

TALLINNA TEHNIKAÜLIKOOL

Infotehnoloogia teaduskond

Äriinfotehnoloogia instituut

Autor - Vadim Vassilevits 221085

# **Sidusettevõtte veebilehe loomine krüptoraha kauplemise robotite kohta**

Bakalaureusetöö

Juhendajad: Jekaterina Tšukrejeva Msc

Olga Mironova PhD

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## **Author's declaration of originality**

I hereby certify that I am the sole author of this thesis. All the used materials, references to the literature and the work of others have been referred to. This thesis has not been presented for examination anywhere else.

Author: Vadim Vassilevits

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## **Abstract**

This bachelor's paper examines the usage of affiliate sites, such as coinobots.com, and the available crypto trading bots. All tests were performed by the author, in order to verify the features and tools applied by both the bots themselves and the affiliate sites.

The aim of this work is to analyze current existing website development platforms and select the most suitable and comfortable for the project. The study examines the market of affiliate projects in crypto investments vertical, related offerings and traffic acquisition models. As a result, the author will create a new competitive web project based on affiliate model: acquisition of relevant audience and revenue on affiliate payouts. The profitability of the new project is based on efficiency of traffic acquisition, conversion funnel in terms of costs and channel mix and proper choice of the leads buyers.

The efficiency of affiliate sites in the current online market will be verified, along with the trading bots platforms that are currently offered on the various exchange/crypto platforms.

## **Annotatsioon**

See bakalaureusetöö uurib robotite ja nende sidusettevõtete kauplemise saitide praegust trendi krüptovaluuta turul. Detailse analüüsi ja tulemusteni jõudmiseks on autor teinud omapoolsed testid, kontrollides individuaalselt erinevaid funktsioone ja teenuseid.

Selle lõputöö eesmärk on jõuda järeldusele kauplemisboteid reklaamivate sidusettevõtete saitide efektiivsuse ja kvaliteedi kohta investorite ja kauplejate jaoks. Selles lõputöös analüüsitakse ka mõlema kõige funktsionaalsemaid aspekte ja probleeme, mis neil veel esineda võivad.

Töös vaadeldakse kogu testimisprotsessi, alates käsitsi testimise põhimõtetest kuni erinevate testimistüüpide ja testimismetoodikateni.

Saadud tulemuste põhjal kirjeldab autor oma soovitusi, mis näitavad, milliseid aspekte saab parandada ja millised nii sidusettevõtte saidid kui ka kauplemisbotid on praegu silmapaistvad.

## Dictionary of abbreviations and definitions

### VPS - Hosting

VPS (Virtual Private Server) is a hosting service that uses virtualization technology to provide you with dedicated (private) resources on a server with multiple users.

### SEO

Short for search engine optimization. "digital is now the company's main marketing channel with the majority of investment going on SEO"

### Search Engine Optimisation

The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

### Affiliate website

The website which attracts customers through it's own marketing channels, and earns a commission for marketing another person's or company's products.

### Affiliate marketing

Affiliate marketing involves earning a commission by promoting a product or service made by another retailer or advertiser. It is a monetization model where an affiliate partner, which is you, is rewarded a payout for providing a specific result to the retailer or advertiser.

### FAQ

Frequently-asked questions, and it's a page on a website that gives quick answers to customer questions.

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# 1. Introduction

Since the recession of 2008, there have been several implementations that turned out to have radical effects over the years. One such implementation was the launch of Bitcoin in 2009. To this day, the creator of the first cryptocurrency is unknown, and after a decade of existence, cryptocurrencies have started to become a cornerstone of our global economy.

Over the years, Bitcoin, as well as dozens of other currencies, have been mainstreamed among young investors and even several leading sectors of the economy, which saw cryptocurrencies as an opportunity to enter a new era of digital payments - driven by the blockchain and its innovative cryptographic system.

With the rise of cryptocurrencies, companies specialized in digital money have also appeared, creating an industry focused on trading, investments, and the use of cryptocurrencies. One of these industries has been affiliate sites that promote exchange platforms, special cryptocurrency features, and trading bots.

Due to the high number of young or inexperienced crypto investors, these affiliate sites promote tools and services, which help and educate users to make the right decisions. What affiliate sites achieve with their trading bots is to be among the dominant platforms in their sector, thanks to the popularity of these robots that automate trading.

The duty of affiliate sites is to bring together the most effective trading bots on the market, which were created to benefit their users and create a safe environment around cryptocurrencies.

