

BLACKGRID

Search Engine Optimization



Company Profile

CAPTURE THE ONLINE MARKET FOR YOUR BUSINESS
Optimize with Precision



BlackGrid SEO is a full-service search engine optimization company for over 7 years with footprints in **North America** and **Southeast Asia**.

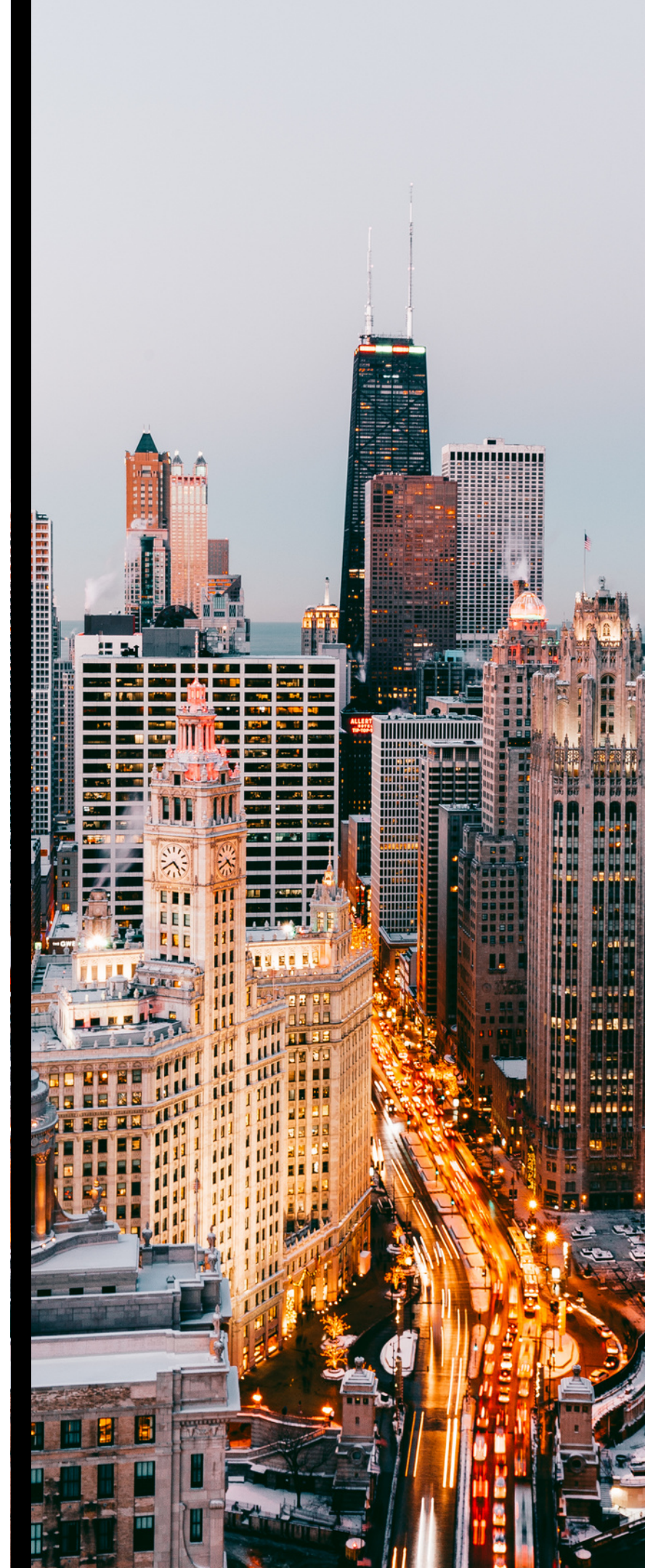
Our services are designed to provide the latest technological SEO strategies and implementations for your business to grow online and make greater profits.

We are trusted by companies from a wide range of industries to increase their organic website traffic, establish a stronger search engine presence, and scale online content distribution.

We are also committed to up-skilling professionals and entrepreneurs in digital marketing by actively participating in government and private programs.

As digital marketing becomes more important, it is imperative that businesses have savvy and well-defined strategies and tools for digital marketing.

We strive to make impact that matters.



ABOUT OUR FOUNDER & CEO

Nabil Jalil

Facebook & LinkedIn: Nabil Jalil

Twitter, Instagram & TikTok: @nrasyad

Nabil Jalil is an entrepreneur known for founding **BlackGrid** in Los Angeles, a Data-Driven Search Engine Marketing Firm that specializes in deploying Search Engine Optimization (SEO) strategies and systems.

Using the power of search engine optimization, Nabil has assisted many businesses create highly targeted organic traffic, increase their ranking positions, and generate more revenue for his clients.

