



Re-Thinking Marketing
검색최적화 No.1

OSO
회사소개서

If YOU Can't be No.1, we are not OSO



Introduction

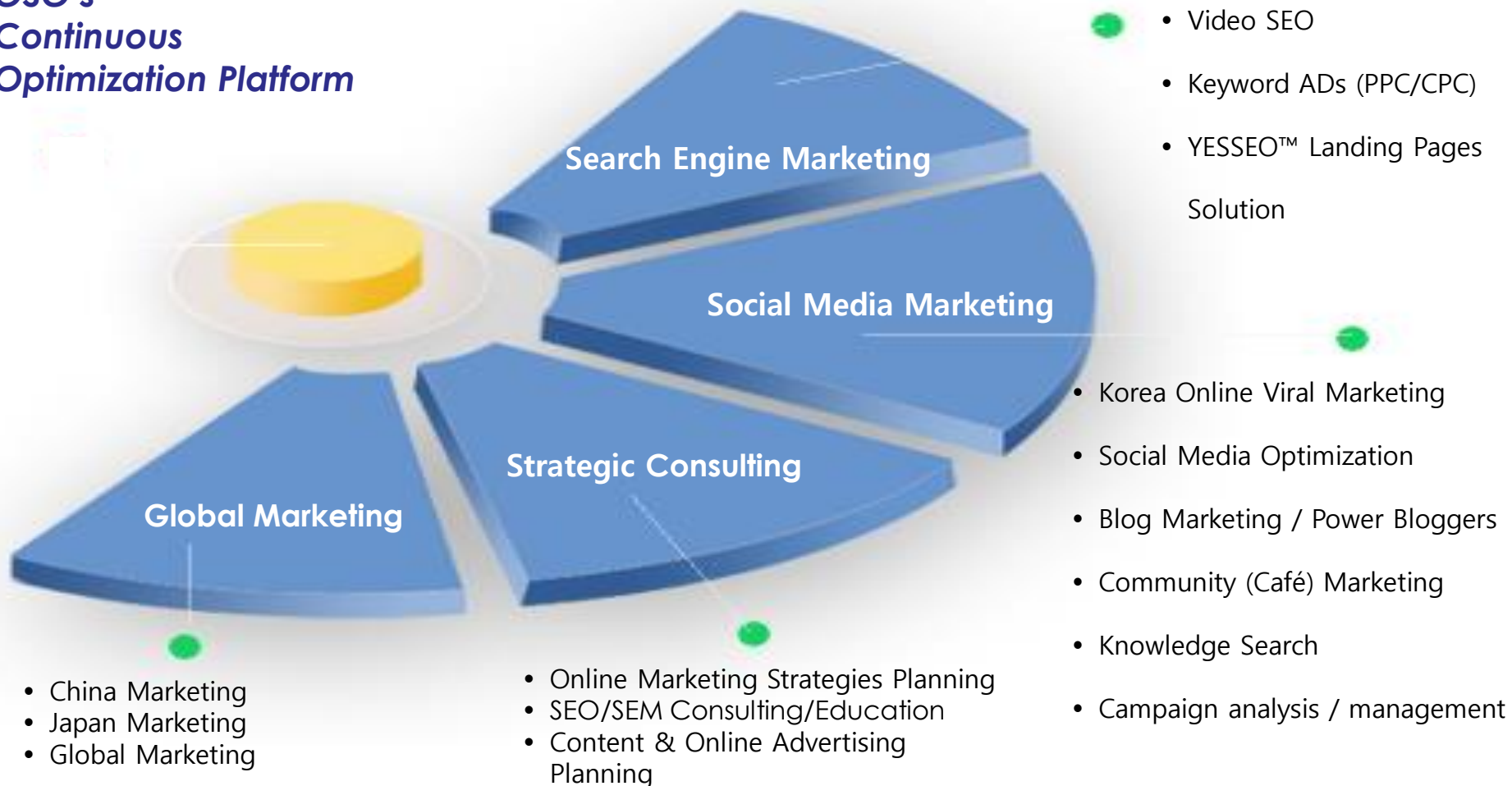
Founded in 1999, **OSO** became the first SEO(Search Engine Optimization)-based company in Korea. With the accumulated, advanced SEO technology and know-how, OSO has provided high-quality SEO and Search-related marketing to numerous Korean and international companies including several Fortune 500 companies.

