education Cloud PLUS interface. At the top, there is a navigation bar with a logo on the left and links for 'Discover', 'Continue learning', 'All Courses', and 'Learning Journeys' on the right. Below the navigation bar is a search bar labeled 'Search by course title'. On the left side, there is a 'Topics' section with a list of topics, each preceded by a checkbox. The topics listed are: Affiliate marketing, Buyer personas, Canva, Competitor analysis, Content Marketing, Conversion rate optimization, eCommerce, Email marketing, Growth Hacking, Idea generation, Inbound marketing, Lead generation, Paid social media, and Personal branding. The main content area is titled 'Popular this Week' and features three course cards. The first card is titled '4 Steps to the Google Launch' and shows an illustration of a person launching a rocket. The second card is titled 'Juicy Digital Marketing Case Studies and Hacks' and features a large number '151' and a speech bubble saying 'GOOD TO THE LAST DROP'. The third card is titled 'SEO FOR HUMANS' and shows an illustration of a person using a magnifying glass. Below the course cards is a link labeled 'All courses'. At the bottom of the interface, there is a footer with the text '© Education Cloud PLUS by Squirrly Limited - www.squirrly.co.'

Discover Continue learning All Courses Learning Journeys

Search by course title

Topics

- ☐ Affiliate marketing
- ☐ Buyer personas
- ☐ Canva
- ☐ Competitor analysis
- ☐ Content Marketing
- ☐ Conversion rate optimization
- ☐ eCommerce
- ☐ Email marketing
- ☐ Growth Hacking
- ☐ Idea generation
- ☐ Inbound marketing
- ☐ Lead generation
- ☐ Paid social media
- ☐ Personal branding

Popular this Week

4 Steps to the Google Launch

Juicy Digital Marketing Case Studies and Hacks

151

GOOD TO THE LAST DROP

SEO FOR HUMANS

All courses

© Education Cloud PLUS by Squirrly Limited - www.squirrly.co.

Education Cloud PLUS became better and more complex than ever before.

In March 2022, there were **over 30 premium**, expert-led marketing courses available inside Education Cloud PLUS.

The courses cover a wide array of topics, such as:

- Search Engine Optimization
- Branding
- Content Marketing
- Social Media Marketing
- Competitor Analysis
- Business Growth Strategies
- Site Security Best Practices
- and much more.

We've also expanded the list of course formats to enrich our users' learning experience and suit more learning styles.

The lessons inside the platform now contain four types of content:

- video,
- audio,
- PDFs,
- and HTML objects



Furthermore, all the courses can be accessed from any device. Education Cloud PLUS users can now switch between **laptop /desktop, mobile, and tablet** as they wish.



Coming Soon



Cristina's Recommendations



Editors' Favorites



Popular Courses



Education Cloud PLUS gets a BIG Makeover!

On top of hosting a lot more courses than the first version we released, Education Cloud PLUS also comes with significant UI and UX improvements.

NEW! Discover Section inside Education Cloud PLUS!

The Discover section is a place where users can always:

- find fresh inspiration when it comes to what to learn next;
- **get recommendations** from a community of lifelong learners,
- discover trending courses that others are currently loving.

Add to My List Functionality.

With this update, we made it super easy for users to save their favorite courses to your list with one click.

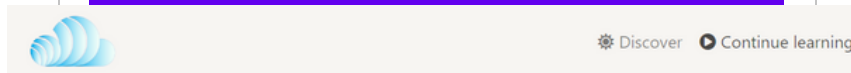
Learning Journeys Decks Quizzes Authors Profile Support

+ Add to My List



Option to create Customized Learning Plans.

With the new Education Cloud PLUS, users are able to add individual lessons from any course to their Learning Plan and build a CUSTOM course that's 100% tailored to what they want to learn.



▶ My learning plan

📖 How to Write Your Own Author Bio Description

📖 Step 3 Include Keywords in Relevant Articles

📖 That's a Wrap! Awesome Job Completing this Course!

📖 Accurately Attribute a Ranking Success or a Setback to Actions You've Taken on Your Site

📖 Backlinks used to be IT back in the day.

📖 A06. Recap and Squirrly Business Plan Overview

📖 The truth about building backlinks.

▶ View entire plan

👍 My List



Received a brand-new award from our trusted partners, AppSumo, for the Squirrly SEO campaign.

They helped us reach **thousands of new paying clients in just 2 months** and gain **\$500,000 USD in sales**.



Squirrly High-Performance Award

Squirrly SEO Earned 3 New High Performer Badges in G2's 2022 Spring Reports

Squirrly SEO has once again been recognized as a LEADER in customer satisfaction with 3 new High Performer Badges.

April





- High Performer **Small Business** Spring 2022
- **SEO High Performer** Spring 2022
- SEO High Performer **Europe** Spring 2022

More Stats

Squirrly SEO ranked in the TOP 10 with all these features!

- G2 rated Squirrly SEO **#1** for **SEO Auditing**
- G2 rated Squirrly SEO **#2** for **Content Insights**
- G2 rated Squirrly SEO **#4** for **Technical SEO**
- G2 rated Squirrly SEO **#5** for **SEO Change Tracking**
- G2 rated Squirrly SEO **#10** for **White Label**



User Ratings:

- **Ease of use:** 9/10
- **Quality of support:** 9.4/10
- **Ease of setup:** 9.1/10

^^ Compared to other products in the SEO software category, Squirrly SEO earned an above average rating across all these three criteria.