He is a passionate trainer and actively coaching entrepreneurs and small-medium size enterprises (SMEs) on digitization and digital marketing via various programs under Ekuinas, MARii, MDEC and INSKEN.

As a ripple effect of his expertise and dedication, **BlackGrid**'s footprint has expanded, entrepreneurs have been up-skilled, clients' bottom lines have been healthier, and all round customer satisfaction has increased.



Book Signing Session
Madarin Oriental Kuala Lumpur, 2019



#1 Best Selling on Amazon.com
Sept 2018 - Real Estate Category

ABOUT OUR FOUNDER & CEO

Training, Coaching & Consulting

Nabil is actively involved in programs with government linked companies (GLCs) and organisations as part of **BlackGrid's** Corporate Social Responsibility in providing the latest insights, training, coaching and consulting entrepreneurs and SMEs in all matters of digitization and digital marketing.



- Itizam Catalyst Entrepreneurship Program by Ekuinas (2022-2023)
- Digital Small Business Accelerator [DSBA] (2020-2021)
- Kata Sifu by TV1-RTM [National TV] (2021)
- MDEC Glow SEO Workshop (2020)
- INSKEN BizLive Training Session (2020)
- Exclusive Capacity Building Programme by MATRADE (2019)
- Matrade eTRADE Digital Marketing & Training (DMT) (2019)
- Training Business Owners in Los Angeles, California (2017)



ABOUT US

Our Team

We help clients succeed wherever they operate with world-class capabilities and deep local expertise through our network in North America and Asia.

With **BlackGrid's** data, insights, and tools, we empower businesses to capture the online market share using the talents of our web engineers, researchers, and subject matter experts.



Nabil Jalil
Founder & CEO



Matthew Agostinho
Partner



Shane Reezal
Head of Business
Development



Jeremy Lim
Head of Technology



Dr. Dan Abbas
Head of Projects



Amir Lechner
Head of Operations
(Los Angeles)



Syafiq Jalil
Head of Creatives



Shi-Kwan Tan
Web Development
Lead



Our Purpose

BRIDGING YOUR CUSTOMERS ONLINE, EVERYWHERE

Make Impact That Matters

At BlackGrid, we are guided by a common purpose: make an impact that matters. Our team comprises talented web engineers, researchers, and subject matter experts who utilise BlackGrid's data, insights and tools to provide businesses with the ability to capture the online market share.

To Our Clients



We are committed to serving our clients with quality and distinction, impacting the business in a tangible and measurable manner.

Inspiring Our People



We challenge ourselves to deliver value and innovative ideas that reflect our unique capabilities while developing future digital marketing leaders to lead the profession.

Contribute to Society



Assisting entrepreneurs and professionals with their digital marketing goals through programs aimed at building confidence, trust and employability.

SERVICE TRACK RECORD

Standard of Excellence

Trusted by more than 150 companies in the United States, Malaysia, Singapore and Australia.

