



ALCHEMYLEADS

# AlchemyLeads **Manifesto**

Magnum Aurum Manifestum





ALCHEMYLEADS

## **Mission statement**

Provide data-driven, innovative, and results-oriented digital marketing solutions. We value partnerships over transactions. Our approach is based on transparency, accountability, and measurable success.

---

## **Vision**

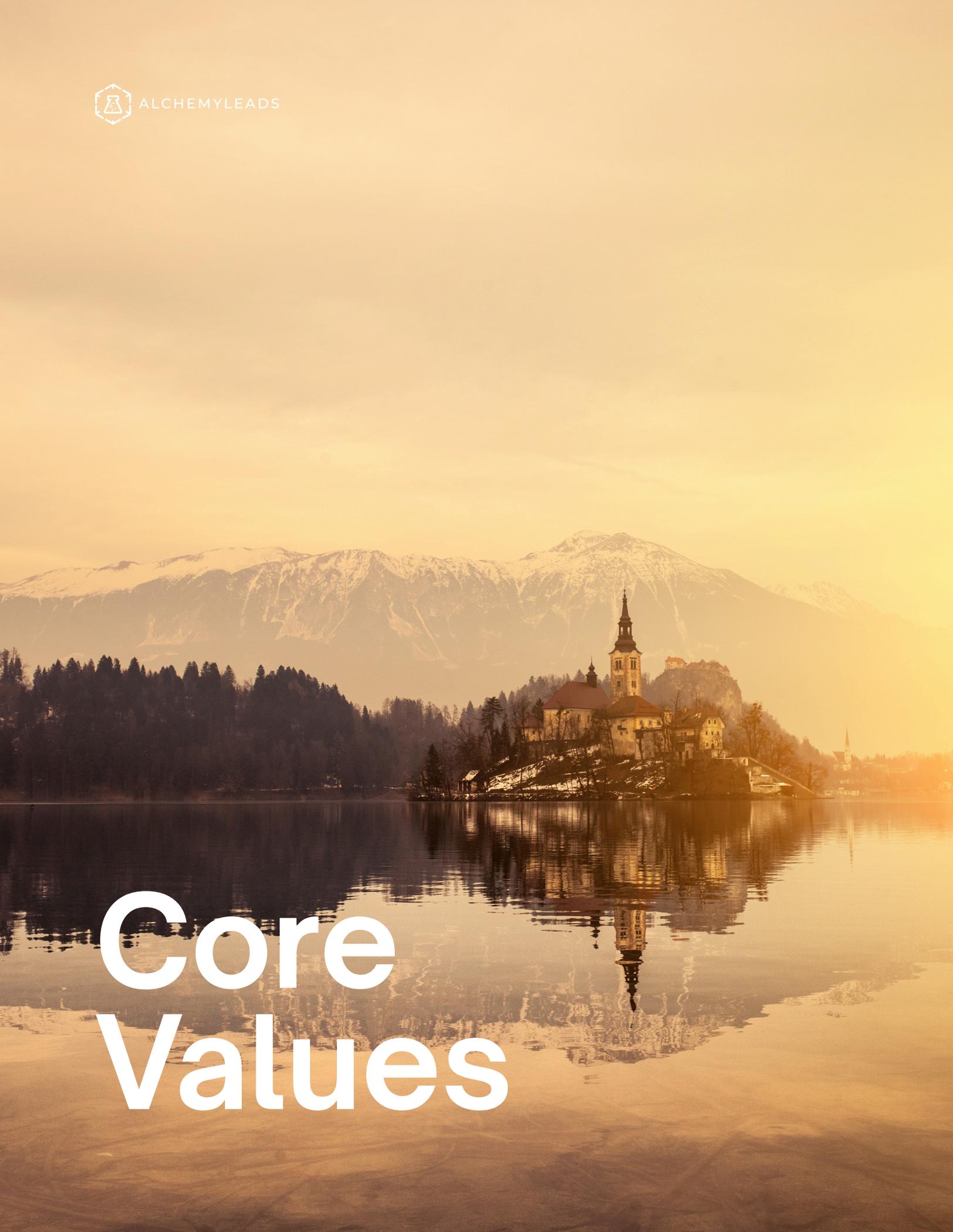
To be a trustworthy partner for businesses looking to grow through SEO, PPC ads, social media, and other digital marketing strategies. We follow white SEO strategies and use AI to automate repeated tasks.