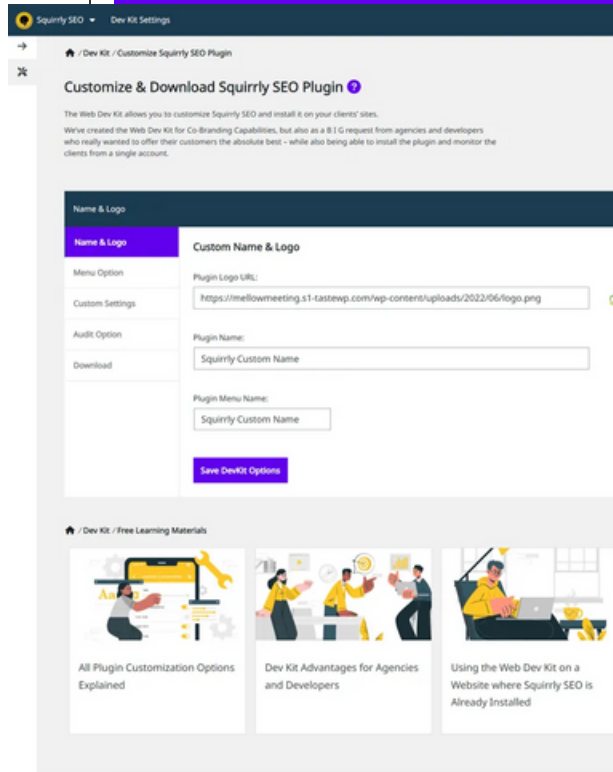
Over +110 people reviewed Squirrly SEO on G2 so far.

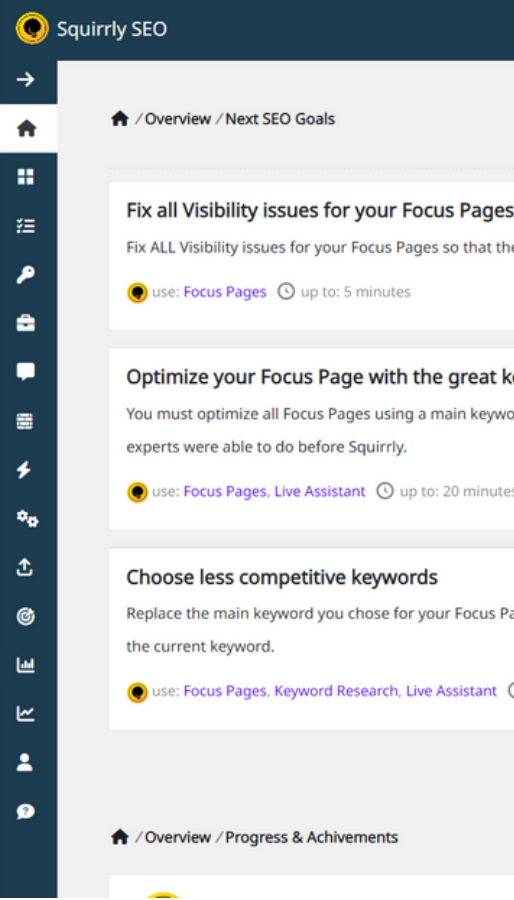
Web Dev Kit Updates

The Web Dev Kit allows users to customize Squirrly SEO and install it on their clients' sites.

Users can decide which features to offer clients, and even completely cut off their access from the Cloud App of Squirrly SEO.

WDK has been tested by hundreds of agencies, and we made many improvements in 2022 based on feedback we received.





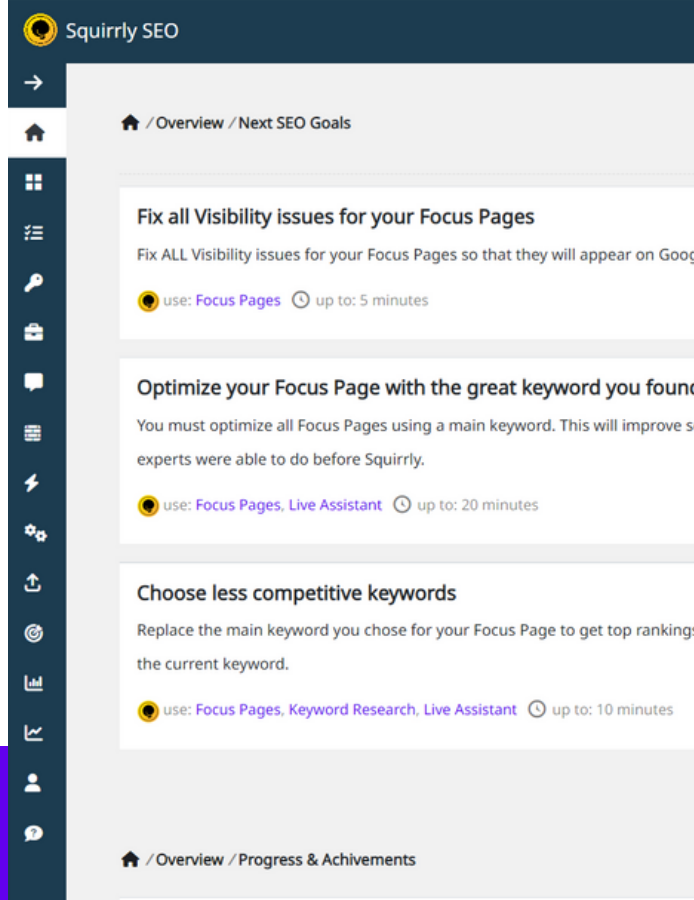
Squirrly SEO (Peaks)

The new Squirrly SEO was released on the WP Directory. Existing users were able to update to the new version directly from their WP admin, at no extra cost.