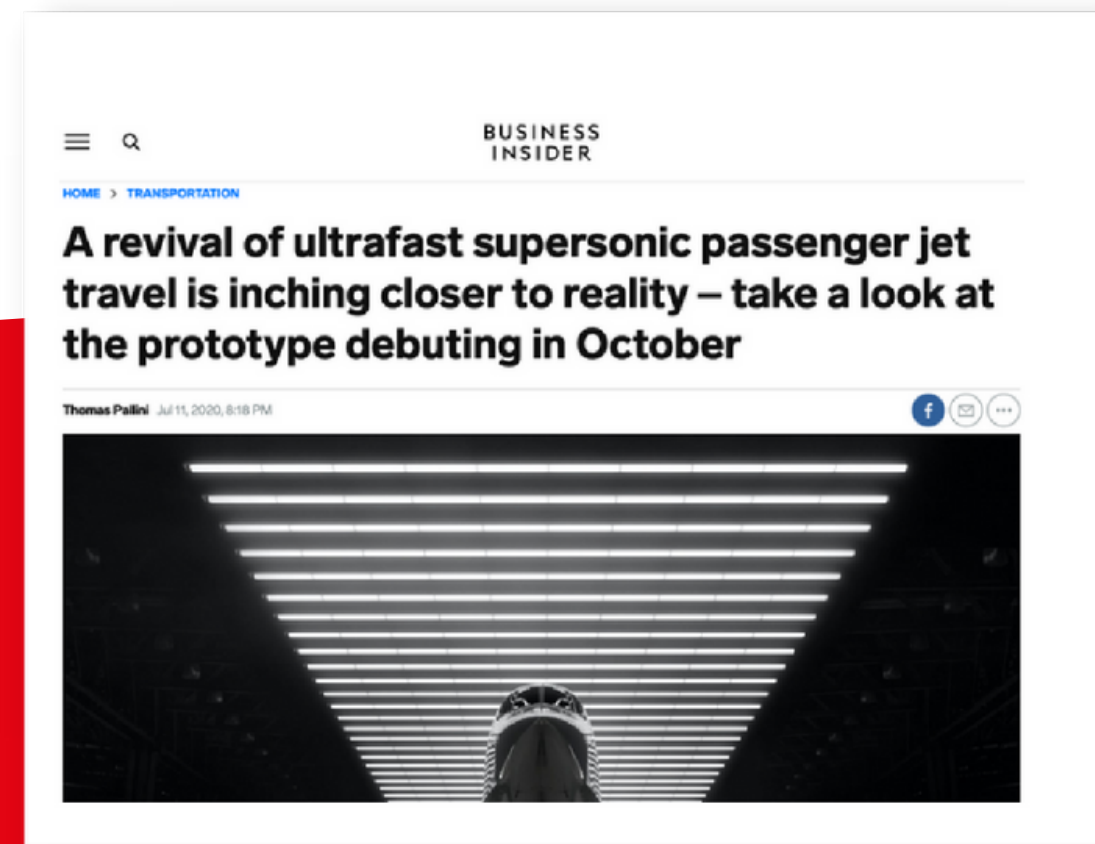
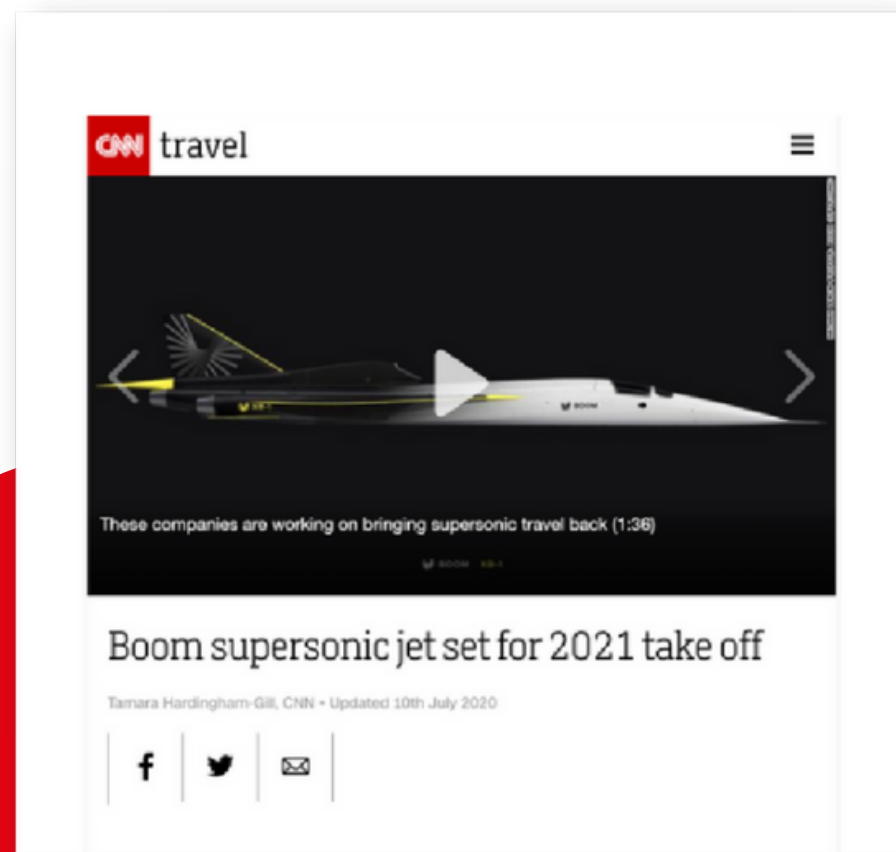
BlackGrid provides Full SEO Service, SEO Audit and Implementation, Consulting, Social Media Advertising and Coaching services to public and private companies spanning multiple industries.

With a connected network in North America and Asia, BlackGrid brings world class capabilities and deep local expertise to help clients succeed wherever they operate.