---





ALCHEMYLEADS



# Core Values



## **CLIENTS-FIRST APPROACH**

*We prioritize users' needs with every SEO and content decision*

We consider the target audience and client's pain points to create a customized SEO strategy that aligns with a client's goals and user perspective, ensuring relevant and valuable content, website usability, and better on-page and technical SEO optimizations.



# PARTNERSHIPS, NOT TRANSACTIONS

The hallmark of our business is building relationships before transactions. Have you worked with an agency before, and although they were experienced in their professional work, you felt they were not interested in your business?

We don't want this to be the story of AlchemyLeads. In addition to having highly experienced SEOs, content marketers, and developers, we genuinely care about each client we work with to an emotional degree.

Our clients are not just another anonymous business with whom we do transactions.

They are part of our team and family, and we must do our best to respond to their queries anytime, no matter how big or small. We run their businesses like they are our own.



## RETAINER FEES? NO.

We sell results, not contracts. Instead of locking clients into long-term agreements, we work every month to earn our dues and are transparent about our procedures and expectations. Our clients only pay for the value they receive, not more. This helps us develop trust, ensuring our clients stay with us for many years because they can see value in their investments.





**WE DO  
BUSINESS  
WITH  
HUMANS,  
NOT  
BUSINESSES**



Our agency is built on honesty. When we onboard a new business, we view that as an opportunity to connect with other humans with specific needs and goals. We don't try to sell anything at our disposal to our clients. Instead, we learn as much information about our clients as possible during onboarding and then personalize our services to deliver something of unique value.

---



# BLUE COLLAR WORK ETHIC, WE DON'T REST ON OUR LAURELS AND EARN OUR FEES EVERY MONTH

We put in the work to earn our fee every month. For us, SEO work, content marketing, or earning high-quality backlinks is a long-term game that requires continuous work and refinement to get results. While we're happy with our past successes, we need ongoing performance and innovation to prove our value and justify client investment.





## **EMPATHY; WE TAKE TIME TO UNDERSTAND OUR CLIENTS' NEEDS**

Patients who meet empathetic doctors feel more satisfied and are likelier to achieve better health outcomes. We follow the same principle at AlchemyLeads. We don't just create a marketing strategy; we consider a client's target audience, goals, challenges, and current marketing position and adapt our strategy to align with their needs.

---

## TRANSPARENCY

We are open about our SEO strategies, tactics, and results.

We communicate our strategy to our clients, including on-page optimization, content creation, link building, and technical aspects, in a way that clients can understand.

If we experience issues or setbacks, we inform the clients and provide potential solutions.

---

## INTEGRITY

We follow ethical SEO strategies and tactics that can bring expected results.

This means avoiding black hat SEO tactics like keyword stuffing, cloaking, link farms, buying backlinks, content scraping, private blog networks, etc. Instead, we focus on creating high-quality content, link-building, and following best practices in on-page and technical SEO optimization.



