

SearchBrothers' Meteoric Rise to SEO Dominance

HOW TWO EX-GOOGLE SEO EMPLOYEES LEVERAGE THEIR GOOGLE SEARCH INSIDER KNOWLEDGE TO BOOST THEIR BRAND.

Fili Wiese and Kaspar Szymanski's journey from former Google Search employees to leading SEO experts exemplifies leveraging unique expertise and innovative strategies to build a solid personal and business brand. Their success story includes strategically utilizing descriptive domains, an in-depth understanding of SEO, and a commitment to delivering exceptional client value.

Widely acknowledged for their unparalleled knowledge of Google's webmaster policies, penalties, backlink risks, and link-building techniques, the duo's expertise stands out in the SEO discipline. Their journey didn't stop after leaving Google; instead, it propelled them to explore new opportunities in the digital realm, co-founding [SearchBrothers SEO Consulting](#).

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of SearchBrothers SEO Consulting

The Power of a Descriptive Domain: Crafting SEO Solutions

At the core of SearchBrothers' branding strategy lies using descriptive domains like [seo.consulting](#), [online.marketing](#), [seo.services](#), and [seo.chat](#), purchased through Identity Digital's registrar partners. Using these platinum-level names allows the entrepreneurs to fully utilize both sides of the dot. Identity Digital manages and operates nearly 300 new web addresses, offering companies like SearchBrothers a variety of options to find the best name for their brand. Recognizing the potential of these domains early on, the SEO experts secured them swiftly, understanding their significance in creating a digital presence and aiding search engine algorithms to comprehend the purpose of their websites.

PROFILE

Name: SearchBrothers SEO Consulting

Location: Berlin, Germany

Founded: 2013

Website: [seo.consulting](#)

CHALLENGE

After working at Google for more than a decade together, Fili Wiese and Kaspar Szymanski took the entrepreneurial leap to help companies solve various SEO challenges. But how does a small startup specializing in SEO expertise quickly build a name for itself?

SOLUTION

Fili and Kaspar had built a reputation in the SEO industry through publications and speaking at reputable international events. The entrepreneurs' strategy also involved purchasing multiple descriptive domains, such as [seo.consulting](#), [online.marketing](#), [seo.services](#), and [seo.chat](#). These domains serve a dual purpose: first, they describe various aspects of SearchBrothers' business and serve different audiences in different locations. And second, they directly address the search queries that prospective clients enter into search engines. This approach allows SearchBrothers to outperform competitors who have been around much longer.

“Our descriptive domains are the best names available for our niche,” says Fili. “Each website’s purpose and unique selling proposition is clear to potential visitors who see us in Google search results and across the web. When Google Search users see our domain in the Google search results, there is no question about what we offer. More importantly, our names help search engines understand the purpose of each website. Using a unique top-level domain is a superb strategy to build our brand, increase relevant site traffic, and ultimately drive conversions.”

Fili’s domain expertise, honed during his tenure at Google, became a cornerstone of SearchBrothers’ business growth. His company’s clientele primarily grows through word of mouth, a testament to the impactful solutions they provide. SearchBrothers’ unique selling proposition lies in its ability to decode complex SEO challenges, especially for large websites with massive datasets, using proprietary tools Fili and Kaspar developed based on their Google experience.

Beyond Keywords: SearchBrothers’ Vision for Branding and Domain Relevance

The significance of domain relevance in SEO is one of Fili and Kaspar’s pivotal teachings. “Most people don’t know your brand,” says Fili. “Don’t make users guess what your website is about or what makes your business special. The only thing they know and the first thing they see is what’s presented in the snippet, which includes the domain name. Choosing a great domain name can make all the difference between getting the user to click on your search result or not.”

He adds that focusing on user signals is an excellent way to improve your site ranking. “This strategy focuses on the user’s journey from Google to a specific website. For example, a user types a query generating multiple results and makes a decision within just a few seconds. If that user clicks your website and you don’t deliver, they’ll go back to Google for more searches, and eventually, Google will lower your ranking. That’s how Google works.”

On the other hand, if they stay on your site, the algorithm will maintain your site’s high ranking, he says. “Even if another website has been around longer, you can still rank higher if your domain is more closely related to users’ search queries. For example, if a user is looking for SEO tools and your domain is SEO.software, that gives you a huge advantage. Securing an excellent domain name equates to savings on future marketing expenditures and initiatives. Establish your brand at the forefront of your field with an unforgettable and evocative domain name. This strategy will lead others in your niche to invest more in their marketing efforts to keep pace.”

The Impact of Conducting Domain Experiments

Despite the wealth of knowledge Fili and Kaspar gained at Google, they aren’t resting on their laurels. The SearchBrothers cofounders constantly experiment with their domains, recognizing the evolving nature of SEO. “Our domain webvitals.dev is a testament to this strategy,” says Fili. “The



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site provides a free service to web developers, allowing them to visualize the cumulative layout shifts of any webpage so it becomes easier to identify what needs improving on mobile devices and desktops in the initial load of a website. Last year, we had 100,000 users testing our debugger tool and providing feedback.” And once on the site, visitors see a clear call to action message: “Improve your SEO with SEO audits by ex-Google search engineers,” followed by our descriptive domain name. Displaying the domain name strengthens our message, boosts authority and provides clarity on the services we offer.

Beyond his technical expertise, Fili emphasizes the importance of short, memorable, and brandable domains. He also highlights that choosing a good domain name allows you to build your brand quicker—and less expensively. Fili champions using [creative top-level domains](#) (TLDs), stressing that entrepreneurs should align their domains closely with their site expectations and search intent.

SearchBrothers’ success isn’t just about their profound knowledge but also their attention to detail. The entrepreneurs emphasize the importance of small but significant actions, such as aligning business email addresses with domains, an aspect often overlooked by small business owners.

SearchBrothers’ story is a testament to the fusion of expertise, innovation, and relentless dedication. Fili’s and Kaspar’s journey from Google to become trailblazers in SEO and domain utilization stands as an inspiration for entrepreneurs striving to carve their niche in the digital landscape.

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For more information visit [identity.digital](#).
Find Identity Digital domains at your favorite domain retailer.