May

A Brand-New Design

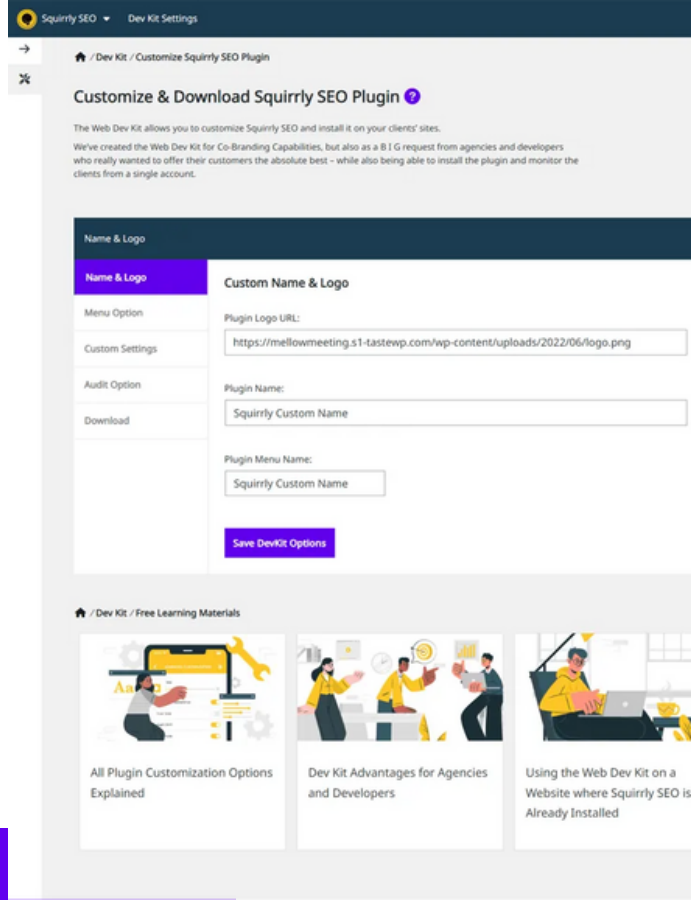
There are huge changes to Squirrly SEO versions starting 12.0 (including a **FULL revamp of our user interface**) and we're happy we could work closely with you to bring all of them. Thank you!



Changes to How Users Can Access the Web Dev Kit

Before this update, if users wanted to get the Web Dev Kit features for their Squirrly SEO, they had to purchase the Tier 2 Plans.

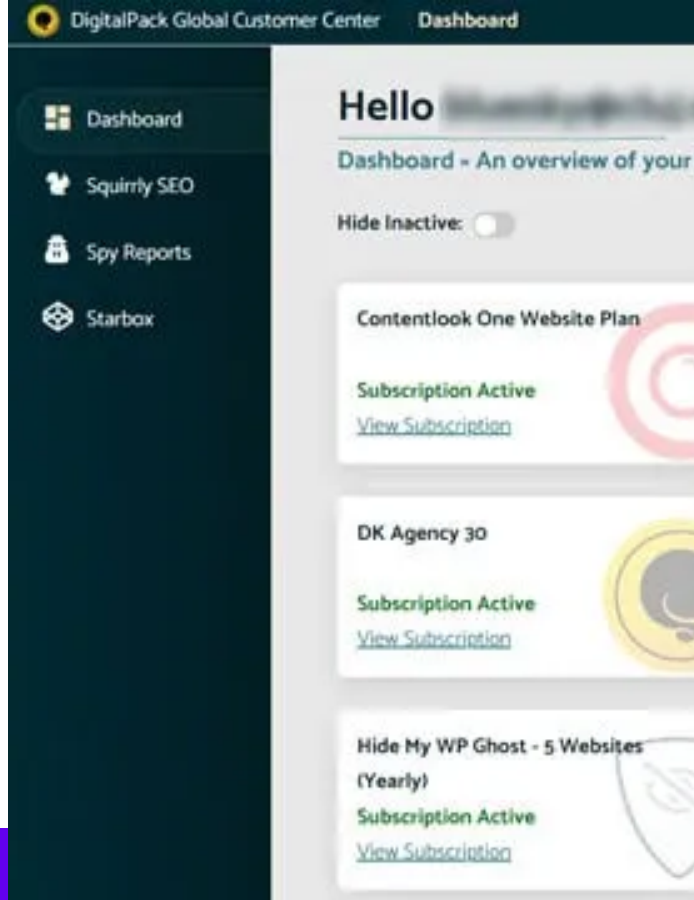
With this change, our Business Plan and Agency Plan customers could start receiving the features on their Cloud App.