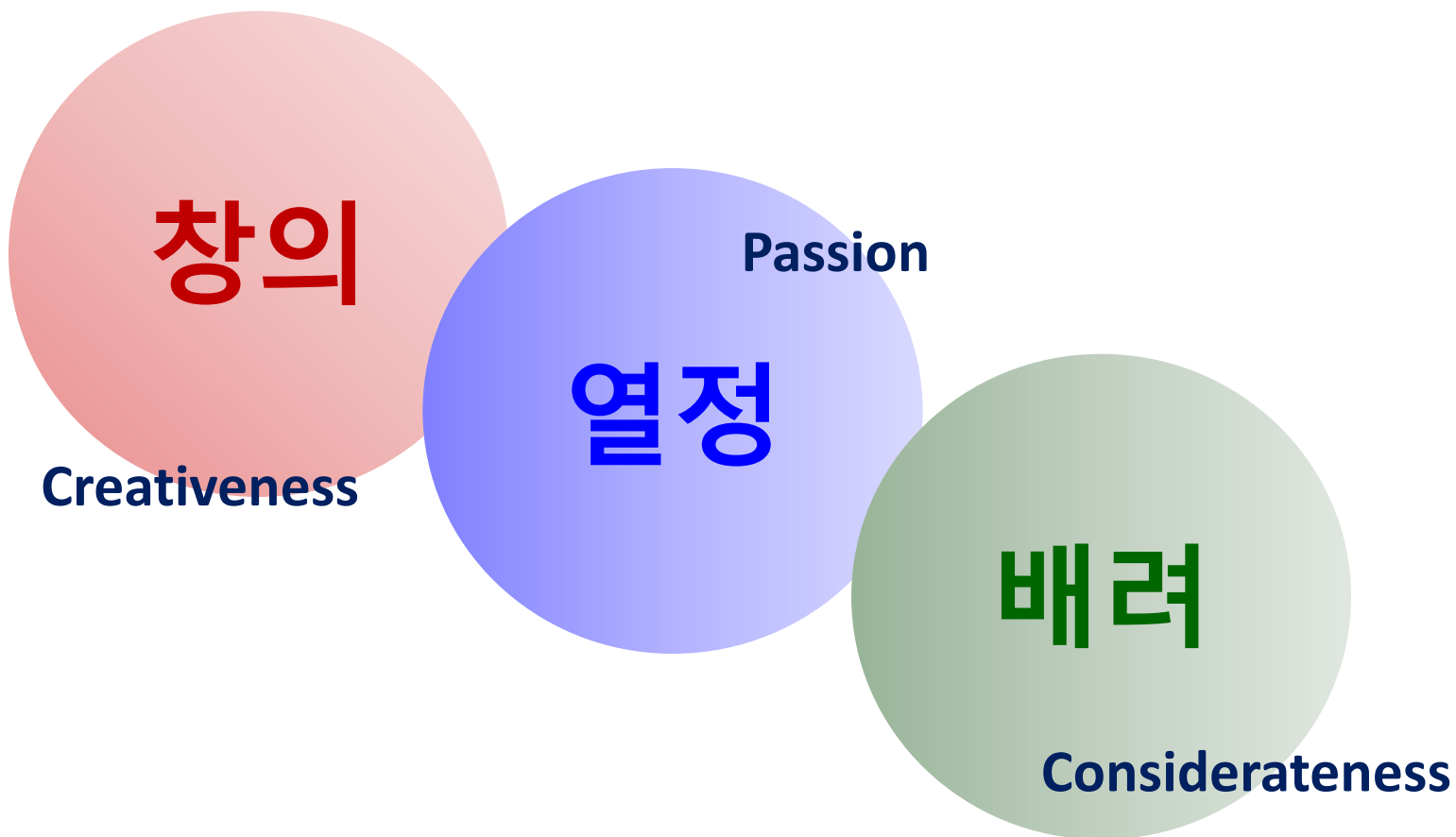
OSO will serve you reliable SEO and search-based services as **your local agency** or **partner**.