To verify the authenticity of the trading bots and their affiliate sites, it took a careful approach to touch on all aspects that are promised and offered across multiple

platforms. In the following we will go into the different details, in order to delve into the more technical aspects.

## **1.1 Background and problem**

As a future graduate of Taltech university and as a person who is motivated to build his career within the field of specialization, the author will be facing heavy competition in the business info-technology field. The main problem is to find a way to create a website which will be able to withstand the tough competition on the market.

Coinobots.com is a sophisticated and minimalist website, which offers reviews for various products - bringing an expert eye to the automated trading industry.

Upon opening the homepage, one is greeted with extensive information on the various services users can purchase to optimize their trading, along with detailed information on strategies and key trading features.

The different reviews on coinobots have ratings and brief analyses on the main page about the main services that are highlighted, as well as those that are missing. At the end of each review, you can also go directly to the full analysis, where each aspect is explained in detail.

Coinobots has a clear advantage in the affiliate site sector and that is the user-friendly approach, which invites you to stay on the site. You can also instantly see that the platform was created by industry experts, who want to offer an objective point of view on the current top products on the market.

As a complex website that deals with the most important products on the market, coinobots.com shows some possible problems with maintenance. Due to the

complexity and the fact that it deals with time-based services, which are increasingly in demand nowadays, maintenance is required on a permanent basis. This implies a tremendous effort on the part of the coinobots.com team, which can never neglect the platform.

On top of that, a site like Coinobots also has to be a successful website coding platform. For users, it is essential to find the best one, since the main need as investors is to find a place that gathers all the qualities and knows how to give back to the community a coding platform that meets all the current expectations.

## **1.2 The goal and tasks**

Positioning in today's crypto market has become an extremely complicated task. It is one of the most competitive online markets, due to the amount of users looking for the best crypto trading services, tools, and advice.

The goal of coinobots.com has been to establish itself as a respectable platform, offering the most quality services and reviews. For this, coinobots.com was created through the Wordpress platform, considering the main advertising method which is Search Engine Optimization.

The main purpose of the website is to compare platforms. However, this is done by many other websites as well. To do this as efficiently as possible, Coinobots only relies on the opinion of experts and professional investors, who use the offered tools and services on a daily basis. According to their opinion and the usability they give to the different features, the website manages to create a reliable and useful comparison and reviews for the users.

To properly reflect the opinions and ratings of the different crypto experts, Coinobots has opted for a platform with a specific approach. Its main task has been the drafting of this crypto platform, based strictly on the needs of the users and their way of using the website - according to their preferences and necessities.

All content found on the affiliate site was written in compliance with Google's algorithms, along with the support and backing of various online IT resources. This propels the website in terms of search by interested investors.

The focus on Wordpress and SEO is due to the objective of offering a high load of reviews, which will be individually focused on the different services. If both elements are used as intended, coinobots.com will have no difficulty in positioning itself as a leading affiliate site with a loyal and committed user base.

### **1.3 Methods used in this work**

To offer a high-end platform, Coinobots follows multiple requirements on the products it offers that have proven to be effective throughout the industry. These are the main points on which the site has emphasized

Goal 1: Platform choice

Methodology

The main methodology used in this goal is analysis. Author will analyze the literature about website development platforms testing. Author will compare the website development platforms and analyse their pros and cons.

Goal 2: Launch of the own profitable web project.

Methodology:

Find a profitable niche. The most important factor in determining whether your website will be successful or not. Niche has to be popular and interesting. Meanwhile, the niche chosen is too competitive, it will also be difficult to stand out from the crowd and attract attention (and customers).

To find out the golden middle between popularity and competitiveness the author will use ahrefs tool.

Based on conducted research best practices, technologies and advantages will be defined and used for the development. As the main development methodology the lean development will be used.

The final step is using the selected platform, chosen from goal 1 and setting up an affiliate website using the selected methodology.

## 2. Existing methods of creating sites

The possibilities of creating a web page are endless. Like all successful marketplaces, website builders have been increasing both in recognition and in the amount that is currently available. However, each website builder offers other qualities that may be more or less favorable to sites like Coinobots. Here is what each website builder offers:

- **WordPress:** This complex Content Management System was created in 2003 and currently has around 30,000,000 web pages. Without making a concrete focus on one type of platform, WordPress offers an impressive number of advantages to achieve the desired goals of a website, without losing in functionality or flexibility. Its highlights are blogging engine, Gutenberg editor, plugin and template integration, and hosting provider.
- **Tilda:** Offering free services like WordPress, Tilda is another one of the many website builders that is currently standing out. The platform is available in nine languages and focuses primarily on blogs, online stores, and other unique projects. The great advantage that Tilda offers is that it offers more than 200 templates and a huge amount of editing features, although almost only with subscriptions.
- **Wix:** Created just three years after WordPress, Wix currently has more than 4,500,000 websites. It is a platform that is very easy and intuitive, and offers both free and paid services. What is most striking about Wix are its five main features which are App market, Wix ADI, standard and mobile editors, eCommerce and blogging, and designer-made templates.
- **Squarespace:** Squarespace is a website builder that is known for its high usage of internet marketing, having reached 2,500,000+ websites worldwide. Its principles are based on a DIY all-in-one website builder. Hence its focus is more towards entrepreneurs and creatives.
- **GoDaddy:** One of the oldest website builders (1997) and one that emphasizes a very easy interface is GoDaddy. Its hosting features are world famous, and

although it is not a powerful builder, where it works well is with simple promo websites that do not go beyond basic functionality.

### **3. Choosing the right method for writing a site and substantiating it**

WordPress is perhaps the Content Management System that can be least ignored when it comes to creating a versatile site with all the necessary features. This website builder offers all types of simple-to-complex projects, due to its impressive customizable design options, plugins, and powerful integration features.

Over the years, WordPress has been getting better and better known to its main targets. One of these targets has been platforms like Coinobots. In order to achieve a complex site that has everything necessary, Coinobots has made use of the four main elements of WordPress, thus being able to fulfill all the points mentioned in the previous section.

#### **3.1 Easy to Use, Easy to Teach How to Use**

The main problem for many people interested in creating high-end platforms is getting started. WordPress offers the solution in this aspect, as it is easy to use while offering complex mechanisms that can considerably raise the overall quality of the new site. This allows people from different professional backgrounds to also enter the world of web design, allowing them to showcase their talents through a variety of platforms. This means that the team creating the website does not have to rely purely on developers who are not familiar with the field, but they themselves can give it a clear focus that will benefit the users of the platform - in this case Coinobots - which will make a more intimate approach between the experts and the users.

#### **3.2 Tons of Ready to Use Plugins and Widgets**

Whether for a website like Coinobots or any other, WordPress excels in its plugin and template integration. There are multiple themes and plugins on the web, which are



divided into free and paid ones. It should be noted that the paid plugins/designs are the most effective and secure. In the case of Coinobots, these plugins and widgets are crucial as they adapt to the small details exposed in the platform itself. In fact, anyone who knows the basics of WordPress will be able to appreciate the use of these plugins in Coinobots - along with their good use in reviews and overall design.

### **3.3 Quick and Easy Content Add Option**

The goal of a respectable affiliate site is to offer quick and necessary content and information to users. For this purpose, it must have an easy content add option, in which the responsible team can add any type of feature, service, tool, or content without encountering setbacks originated by the website builder. Coinobots is not based on intricate usage, but on providing immediate information to those who need it at that moment. The reason behind this quick and easy content is that the crypto market also moves fast and there is no time to waste with overly complex web pages.

### **3.4 Blogging Engine**

The origins of WordPress come from being a blogging platform, which has over the years has been gathering more features for full-features blogs than any other website builder. Since Coinobots is based on Search Engine and SEO, this aspect is fundamental to achieve the desired goals at user level. Especially in recent years, blogs have propelled several platforms to the top of Google, which has helped them grow and improve their services - which is also one of the goals of Coinobots.

### **3.5 Gutenberg Editor**

The Gutenberg editor was a revolution in the industry, as it has eliminated the need for code editing by simplifying the web design process. There is now a collection of

content blocks to customize while creating the website layout. As mentioned before, not all websites are created by developers - but often by experts in other areas such as cryptocurrencies. What the Gutenberg editor offers is a more straightforward and simple perspective, so that the attention and effort stays on the quality of the website.