Introducing a New Customer Portal

Inside the new Customer App, users can see:

- active subscriptions
- license stacking details for Squirrly SEO
- product information: such as videos, tutorials, help centers
- product downloads, for some of the products in our store



SEO Live Assistant Updates

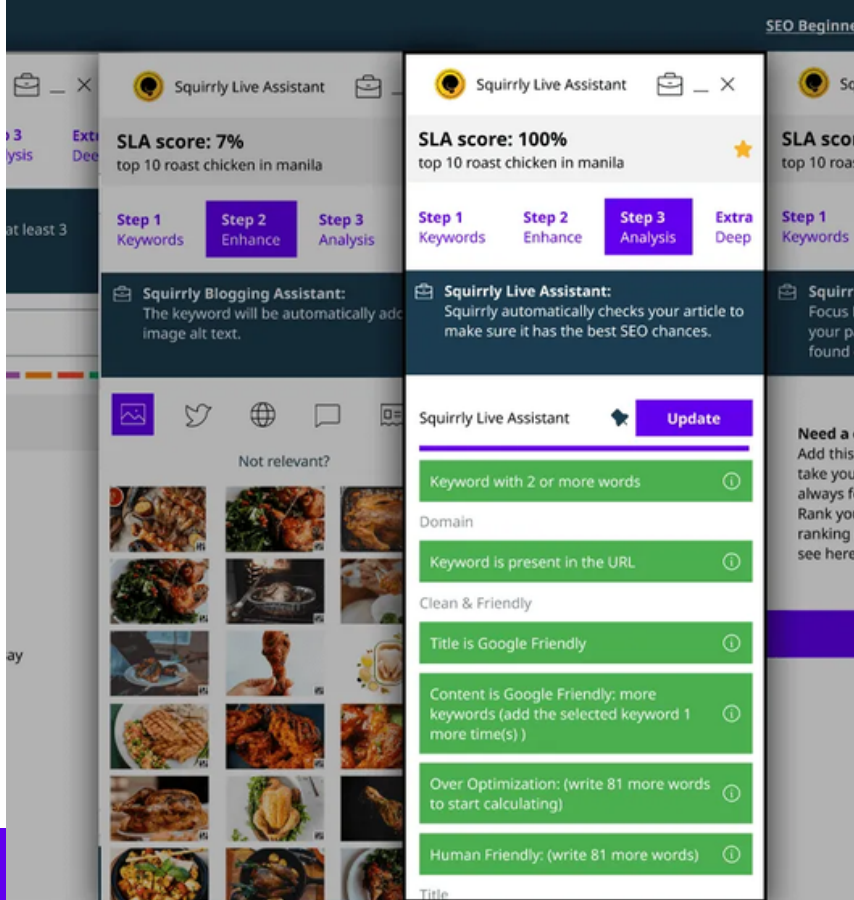
The SEO Live Assistant was given a big makeover, and now features 4 important steps and sections:

STEP 1: Keywords

STEP 2: Enhance

STEP 3: Analysis

STEP 4: EXTRA



Keyword Research Tool Updates

- Changes to the experience
- Option to Delete Suggested Keywords
- Keyword Research Results section changes to highlight the very easy to rank first
- Changes to keyword research steps (Choosing a country for your keyword research – no longer a separate step in the keyword research workflow).

Squirrly SEO

Overview / Keyword Research / **Keyword Research Results**

Keyword Research - Results 3/3 ?

We found some relevant keywords for you. Add the ones you like to Briefcase or start us optimize content.

Bulk Actions ▼ **Apply**

	Keyword	CO	Competition
☐	top 10 roast chicken in manila	.com	high ranking cha
☐	roast chicken in instant pot	.com	low ranking cha
☐	roast chicken in air fryer	.com	high ranking cha
☐	best roast chicken br		
☐	roast chicken recipes		
☐	best roast chicken ne		
☐	top 10 roast chicken		
☐	roast chicken time pe		

Keyword Research 1/3 ?

You can now find long-tail keywords that are easy to rank for each keyword you research, thanks to Squirrly's Market In

Q Enter a keyword that matches your business >

Focus Pages Updates

- New and better filters for Red Elements inside Focus Pages and Bulk SEO
- Tooltip highlights that teach users how to deal with Red Elements inside Bulk SEO and Focus Pages.

 Squirrly SEO

 / Focus Pages





Focus Pages

Focus Pages bring you clear methods to take your pages from never found to always found. Rank your pages by influencing the right ranking factors. Turn everything that you see and you will win.