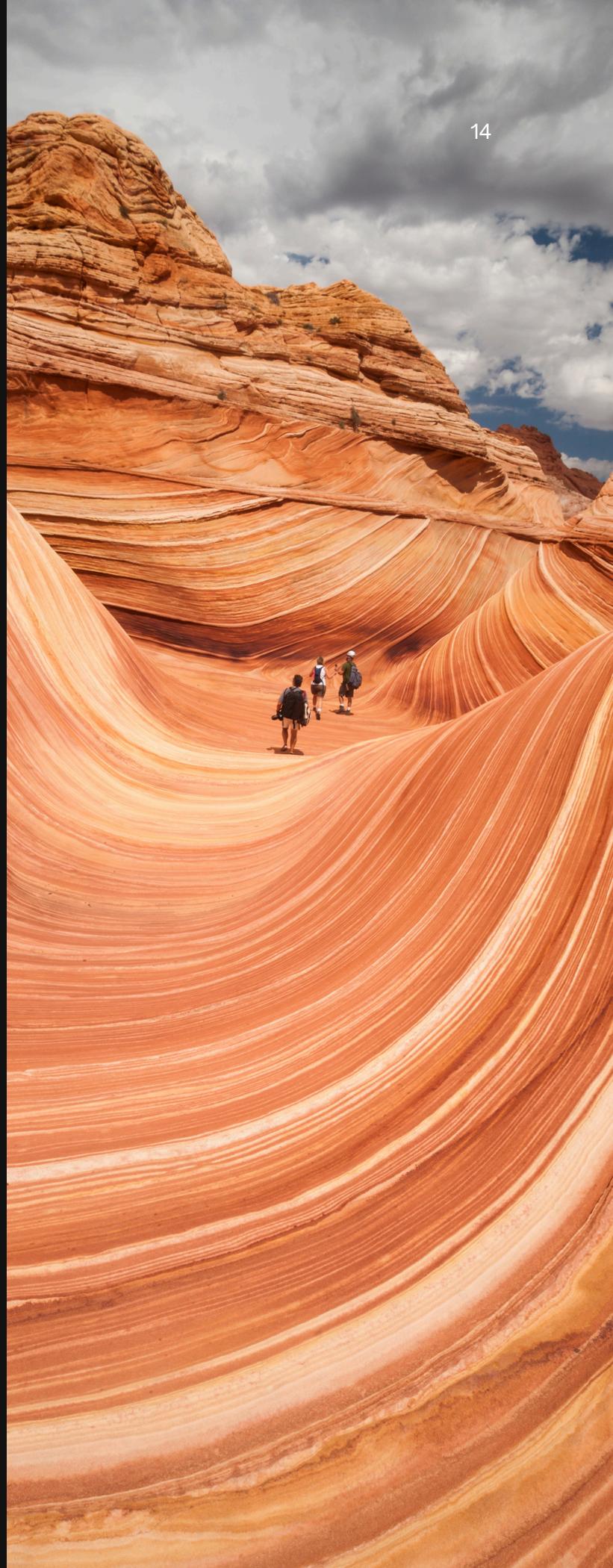
---

## DEDICATION

Our dedicated SEO and content team relentlessly commit to every project.

We own every project we accept and go beyond to get the best results for our clients.

We are proactive and track all our actions to gain insights into what is working and the strategies we need to change to get results for our clients.





## **ACCOUNTABILITY; WE TAKE FULL RESPONSIBILITY FOR OUR WORK AND RESULTS**

At AlchemyLeads, we consider our reputation when onboarding new clients, assessing a client's website, setting goals, and executing our strategy.

Once we give our promises, we commit ourselves to fulfilling them and take responsibility if anything doesn't meet expectations.



## **NO JUDGMENT**

**WE CREATE A FRIENDLY SPACE FOR CLIENTS TO ASK QUESTIONS AND SHARE THEIR VIEWS**

Some clients fear sharing their challenges or asking questions for fear of being judged. At AlchemyLeads, we listen to our clients without making them look stupid.

This helps us create strong and collaborative relationships that enable us to help them boost their organic rankings.

---

## **NOT COMPETING AGAINST OTHERS, BUT COMPETING AGAINST OURSELVES EVERY DAY**

Our primary goal is to get new clients to a better place than we found them. This means setting internal goals, sticking to them, learning from our mistakes, and adapting as necessary.



ALCHEMYLEADS



# Beliefs and Practices

# INNOVATION, WE PUSH THE BOUNDARIES OF WHAT'S POSSIBLE

We follow the latest SEO techniques and use AI to accelerate our processes. We explore new ideas and experiment with new technologies to improve efficiency, sustain growth, and give our clients a competitive edge.



# ORGANIC GROWTH; WE OPTIMIZE FOR PEOPLE

---

We research a client's audience to understand their needs and deliver real value through blogs, case studies, etc., to naturally grow engagement and increase visibility.