Company	OSO Co., Ltd
Founder/CEO	Ricky (Jungmin) Kwon
Founded in	July 1999
# Employee	20
Business Area	Search Engine Optimization (SEO), Search Marketing, Video SEO, Social Marketing
Location	Youngsung Bldg. 5F, 166-1 Myungrundong 4ga, Jongno, SEOUL, KOREA
Telephone	Tel. +82-2. 744. 0541 ~ 0543 / Fax. +82-2. 744. 0601 & 0603
Websites	www.oso.co.kr , www.123promotion.com (eng), www.bluesmo.co.kr

Business Scope

OSO's Continuous Optimization Platform





Creativeness, Passion, Considerateness



First & leading SEO company in Korea

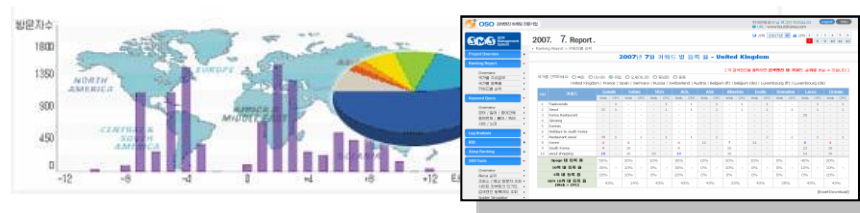
▪ Several Fortune 500 Clients



- Has provided high-quality SEO service to several hundreds of companies since 1998