Filter by Red Element 

Filter by Red Element

Strategy

SEO Content

Words / Page

Traffic Health

Platform Health

Page Authority

Backlinks

CTR

Impressions

Clicks

Chance to Rank

Visibility

Ornaments Perfect

25-easy-origami-
-for-your-tree/
2:02 PM



Details

Request New Audit

Origami Christmas Wreath - How I made it 

<https://paperfingercuts.com/origami-christmas-wreath/>

Audited: November 4, 2022 4:08 PM

Details

Request New Audit

How I Made My Whimsical Christmas Origami

New! On-Boarding System

- We've completely re-written the on-Boarding system, based on user choices and more control to the users
- Field completion sequences, to make sure that at the end of One Page Setup, a user has all the info placed in their site, according to the specifications they make.

ation ✓ Add a Page ✓ Complete SEO Info ✓ You

 Your site is now ready for Search Engines!

ch the video below to get a quick introduction to Squirrly SEO. The short video shows what you can find in each section (where you can find the Next SEO Goals, Focus Pages, Rankings, and more).:

July 2022 WordPress SEO Walkthrough Squirrly SEO: Peaks  

 *Squirrly Presents:*
SEO: Peaks

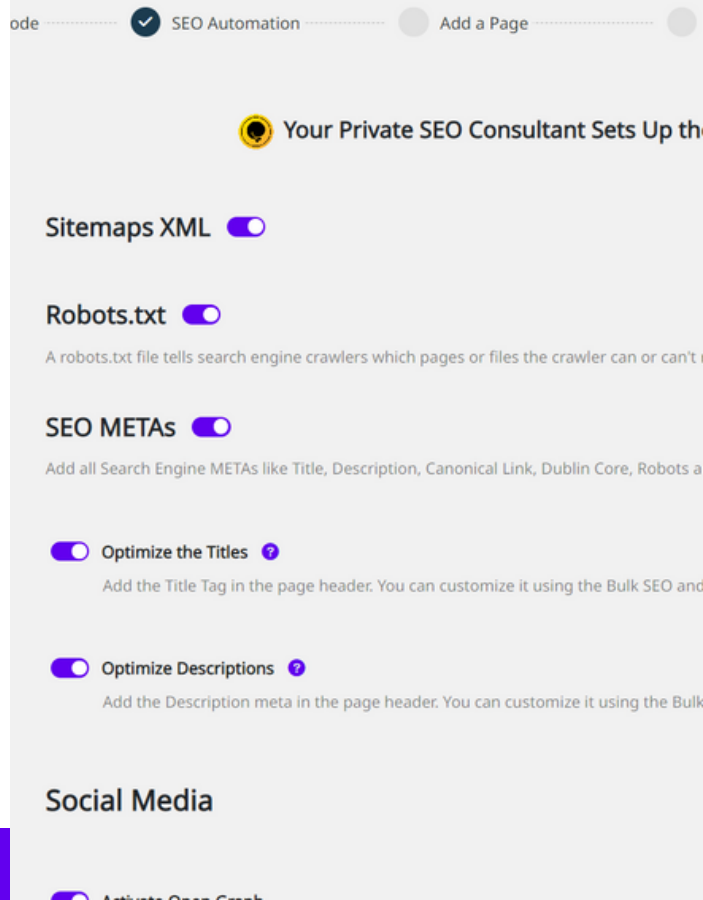
 **Walk-through Video**
2022 Summer Edition

on  YouTube We bridge the gap with every single update we make.

[SEO Beginner: Start Here >](#) [SEO Expert: Start Here >](#)

New! One Page Setup Experience

The One Page Setup experience helps users get pages, keywords and data inside many important sections of Squirrly SEO, so that everything becomes easier for the user.



More Resources to Help Users Maximize using Every Feature from Squirrly

- New suggestions for Learning Materials
- Tips and Tricks in different sections of Squirrly SEO
- New Help Center

! Tips and Tricks

- Focus on Long- Tail keywords (3 to 5 words) as they tend to be more specific and
- Think of a keyword/ topic you want to rank for. Use the [keyword research form](#)
- Did you know that you can use Squirrly SEO and perform keyword research in
- Already have keywords? [Import keywords from CSV](#) .

🏠 / Keyword Research / Free Learning Materials



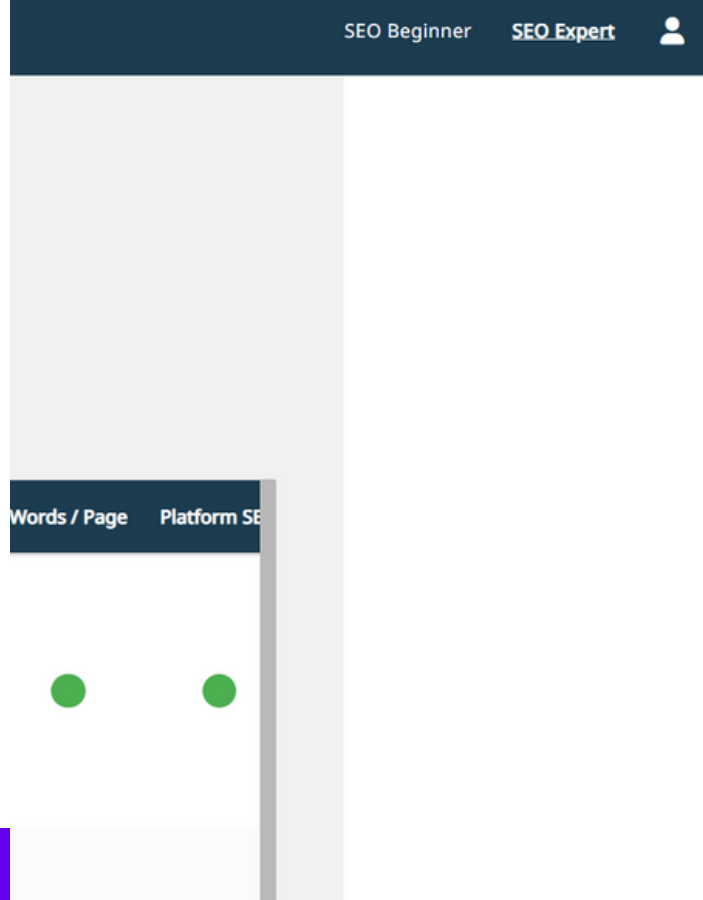
Google Wants to See Keywords
In Your Pages



How to Find New Keywords

New! Two different experiences: SEO Expert and SEO Beginner Modes

The two different experiences in the same SaaS + Plugin allow users to easily switch from beginner mode (designed for non-SEO Experts) to expert mode (best for experienced SEOs) to tweak more options when needed.