ALCHEMYLEADS



## SIMPLICITY

We offer clear, concise, and easily understandable content and website design to help users navigate and search engines crawl and index website pages.

From strategy to communication to execution, we ensure everything is easy to understand and implement.

## USE DATA, NOT ASSUMPTIONS

We use data from various sources like keyword research tools, website analytics, and user behavior to inform our marketing decisions.

We analyze key SEO metrics like organic traffic, click-through rate (CTR), keyword rankings, backlinks, etc., and track performance to initiate actions that drive measurable results.



## INNOVATE OR STAGNATE

Change is constant, especially in digital marketing. We use the latest data to refine our SEO strategies and rethink our content strategies to stay ahead of the curve, which helps improve efficiency and fuels growth.

---

## CUSTOMIZATION, NO ONE-FITS-ALL SOLUTION

We create a unique SEO strategy, website design, and content solutions to match each client's needs, goals, industry, and audience to deliver the expected results.





## **CLIENT EDUCATION ON SEO PRINCIPLES AND DIGITAL MARKETING STRATEGIES**

We don't just deliver SEO results; we offer transparent reporting and breakdowns on complex SEO strategies to help clients understand the process and set realistic expectations. This includes educating the clients on Google algorithms, the impact of backlinks, or the role of AI in SEO and content creation.

## **COLLABORATION, NOT SOLO EFFORT**

SEO success requires a team effort from the client and our team (SEO experts, website developers, and content marketers). We encourage a culture of collaboration and open communication, ensuring everyone in the team is heard.



## Design for people

At AlchemyLeads, we design websites with the end user in mind. We aim to make every website, landing page, and interface intuitive, engaging, and accessible, ensuring a good user experience.

## Optimize for people and search engines

We balance user experience and SEO best practices to ensure content is engaging and rank-worthy. We ensure that every page offers real value to users while focusing on features like mobile friendliness, fast load times, clear navigation, and on-page optimization.

## Write for people, not just search engines

Every word our content team writes is meant to engage, inform, and inspire action from users. Our primary focus is clarity, value, and readability.

## Questions? We embrace asking challenging questions

Our clients are free to ask questions about our SEO strategy and execution. Even our team members are free to challenge ideas and give suggestions to help refine our approach and boost results from our SEO efforts.



ALCHEMYLEADS

# Commitment to Excellence



## RESULTS OVER PROMISES

Our promises are backed by actions that deliver measurable results. We base our approach on data-driven performance, ensuring that every strategy we implement delivers value to our clients.

## QUALITY ASSURANCE

Excellence is our standard at AlchemyLeads. We have rigorous quality control measures to ensure that a website's design, content, functionality and other aspects are error-free and meet the highest standards to guarantee the best results for our clients.

## CONTINUOUS LEARNING

The digital space keeps changing, but we prioritize ongoing learning to stay ahead of industry trends, algorithm updates, and emerging technologies.

## MEASURABLE

We back every strategy with metrics, ensuring we can track and analyze our progress over time. We establish clear KPIs to measure results, including SEO rankings and conversion rates.



## QUALITY LEADS THAT ARE LIKELY TO CONVERT

Our strategy is designed to attract high-intent leads that align with a client's goals. We use targeted strategies to prioritize leads likely to convert into long-term customers to achieve a good return on investment (ROI).



# SYSTEMIZE EVERYTHING WITH REPEATABLE STRATEGIES

Success isn't built on guesswork but on systems. We develop and refine repeatable strategies that streamline processes, improve efficiency, and drive consistent results. This includes creating structure frameworks, automating repeated tasks, and documenting best practices to minimize guesswork and reduce errors.



## COMPLIANCE

Our SEO and marketing practices follow the standards and guidelines set by Google and other search engines, ensuring our clients have better visibility while avoiding penalties for violating their rules. We follow search engine guidelines to ensure sustainable success, whether in technical aspects like mobile-friendly design, fast loading times, and proper navigation, or content quality and keyword usage, or link building.