SEM Management System

▪ Self-developed SEM Management System



- Project management
- Log analysis

OSO is your business partner
in Search Engine Marketing

Global Competitive Edge

▪ Constant R&D through Global Network



- Attendance to annual conferences/forums
- Workshops with leading SEM agencies

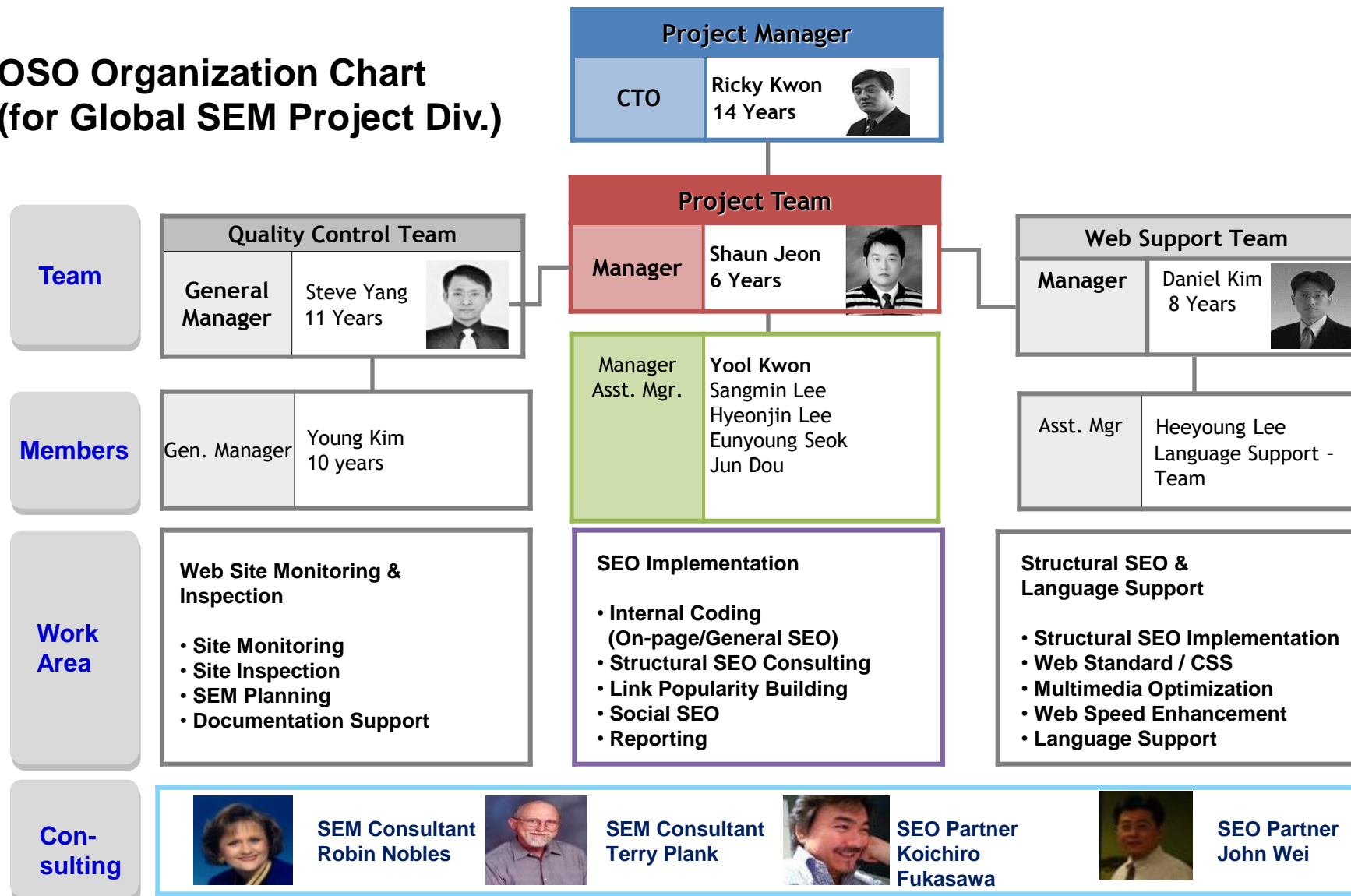
Certified Professionals Group

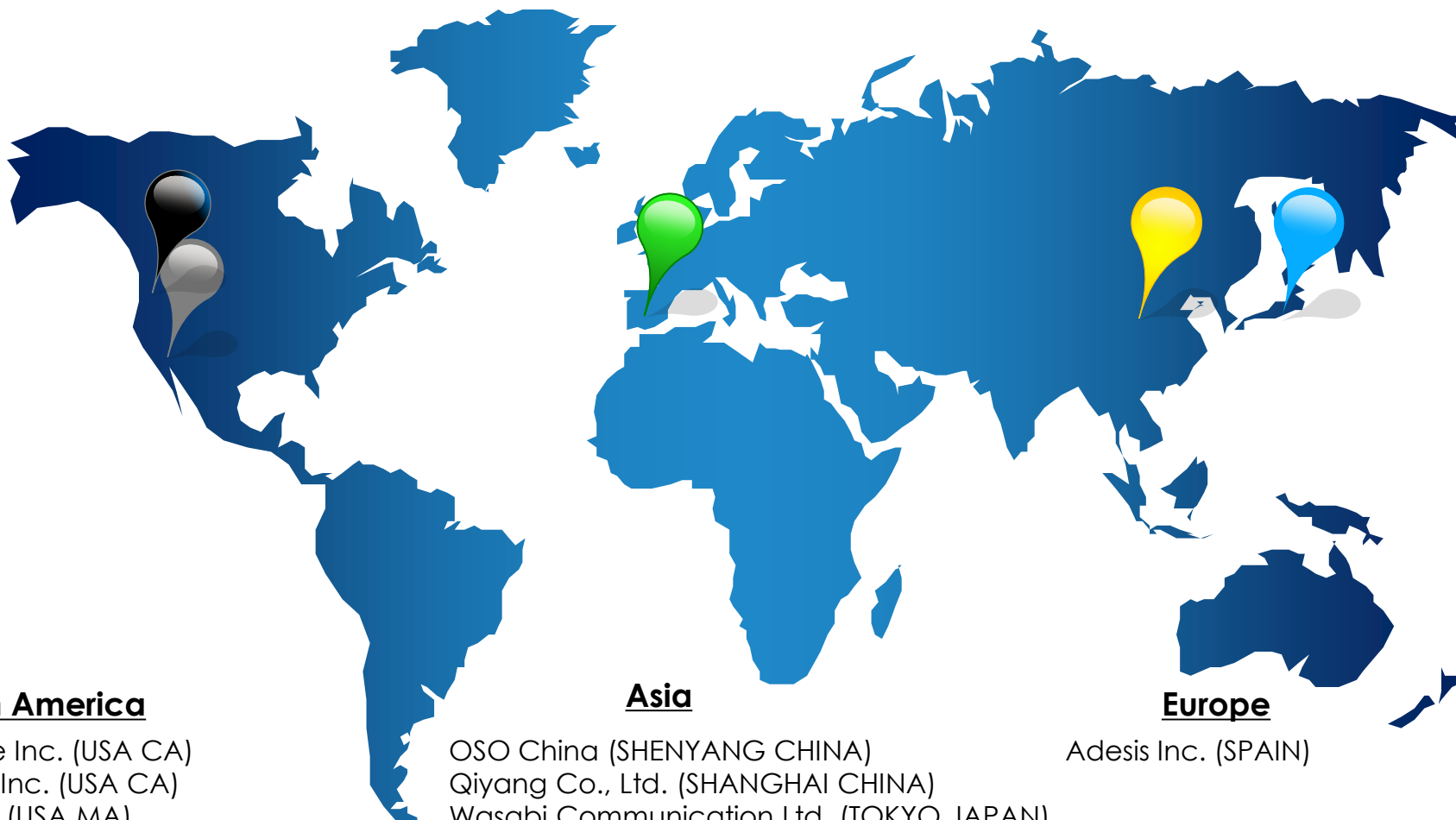
▪ Certified Professionals Manages Your Projects



- Certified Search Engine Optimization (SEO) Professional
- Google Adwords Professional

OSO Organization Chart (for Global SEM Project Div.)





North America

Google Inc. (USA CA)
 Yahoo Inc. (USA CA)
 SEMPO (USA MA)
 Search Engine Workshop (CANADA)

Asia

OSO China (SHENYANG CHINA)
 Qiyang Co., Ltd. (SHANGHAI CHINA)
 Wasabi Communication Ltd. (TOKYO JAPAN)
 World Markets Korea [SEOUL KOREA]

Europe

Adesis Inc. (SPAIN)

<Major Korean Companies>



<Government Organization>



<SMEs & Foreign Companies>



Online Marketing Mix (Samsung Electronics) 2012~2013

✚ Web Site: Samsung Camera

✚ Objectives :

- to increase web site traffic through SEO
- to obtain new traffic from social media
- to increase online brand awareness

✚ Target Media :