NOTABLE WORK AND ACCOLADES

CNN & Business Insider Feature:



Boom Supersonic is redefining commercial flight by bringing supersonic flight back to the skies with Overture.

boomsupersonic.com

Award Recognitions:



2021 Top SEO Companies in the U.S. by upcity.com & American Registry



CGP Awards 2021 – Industry Recognition Awards by Cradle Fund Sdn. Bhd. & Proficeo

WHAT WE DO

Our Services

Full SEO Service

SEO strategies and implementation to gain market share on search engines

SEO Audit & Implementation

Diagnose website issues and prevent crawl errors from search engine crawlers

Consulting

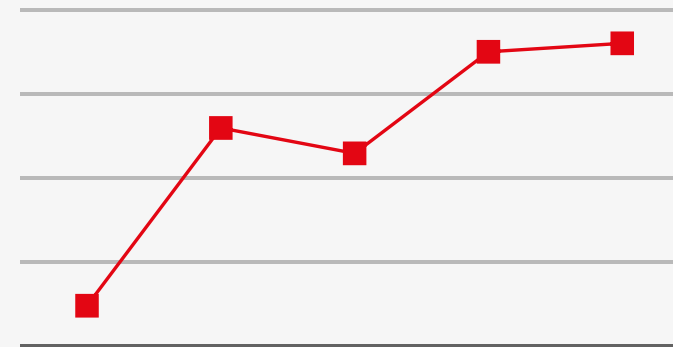
Research and analyze industry landscape and business capabilities to provide guide on unlocking opportunities

Social Media Advertising

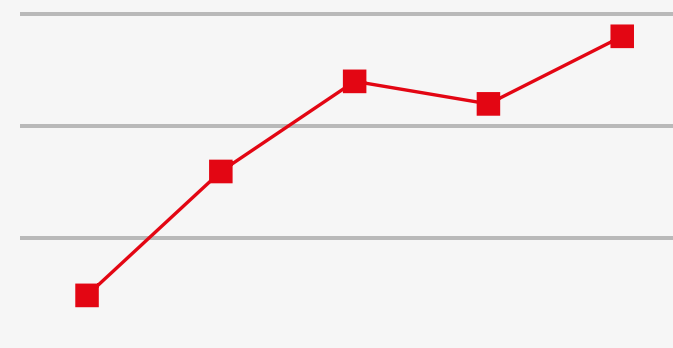
Ad campaigns via Facebook Ads Manager platform with tailored strategies and tactics

Coaching & Training

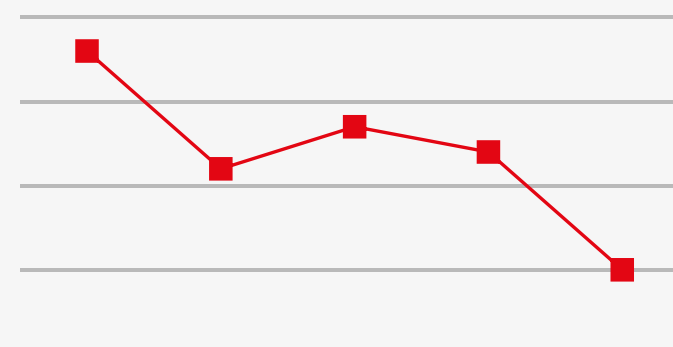
Conduct workshops and training to up-skill entrepreneurs and business employees



Increase Ranking Positions & Trust Score on Search Engines



Increase Website Traffic & Sales Online & Offline



Reduction of Cost Per Acquisition & Bounce Rate



WHO & WHY DO YOU NEED SEO?

Note

Why Do You Need SEO?

Weak online visibility

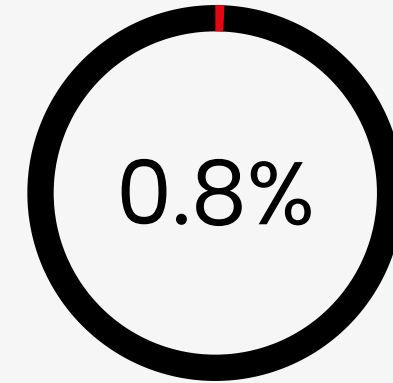
Website is marginally found even for your brand name

Ranking lower on SERPs than competitors

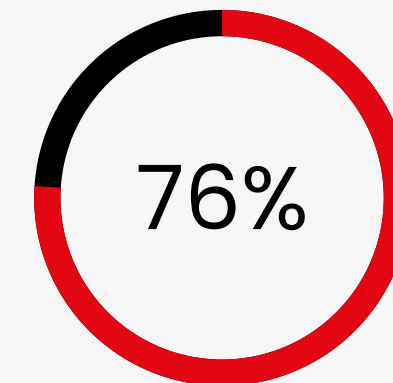
Competitors are taking customers into their website for keywords that are your products/services

Struggling to acquire organic traffic

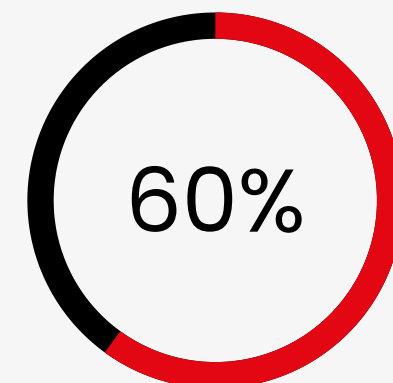
Low trust, authority and relevancy from Google impacting your bottom-line



of Google searchers click on results from the 2nd page



of people who search on their smartphones for something nearby visit a business within a day



of marketers say that inbound (SEO, blog content) is their highest quality source of leads

Why Choose Us?