**We reached 1,000
Premium Pass members
and Education Cloud
PLUS keeps growing.**



We worked on more courses and on making the platform better.

- we went from **6 courses** in November **2019** to **19 Courses** in October 2020.
- then we went from **19 courses** in **2020** to **27 courses** in October **2021**
- ... and then ...
- **41 courses** in May **2022**.



Continue learning



Hot Right Now



Introducing: Learning Journeys!

Many of our members have been asking themselves: now that there are over 40 courses available, how do we choose which of them to start and in which order should we take them?

To help them with that, we created Learning Journeys.



Discover Continue learn

Hands-ON SEO Work for Your Team

1. 14 Days Journey To Better Ranking

Bring one of your pages up in rankings and fix years of SEO mistakes in just 14 days of training.

By: Florin Muresan

33%

2. The Rank Show

From struggling to get any traffic from Google to consistently ranking their marketing team became super successful with SEO, and learn from their experience.

By: Dragos Udrea (Chief Content)

3. Easy to Replicate Examples for Boosting SEO

Learn from three real-life SEO success stories. See what are the details that made them successful.

By: Cristina Coroiu

4. Four Steps to the Google Launch

In this VIDEO course, Florin Muresan, SEO expert and CEO of Squirrly, walks you through the steps to get your website indexed by Google so that Google will successfully index it.

June

New in Squirrly Social: Latest Changes and Improvements

With Squirrly Social, you can schedule one year of social media posts in a flash.

And with the latest changes and improvements we've released, it's now easier than ever to use Squirrly Social to save time and grow your business with social media.

Create new content hint

Content Hint

Start Date

November 4, 2022

End Date

November 4, 2022

Color



Close

Create

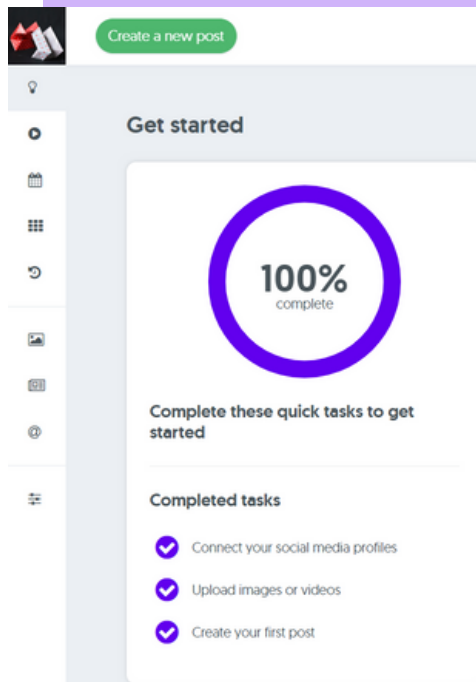
Added Content Hints in the Calendars of Squirrly Social

You can now add Content Hints right inside your Calendar to save time, up your planning game and make sure everyone on your team is aware of important dates or campaigns.

New Design Changes, New UI, and an Improved On-boarding

The updates made to our on-boarding process make it easier to get started with Squirrly Social by completing a short series of quick tasks such as:

- connecting your social media profiles
- and creating your first post.



0 + New Edit Post Edit with Elementor Autopimize Exit Visual Builder Custom SEO

ALL WP SEO Squirrly Social Starbox

Live Assistant

in 2022

Zoom 84% Structure History Manage Back to WP Save

SLA Score: 53%
our rooms

Step 1 Keywords Step 2 Enhance Step 3 Analysis Extra Deep

Squirrly Live Assistant:
Squirrly automatically checks your article to make sure it has the best SEO chances

Update

Keyword with 2 or more words

Domain

Keyword is present in the URL

Clean & Friendly

Title is Google Friendly : more keywords
(add the selected keyword 1 more time(s))

Content is Google Friendly : more keywords
(add the selected keyword 5 more time(s))

Over Optimization

Human Friendly

from Briefcase

case ...