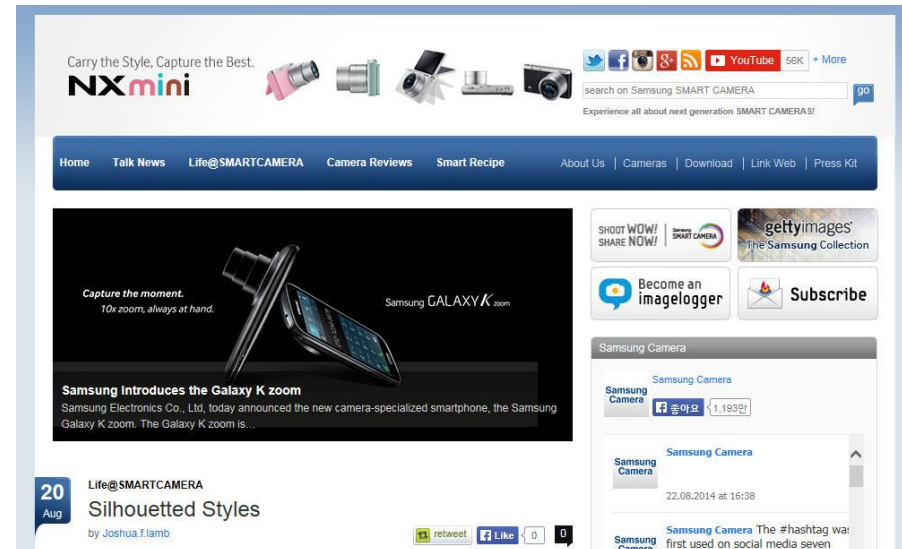
- Google, Youtube, Facebook, Twitter

✚ Search Terms :

- Samsung Camera, SMART Camera, etc

✚ Results :

- Achieved 100% search engine visibility for brand keywords
- 1-page visibility for Youtube .



Search Engine Optimization (LG Electronics) 2005~2011

✚ **Web Site : LG Electronics (global and 20 local web sites)**

✚ **Objectives :**

- to achieve 10th visibility for brand terms
- to increase web sites value
- to promote local web sites for local search engines

✚ **Target Media :**

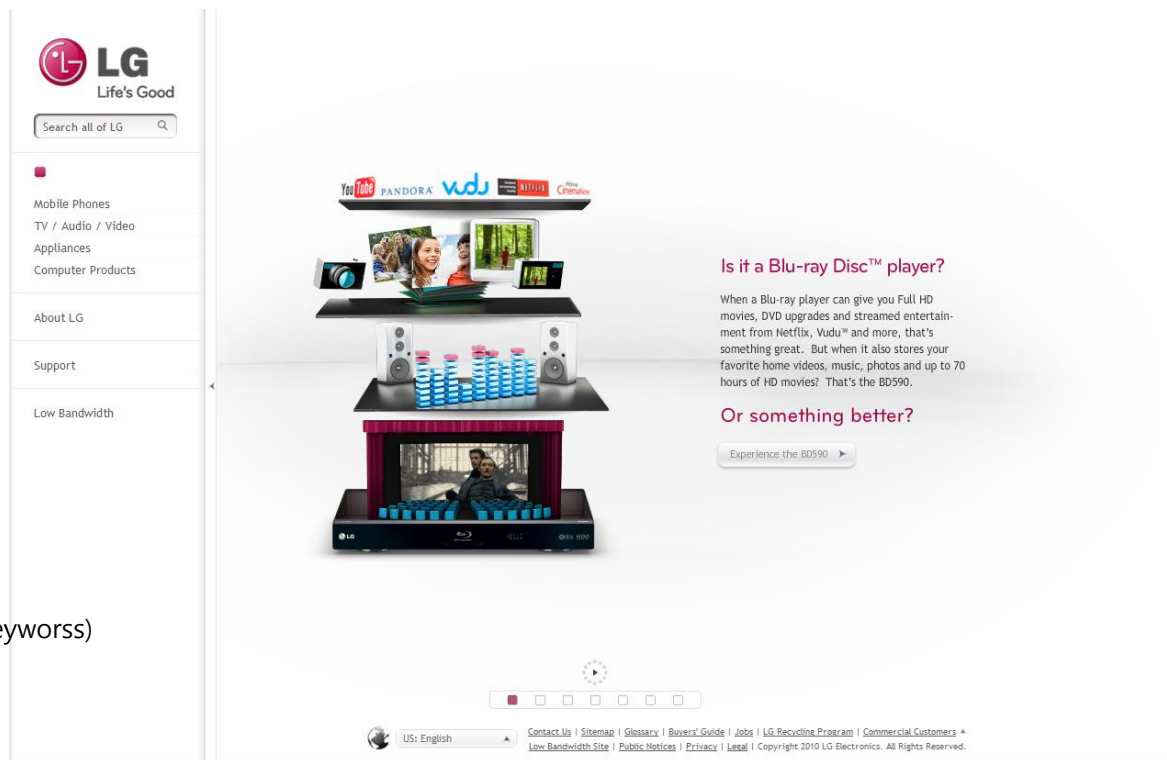
- Google, Yahoo,, and major local search engines