Variety of packages to choose from that meet your business needs



A holistic strategic partner you can trust to deliver results



Trusted by over 150 companies across industries and borders

SUCCESS

Case Study #1

Pantang Plus

How one online platform in Malaysia saw an increase of organic website traffic and domination of 1 main keyword in their industry.

4 months since SEO launch date, they have achieved over 6,000+ website traffic and added additional 500+ new keywords found in Google.



Solutions:

Search Engine Optimization



Website traffic increase

6,000+



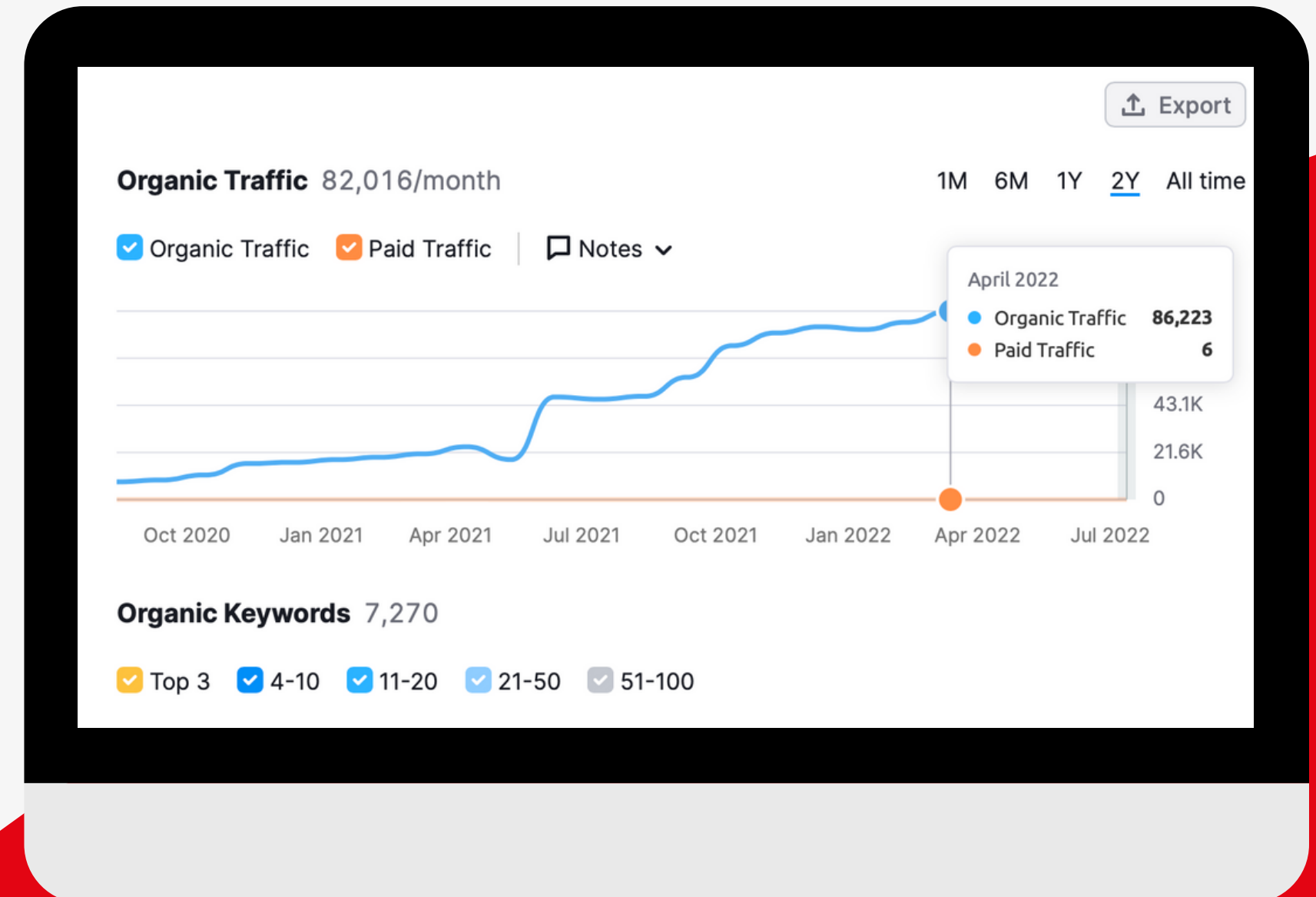
Domain ranking increase

30%



New keywords increase

500+



SUCCESS

Case Study #2

BookXcess

How Malaysia's largest online bookstore improved its online sales while minimising its cost to maximise a Return higher than their average - bookxcess.com

3 months of implementing the AIDA framework with curated strategies to maximise ROAS (average was below 0.95 return in the last 12 months).