alternative

ai alternative

gins

gins free

ness rank high in google

Best Rooms for You

CHECK AVAILABILITY

Our Rooms

You may want to visit the online websites of beauty product

Oxygen Builder SEO and Divi SEO in the Front-End Available Now

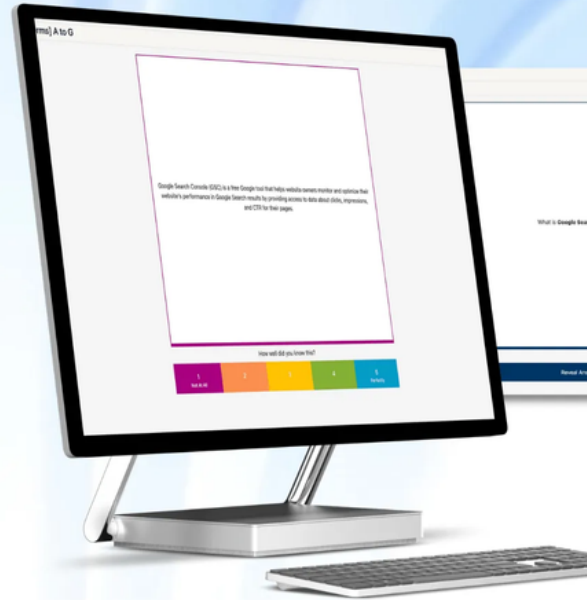
Squirrly SEO Named a Leader in New G2 Summer Reports

Squirrly SEO received 4 NEW
AWARDS.



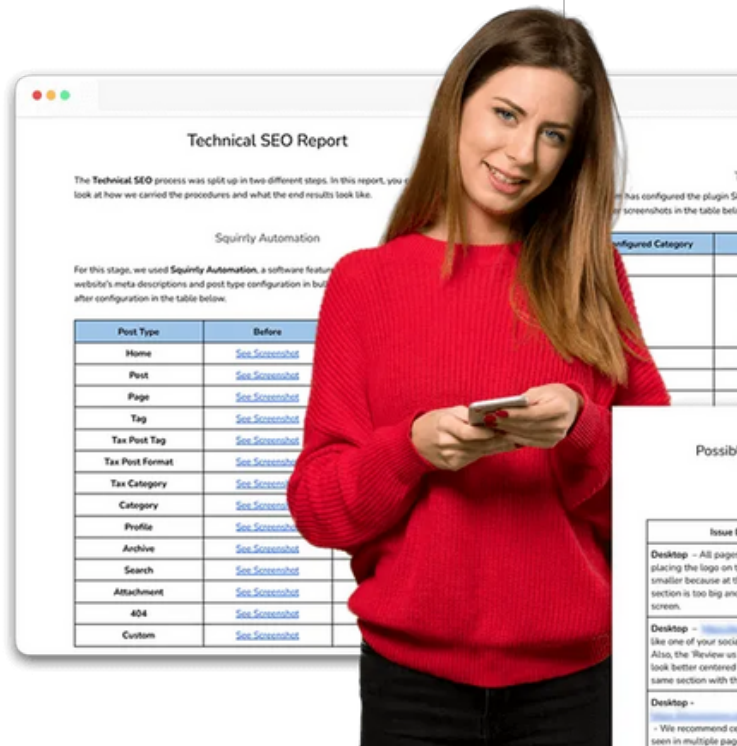
Cards and Decks – A Brand New Learning Experience inside Education Cloud

Cards and Decks are engaging learning experiences that make it easy to learn a new skill when you only have a few minutes to spare.



RankJumps by Squirrly: We've Made Our SEO Services Even Better

We also released a brand-new landing page and a new presentation video to better showcase what clients will get by working with us.



Technical SEO Report

The **Technical SEO** process was split up in two different steps. In this report, you can look at how we carried the procedures and what the end results look like.

Squirrly Automation

For this stage, we used **Squirrly Automation**, a software feature that automatically configures your website's meta descriptions and post type configuration in bulk after configuration in the table below.

Post Type	Before
Home	See Screenshot
Post	See Screenshot
Page	See Screenshot
Tag	See Screenshot
Tax Post Tag	See Screenshot
Tax Post Format	See Screenshot
Tax Category	See Screenshot
Category	See Screenshot
Profile	See Screenshot
Archive	See Screenshot
Search	See Screenshot
Attachment	See Screenshot
404	See Screenshot
Custom	See Screenshot

Possible Issues

Issue 1

Desktop - All pages placing the logo on the desktop version is smaller because at this section is too big and screen.

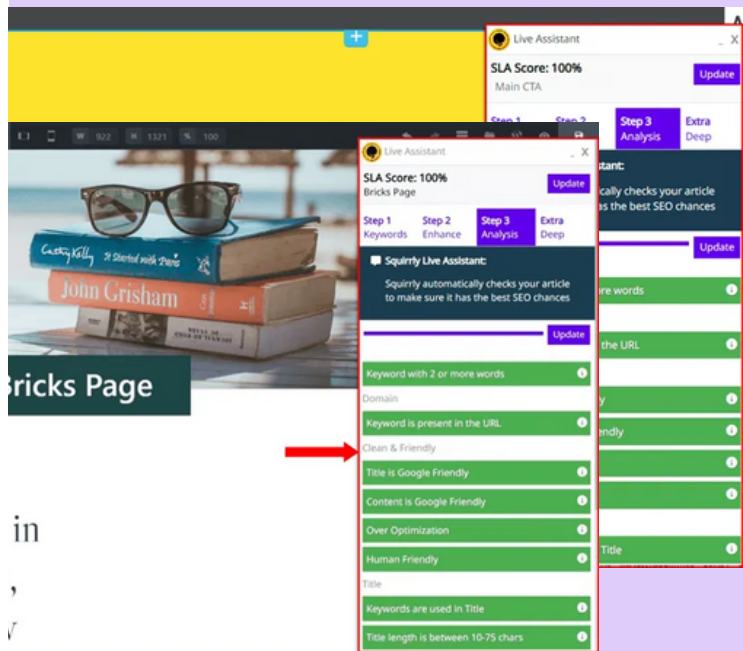
Desktop - Like one of your social media icons. Also, the "Review us" button looks better centered in the same section with the other buttons.