✚ **Search Terms :**

- air conditioner, plasma TV etc (brand and products keywords)

✚ **Results :**

- achieved over 90% for target terms for every local web site
- 1st page visibility for products keywords (air conditioner, washing machine etc)
- increased web asset value and web traffic



SEO & Search Marketing (Korea Tourism Organization 2002~2009, 2011)

Web Site : Official Korea Tourism Web Site

Objectives :

- to promote official Korea tourism web site for each language
- to increase web site traffic
- to increase the # of actual incoming tourists

Target Media :

- 152 major search engines in 32 countries (9 languages)
- Major local social media

Search Terms :

- 500 Keywords related to Korea, Korean culture, Korea tourism etc

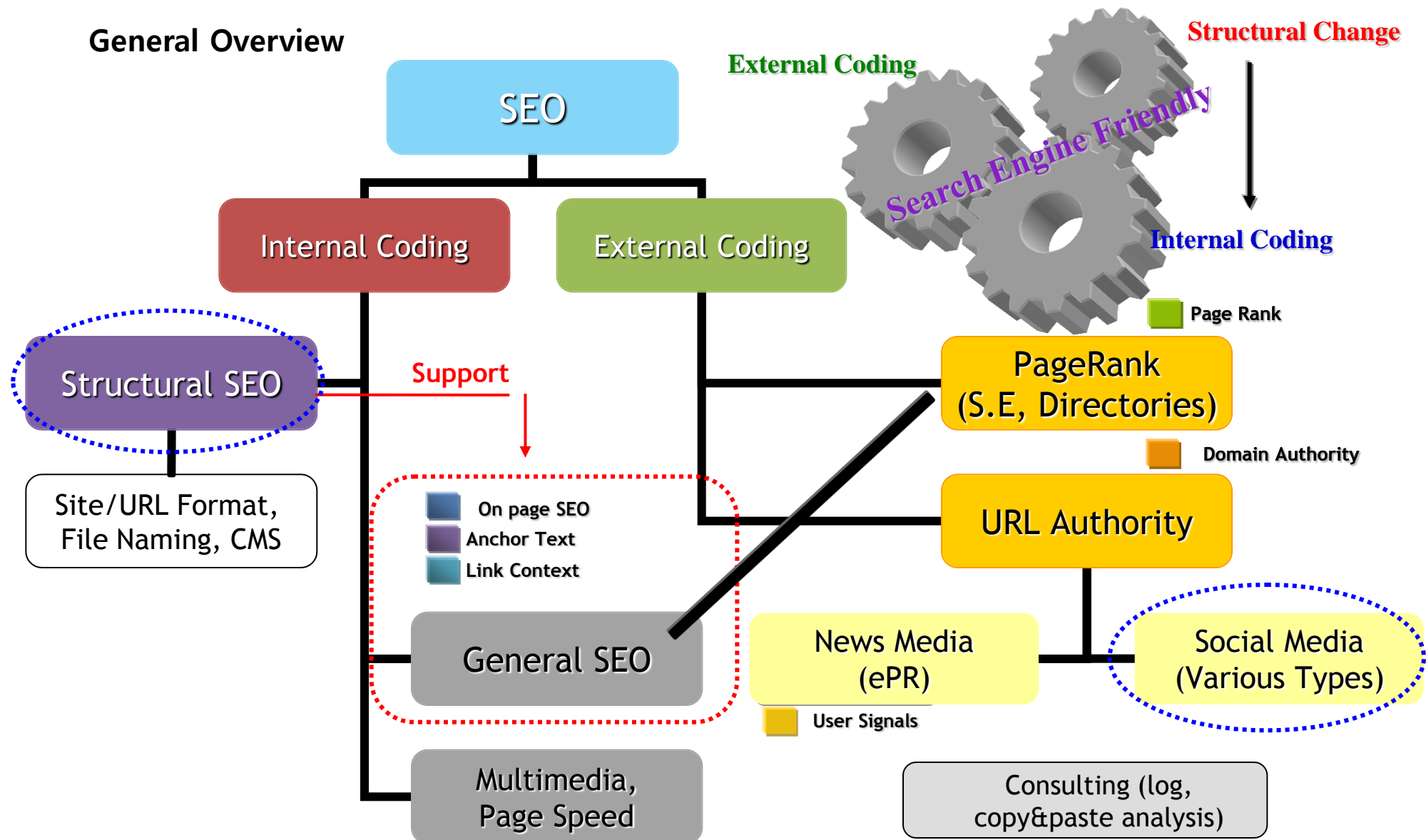
Results :