Online sales increase

239%



Basket value increase

92%



Highest Return On Ad Spend

18.9

Solutions:

Search Engine Optimization and Social Media Advertising

Case Study #3

Royal Exotic Car Rental

Prior to December 2018, client had no lead tracking and website was poorly optimized. With poor usability and little onsite content, our client's website generated no leads - royalexoticcarrental.com, Los Angeles

3 months of aggressive SEO and website optimization with new content and photos along with lead forms accelerated the organic traffic growth of the website.



Website traffic increase

500%



Leads via GMB increase

113%



New keywords increase

200%

Solutions:

Search Engine Optimization

SUCCESS

Case Study #4

JS Partners Chartered Accountants

How a one-stop solutions provider in various areas of Accounting, Taxation and Payroll in Kuala Lumpur started an SEO campaign in March 2022, experienced 237% increase in organic traffic from Google Searches.

The website has been recognized and found for 150% more keywords than it had ever been for since it was created.



Solutions:

Search Engine Optimization



Website traffic increase

237%



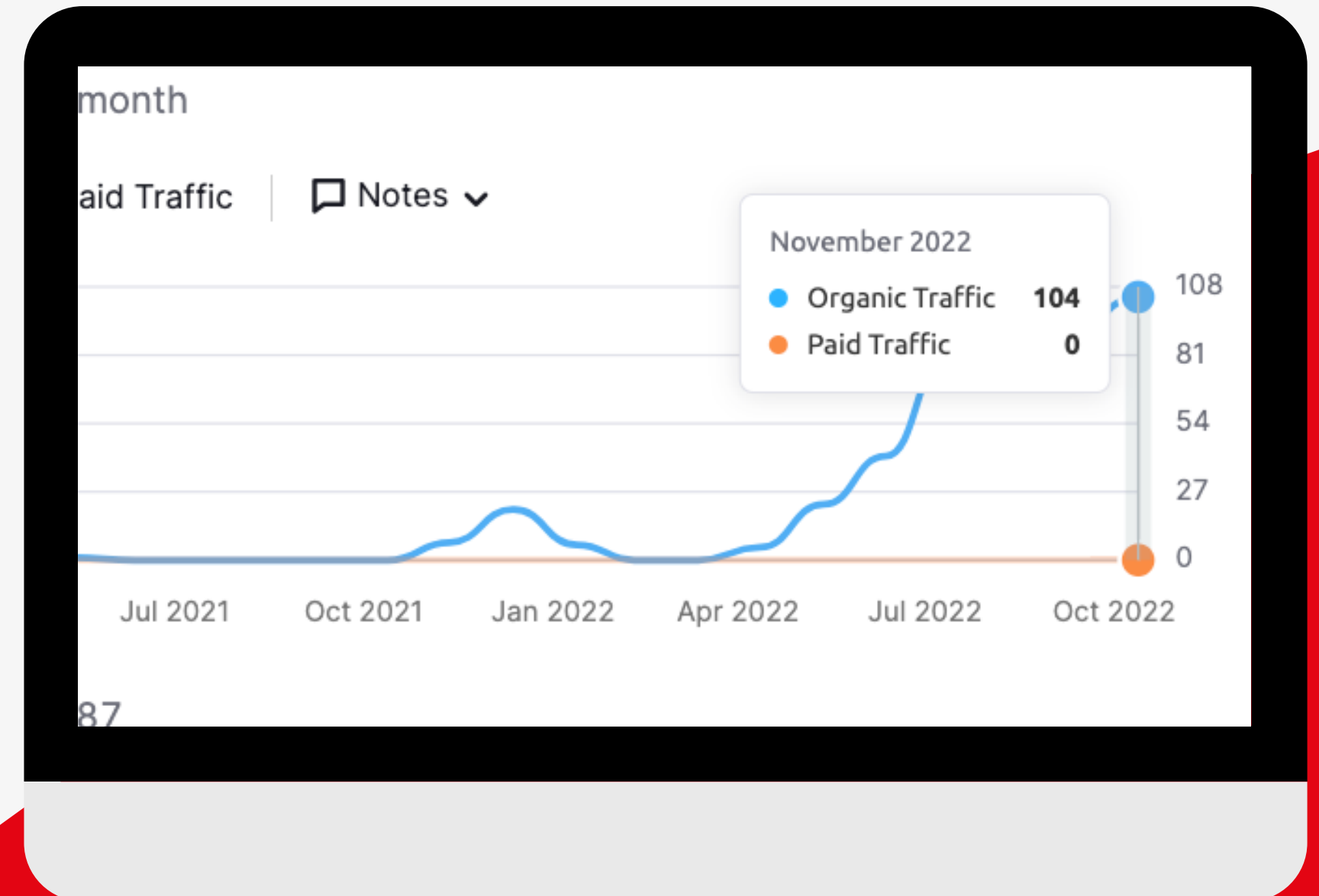
Domain ranking increase

57%



New keywords increase

150%



SUCCESS

Case Study #5

Guardian Services

How one online gaming services platform in United States saw an increase of organic website traffic and domination of 1 main keyword in their industry - Guardians.Services.