## ORIGINALITY

Each piece of content is an opportunity to build identity, trust, and authority for our client. We create unique, valuable content strategies that set our clients apart.



ALCHEMYLEADS



# Strategies



---

## **LONG-TERM STRATEGY, SHORT-TERM HUSTLE**

We balance both. We compete against ourselves because we always have to hit new highs in revenue, year over year and month over month.

---

## **GOOGLE ALGORITHMS**

These happen hundreds of times in a year. We research them but also fulfil with evergreen practices, so they hardly ever affect us

---

## **CORE VITALS, MAKING SURE WEBSITES LOAD FAST**

We improve site loading speed to boost rankings and increase conversion. We focus on the three pillars of Core Web Vitals, including loading speed, interactivity, and visual stability.

---

## **GOOGLE PENALTIES, FORENSIC SEO. WE CAN HELP RIGHT THE SHIP**

Google penalties from algorithmic updates or manual actions can impact website traffic. We conduct audits to identify potential issues, including thin content, spammy backlinks, etc., and initiate corrective strategies to help recover lost rankings and prevent future penalties.

---

## **AI - MASTERING AI (LLM) IMPLEMENTATION WHERE USEFUL**

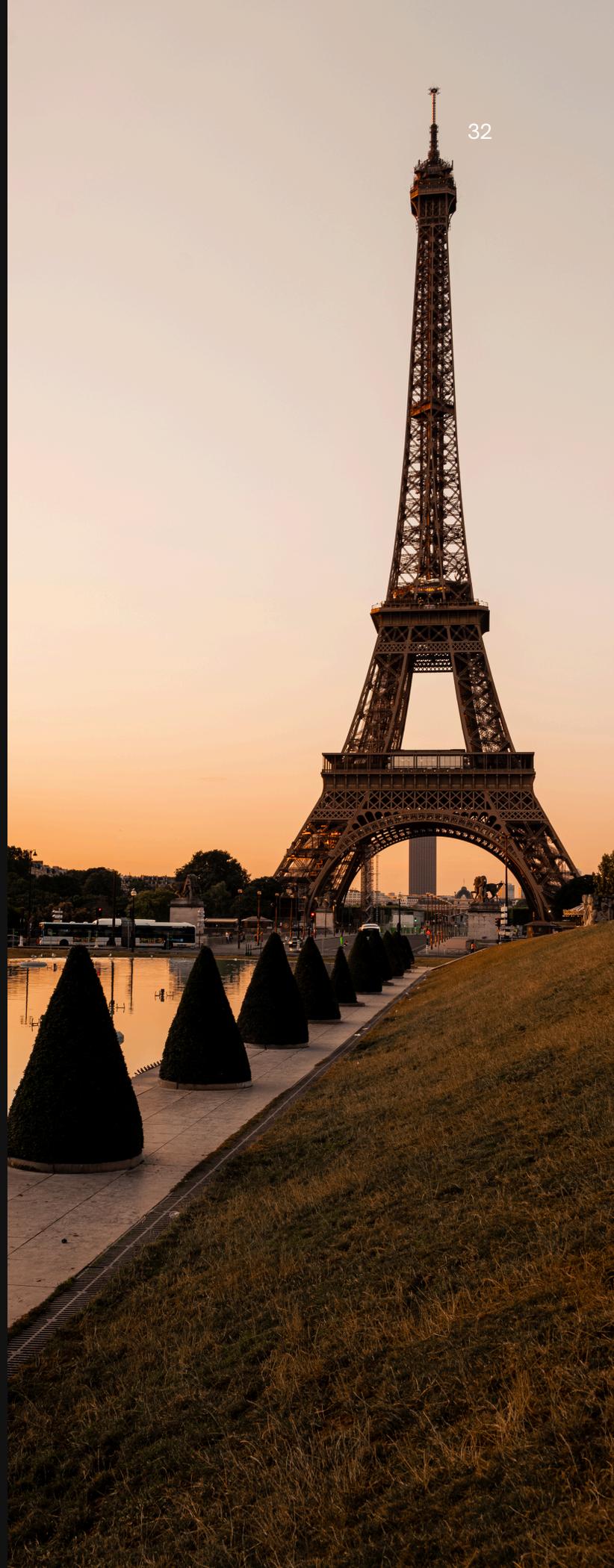
We use Language Models like ChatGPT, Claude, etc., in analysis, research, and fact-checking to accelerate our processes.