- 98% SE visibility (SEO + CPC combined)
- 97% increase in web traffic every year since 2002
- Evaluated as the #1 NTO web site

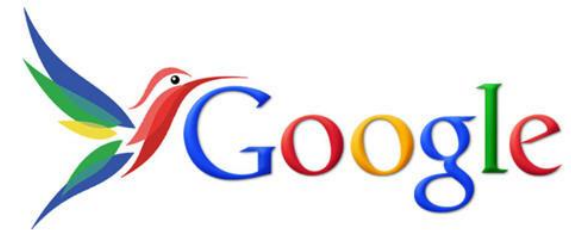
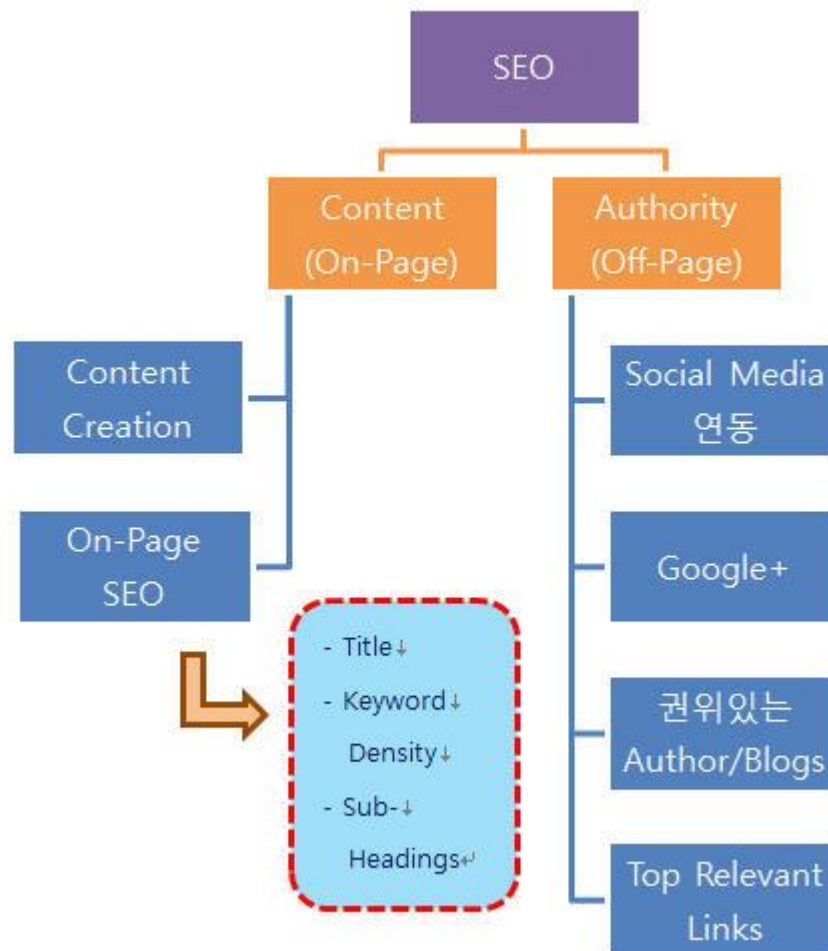


<www.visitkorea.or.kr>

General Overview



Google



THANK U

감사합니다

If YOU Can't be No.1, we are not OSO