4 months since aggressive SEO launch date, they have achieved over 6,000+ website traffic and added additional 500+ new keywords found in Google.



Solutions:

Search Engine Optimization



Website traffic increase

30,000+



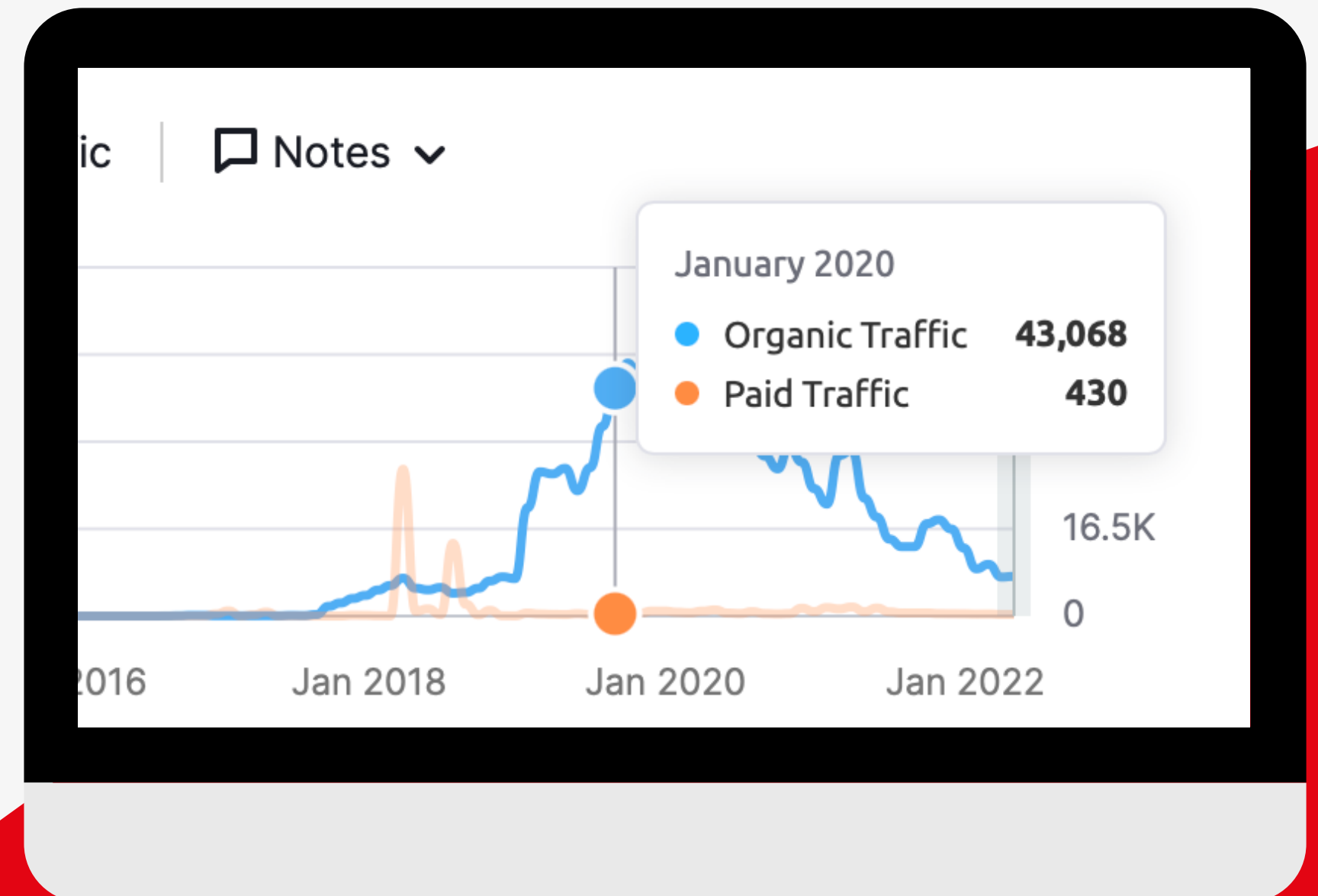
Domain ranking increase

220%



New keywords increase

300%



SUCCESS

Case Study #6

Soleil

How one restaurant in Damansara saw an increase of organic website traffic and increase in monthly reservations - Soleil.my

4 months since launch date, they have achieved 1,100 website traffic and a 800% increase in reservations.