Desktop -

- We recommend seeing in multiple devices.

SEO Live Assistant Now Works on the Front-end of Thrive Architect and Bricks

The SEO Live Assistant continues to be one of the Squirrly features that users love most. Many of you use it to get as-you-type advice and create SEO content that ranks high in Google.



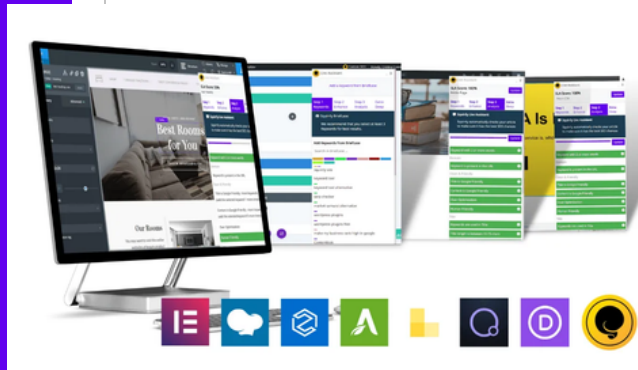
July

All WordPress Page Builders with Excellent SEO

Squirrly SEO now also works with:

- Divi SEO on the front-end builder
- WP Bakery SEO on the front-end builder
- Oxygen SEO on the front-end builder
- ZION SEO on the front-end builder

And, of course Elementor, but that was there for many years now.



Squirrly SEO Continues to Lead! 6 New Fall 2022 G2 Awards

The G2 Grid® reports for Fall 2022 came out in September and we're honored to announce that Squirrly SEO took home SIX new awards!



- Leader in the **Small Business SEO Category**
- Leader in the **SEO Category**
- **Momentum Leader** in the SEO Category
- High Performer Badge across 3 Different Categories

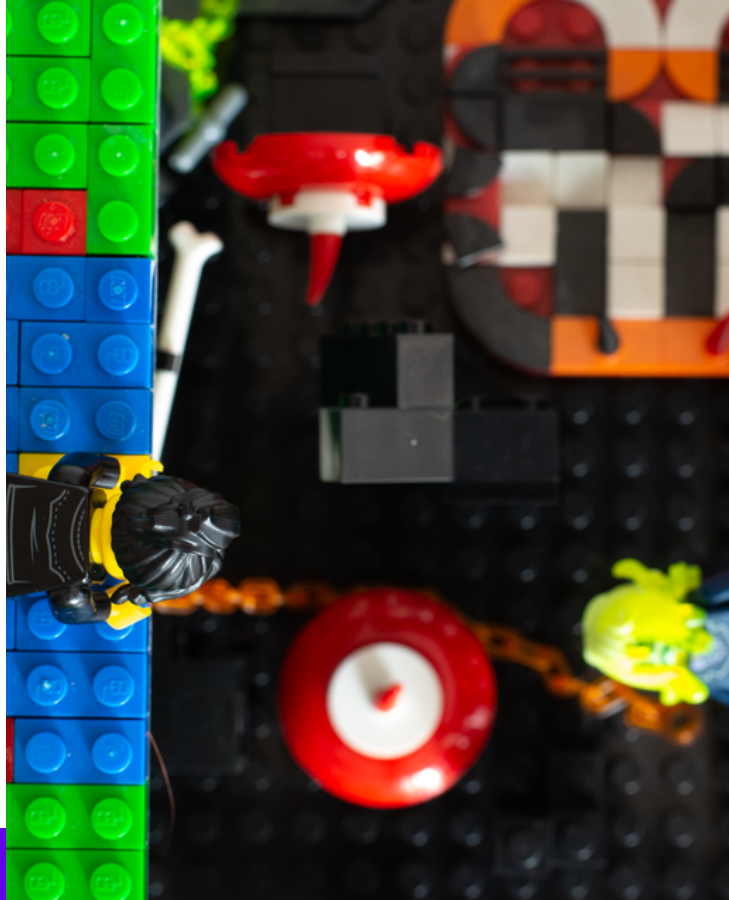


Brand Mission

It's our mission to help you invest in your success, bridge the GAP, and get Customers from the Internet.

We now have a new page where we show how the Gap of Desolation will lose its power over you, if you start using our AI Digital Assistants.

gapofdesolation.com





Squirrly 🐿️: Bridge the Gap. Get Customers.
@SquirrlyHQ

...



Milestone: \$3 Million USD in revenue just reached.

Our mark was at \$1 Million USD back in 2020.

2021 and 2022 have been amazing for us. Big thanks to all of you who Bridge the gapofdesolation.com with us.

#SQROAD

3:53 PM · Sep 27, 2022 · Twitter Web App

Milestone: \$3 Million USD in revenue just reached.

Our mark was at \$1 Million USD back in 2020. 2021 and 2022 have been amazing for us. Big thanks to all of you who Bridge the <https://gapofdesolation.com> with us.

Started Doing Prize Drops directly in the Store for Entrepreneurs

November

