



COMPANY OVERVIEW

Koupe Media Company Overview

SEO, PPC and Paid Social support for UK SMBs and startups.

Clear strategy.

Commercial priorities.

No long-term contracts.

Direct specialist support.

Transparent reporting.

No hidden fees.

koupemedia.com

Who Koupe Media is

Koupe Media is a UK digital marketing agency providing direct SEO, PPC and Paid Social support for SMBs and startups. We keep the relationship straightforward: senior specialist input, transparent pricing, practical recommendations and reporting that connects activity to business outcomes.

SEO Technical SEO, on-page optimisation, search-intent research, content, internal linking, Local SEO and reporting.	PPC Google Ads and Microsoft Ads management focused on high-intent demand, tracking, account structure and budget efficiency.
Paid Social Meta, TikTok, LinkedIn, Pinterest and Snapchat advertising built around audiences, creative testing, funnels and measurable outcomes.	Health Checks Complimentary Website Health Checks and channel-specific reviews to identify practical opportunities before you commit.

How we work

- We start with your commercial goals, current position and the channels already in place.
- We prioritise the work most likely to improve visibility, enquiries, sales or efficiency.
- You work directly with specialists rather than being passed through layers of account management.
- We explain what we are doing, why it matters and what the data is telling us.
- No long-term contracts and no hidden fees.

SEO

SEO should help your business appear for the searches that matter and make it easier for the right visitor to take the next step. We do not sell backlink acquisition, digital PR or authority-outreach packages. Our SEO work focuses on the parts we can directly improve and measure.

Technical foundations Crawlability, indexation, site structure, mobile performance and technical issues that can hold important pages back.	On-page optimisation Titles, headings, copy, internal links and page structure aligned with search intent and commercial relevance.
Content and search intent Keyword research and useful content that answers the questions potential customers are actually asking.	Local and eCommerce SEO Location visibility, Google Business Profile support and eCommerce category/product search strategies where relevant.

PPC

PPC captures existing demand. We structure campaigns around the searches, products and locations most likely to generate useful business outcomes, then manage search terms, negatives, bids, budgets, landing-page alignment and conversion tracking.

Paid Social

Paid Social helps generate and capture demand using targeted advertising across the platforms that suit your audience. We plan targeting, exclusions, campaign structure and testing, and we guide the creative direction. Clients supply the final creative assets unless a separate arrangement is agreed.

Who we work with

Our clients include local service businesses, eCommerce brands, B2B companies and growing startups. We work across the UK, with dedicated local service pages for Manchester, Newcastle and Chester, while also supporting businesses nationally and internationally where there is a good fit.

What you can expect

Clear priorities A practical plan rather than a long list of disconnected tasks.	Transparent reporting Metrics explained in the context of traffic, leads, sales, cost and business goals.
Flexible support Packages and projects shaped around the work actually needed.	Direct communication Access to the people doing the work.

Start with a complimentary Website Health Check

Tell us where you are now and what you want to achieve. We will review the opportunity and point you towards the clearest next step.

<https://koupemedia.com/free-digital-marketing-audit/>