



### Web-Based Link Management and SEO Metrics Application



**Razvan Girmacea**  
CEO & Founder  
Monitor Backlinks Ltd.

**CEOCFO:** *Mr. Girmacea, would you tell us the concept behind Monitor Backlinks?*

**Mr. Girmacea:** Monitor Backlinks tries to help startups and business owners gain advantages of the traffic from Google. The free traffic not the advertisement. We try to remove all the technical skills needed to achieve at least 80% of what search engine professionals do. We try to make a very easy to use tool not time consuming. With all the Google algorithm changes, 80% of SEO is not really technical.

**CEOCFO:** *Are people aware that they can now do it themselves or is it still below the radar screen?*

**Mr. Girmacea:** When people think about SEO, they immediately think it is very technical and not for them; so not true. Many do not even research. When they start to do the research, they find many tools. We try to differentiate ourselves from others. When a user searches online for them there are many, so it is quite difficult for them to choose one and to have the time to test everything.

**CEOCFO:** *How do you get attention?*

**Mr. Girmacea:** We started three and a half years ago. I wanted to do search engine optimization as the main strategy of getting leads. I used the initial version a few years ago of better rankings in Google for some keywords that I researched. I did outreach to many magazines and tried to get some attention. I was not looking for short-term traffic such as what you would get by appearing in a publication where you would get a spike of traffic and that is all you would get. I was more interested in Backlinks, which are links to my website because in a competitive market what will make your rank better than your competitors in Google is the quality and relevance of the links that point to your website. That was my focus and now we are getting tens of thousands of visitors every month without spending anything in advertising.

**CEOCFO:** *As Google changes what they do without telling everyone, how do you adjust for their changes?*

**Mr. Girmacea:** Google changes its policy quite a lot so it used to not be transparent and everything was a gift. Before I started Monitor Backlinks I was six years as a consultant, so I was making tests every time just to figure out how Google works for our clients. Now, Google has its own weekly open talks that anyone can attend. They will not answer all the questions but they opened yesterday and announced on their own blog that they released a new algorithm just for mobile search but it is a big update that will mark websites that are mobile. What is hard is to take all the websites that are old, try to see if you can optimize them, and bring them up to date.

**CEOCFO:** *Who tends to use your service?*

**Mr. Girmacea:** When we first started, we targeted freelancers, consultants or small business owners because they could just as easily go into Monitor Backlinks and find out who links to their website and if those things are good and if those things help their rankings, things will improve. After we developed the product more, half of our users are SEO agencies or consultants. There are bigger companies now that use Monitor Backlinks to offer services for their clients.

**CEOCFO:** *What were your challenges in putting the technology together?*

**Mr. Girmacea:** The biggest challenge was to redesign everything after you have a working product. You do a small version of a product and if people are interested, some will invest a lot. We built an initial version and it was not really built for scale. Two years ago, we actually thought that we got some traction and an investment that helped us develop faster. There was interest in Monitor Backlinks, but we could not scale with the initial application. The biggest challenge was to

make a scalable application on top of all applications without affecting the current users but to really make it clean and easy to maintain into the future.

**CEOCFO: *How would someone use your service?***

**Mr. Girmacea:** In the first year, everything was manual so people had to come to the website and try to import the links from their own sources and we received the data. Because 80% of our clients are from the US even though we target worldwide, I spoke to many customers and they always say they did not had time for this. We redesigned the product and now it can take one or two hours a week to manage everything that we give you. For an average marketer or business owner, she receives enough information that she can easily digest in one or two hours a week. Even the initial setup takes like two minutes or something so you add your domain name, add your competitors and add your keywords. We suggest which keywords you should target and that is it. Everything else we work on the background. Initially you will receive a bigger report because we pour out all the data and try to discover everything. After that, we start the monetary process. Everything is in the background and we only allow the user in case something would happen. Once someone writes about the user's website then they will be alerted. If someone writes about your competitors, you will be alerted.

**CEOCFO: *What might be different a year from now for Monitor Backlinks?***

**Mr. Girmacea:** I think from a product point of view we are just working at making the interface even easier so we redesign and redesign just to make even the non-technical users not afraid of the data that they see. We are improving the user experience constantly. On the other side on the market, we started to add to features that big agencies or enterprises require so we can go after them so they can use us. Now we are moving a bit on the bigger clients.

**“When people think about SEO, they immediately think it is very technical and not for them; so not true.” - Razvan Girmacea**

**CEOCFO: *What is the competitive landscape?***

**Mr. Girmacea:** There are about three or four new companies every year. From a technical point of view, it is not really hard to start something like this. It will not be scalable but just a test to get some interest. There are already many tools out there and it is hard because you have to find your own market or else no one will talk about you because they will know about the other tools. We tend to integrate many tools that are not really our competitors but provide useful information. We integrate with them and the users in Monitor Backlinks have access to all the other data.

**CEOCFO: *Why choose Monitor Backlinks?***

**Mr. Girmacea:** The users should think about SEO if you have a business or you are a marketer of a business, because it is a long-term strategy. The traffic from Google will not grow from ten to ten thousand in one month. From what we see, if you are actively doing search engine optimization, getting leads, your organic traffic will grow by 10% every month. If you think about it, in two years that matters a lot. Once you get that traffic you do not have to pay and even if you stop doing anything you will still keep about the same traffic that you got or even grow further. I want businesses to think about search engine optimization because for us it is like driving 80% of all the clients from search engines. We are still working and growing.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

**For more information visit: [www.monitorbacklinks.com](http://www.monitorbacklinks.com)**

**Contact: Razvan Girmacea +1 347 766 6562 [razvan@monitorbacklinks.com](mailto:razvan@monitorbacklinks.com)**

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