---

**SPECIALISTS -  
WE HAVE  
SPECIALISTS  
ACROSS MANY  
FIELDS; WE ARE A  
FULL-STACK  
MARKETING  
COMPANY.**

Our team includes SEO professionals, web developers, digital marketing experts, and content marketers. The specialists use the latest marketing and data-driven strategies for research, content creation and SEO optimization.





## Management & Consulting

Every client is unique, and our management/consulting/communication fits their specific needs. No one size fits all

## Local SEO, driving phone calls and form fills, not just rankings

We search and target local keywords, optimize Google Business Profile, and manage local citations to attract local leads. Our strategies also include reviews, local backlinks, and local content.

**On-page optimization, from a technical perspective and a user's perspective. Do they find what they are looking for?**  
**Yes.**

## WEB DEVELOPMENT, CUSTOM

We build custom web solutions that align with each client's needs. We don't just make a visually appealing website but optimize for user experience, SEO, and performance.

## BACKLINKS, SIGNALS OF AUTHORITY ACROSS THE WEB

Use ethical practices to help clients acquire high-quality backlinks from reputable, relevant sources. We focus on strategic partnerships, guest posts, and high-quality content to build a strong backlink profile that improves trust and ranking.



## CONTENT THAT DELIGHTS USERS

Great content goes beyond just informing—it engages, entertains, and provides value that resonates with the audience. We create well-researched content that addresses audience needs, answers their questions, and optimizes it for search engines, ensuring it ranks higher on search engine results pages (SERPs).

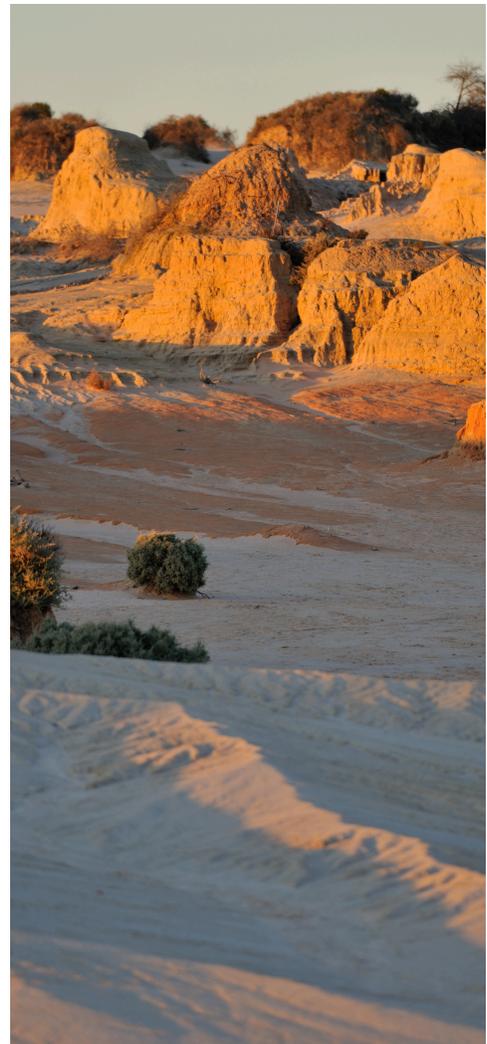


## PPC, immediate gratification

We create a winning PPC strategy that delivers instant visibility and fast results.

## Design, an underrated element of SEO, running ads and converting users

Design isn't just aesthetics—it impacts user experience, engagement, and conversions. A user-friendly design improves credibility and encourages users to take action. We create intuitive layouts and mobile-friendly interfaces and ensure fast loading times.





ALCHEMYLEADS





ALCHEMYLEADS