Solutions:

Search Engine Optimization and Social Media Advertising



Website traffic increase

300%



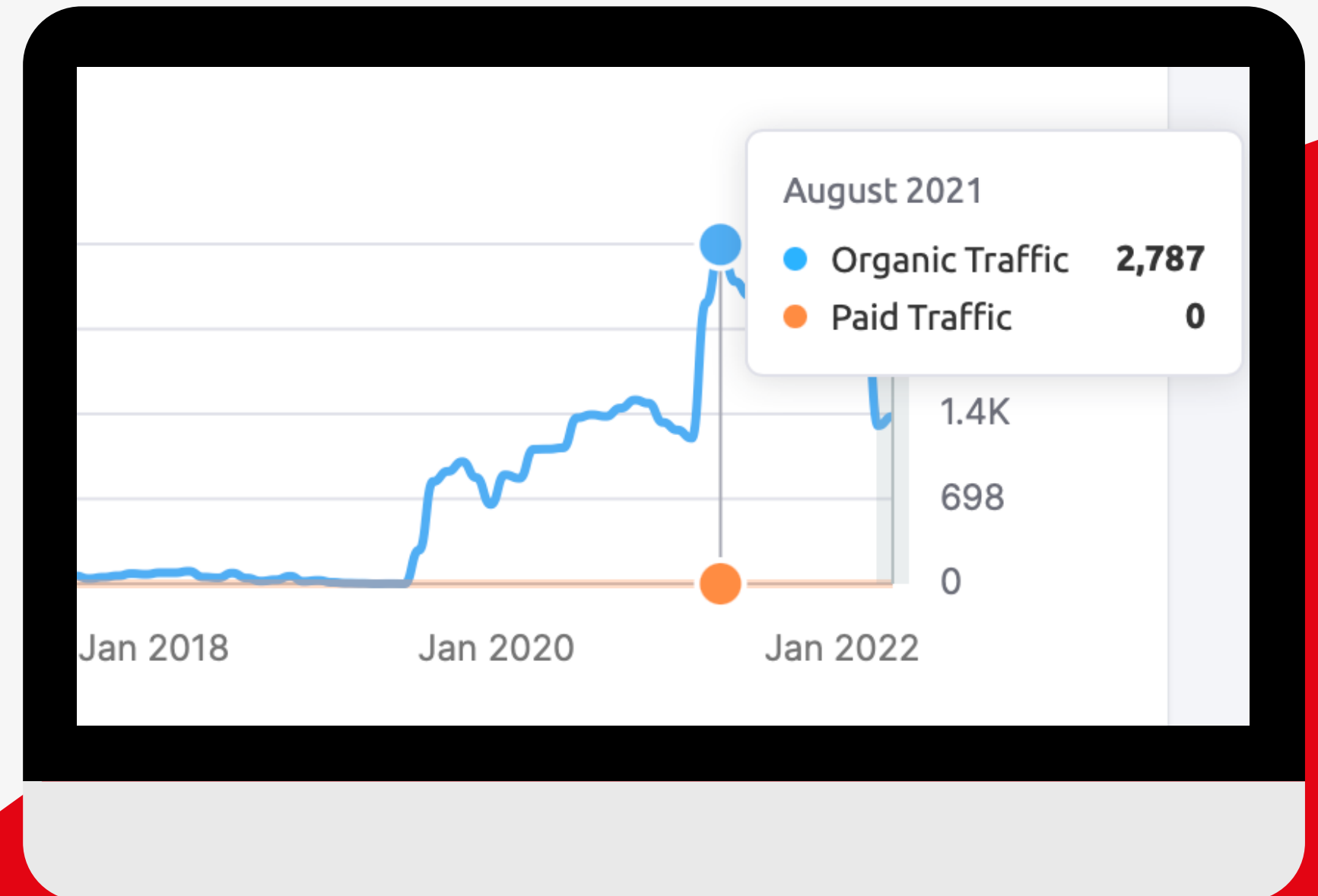
Domain ranking increase

94%



Online Bookings Increase

800%





BLACKGRID

We help your business become more resilient online through our expertise.

Page 2 of Google Search Results is the best place to hide your business.

Capture market share by being found online for products & services you offer.

Avoid penalties by adhering to search engine policies and best practices.

FOR INQUIRIES, CONTACT US

Help us to help you capture your market share

Los Angeles | Kuala Lumpur

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Facebook & Instagram:
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OPTIMIZING WITH PRECISION