## 4. Technical terms step by step

### 4.1 Competitive research

The author does competitive research using open data on the web (to compare market-fit, available features and marketing channels used). Comparison is based on further factors or points:

- **Easy to Install & Setup:** In order to offer the easiest and most comfortable experience to users, one of the priorities has been the ease of installation and setup of the software.
- **Simple, Straightforward, and Easy to Use:** Once the installations are done, the tool to be used has to offer the same facilities. Their commitment is based on three pillars which are simplicity, straightforwardness, and above all, easy to use.
- **Cost Effective & Cheap:** Since trading bots cater to all types of investors and traders, their services must be cost effective and cheap. This will give them the opportunity to include both new and modest investors, as well as those with extensive experience.
- **Search Engine & SEO Friendly:** While still being a qualitative platform and overly plagued with SEO optimization, in order to reach an interested audience, this platform also needs to follow search engine guidelines so that investors and traders can find everything they need instantly.
- **Responsive Website Design:** To optimize your usage both on and off the trading floor, it is mandatory that the service offers a responsive website design. This ensures that users do not fall by the wayside in achieving their goals.
- **Mobile Friendly:** Due to the very high number of mobile traders, platforms are also obliged to offer a space and services that have been correctly adapted to small screens.
- **Regular Automatic Updates:** New features and tools are continuously added to help users, which must always be present in the updates. As soon as these updates are missed, the service is no longer useful for the online community.

- **Easy, One-Click Updates:** If it turns out that the updates are not automatic, it is necessary that they can be done with one click manually. This prevents users both from encountering problems and from having to miss new features that may help them along the way.
- **Website Security:** Online security can never be neglected. It is necessary to have safety features such as SSL encryption, which protect both personal and financial data of users.
- **Built-In Blog:** A respected platform committed to its users always offers a built-in blog. It serves to bring users closer to important elements about cryptocurrencies, investment strategies, and services offered.
- **Speed & Convenience:** Speed also plays an important role in the user experience, as it is directly related to the modernity and efficiency of the platform.
- **Intuitive Interface:** Like speed and convenience, an intuitive interface is also the order of the day. Users should not get lost or ask for help, as this would damage the quality of the platform itself. Your interface has to be as easy and intuitive for new users as it is for those who have been in the market for years.
- **Infinite Scalability:** Every second on the internet, pages scale and rank better or worse among users and search engines. If the platform respects all the above criteria, its goal should be to scale infinitely and reach even more users than anticipated.

## 4.2 Loading time

Many users associate a modern and efficient website with loading time. This does not seem relevant, considering the current technology and speed of the Internet, but if you analyze in depth, you can see that due to social networks, the technical expectations are very high. Furthermore, in many parts of the world, internet speed is still a major setback. Not only that, but the use of mobile devices without a proper WiFi connection can be a major problem when loading time on a platform - a crucial turning point for users when it comes to staying on or rejecting a website altogether.

### **4.3 Size of the HTML code**

In the case of a WordPress theme with light code, the size of the html code should not exceed 100-200 kilobytes. If these figures are achieved, the page offers a fast response for any type of device. This is especially useful for users who have a poor connection or need to scroll through the platform quickly. When between 100 and 200 kilobytes, the page loading speed is between 0.5 and 1 second. This is the expected result for the vast majority of today's users, with no unnecessary distractions that can harm the experience or achieve the desired goal on the platform.

### **4.4 Flash animation**

Coinobots.com has also emphasized not to use flash animation. Their strategy has been to create clean code, without unnecessary CSS and Javascript. This achieves the best results in the light code theme. This decision has the greatest influence on the loading time, shortening it as much as possible. If Coinobots were to use flash animation, this loading time would be considerably longer and it would also be more difficult for future improvements in the platform.

## **5. Filling website with information**

### **5.1 Locate the strongest competitors, analyze common success points.**

Before launching into the online world, any platform has the same duty that the author has had during this analysis and that is to locate the strongest competitors and analyze what are the common points of success.

Through this research, the author was able to verify what is the traffic of the websites and what points they have in common, according to their page topics. In these pages, it is possible to verify that the use of keywords is extensive - especially in the structure and way of writing their articles and general content.

Only by using trusted backlinks and trusted resources, a site like Coinobots can establish itself as a safe and reputable site. The same applies to Coinobots' major competitors, which can be seen on each of their pages and reviews.

Images are also of great importance, as visuals count as a fundamental element of the readability and structure of the content. That's why you can see that the images are tailor-made - according to the statistics and the individual usage of each feature.

### **5.2 Common practices seen across successfully done websites:**

Traffic coming mostly from search engines, like Google or Bing. Less coming from social media advertising, such as Facebook and TikTok.

All the competitors use long, descriptive text, starting from most monetized information and go down the list of topics more of an informational purpose.

They make money mostly on the reviews of the trading bots and their comparisons, word like alternative, top 10 lists, best, review and the 2022 year.

The backlinks are mostly coming from community websites, such as bitcointalk, reddit, steemit and so on. Also the author managed to see bought links through backlink vendors.

reddit.com	95	1,854,081	158,706	207.1M	4	2	26 Aug 2021	
bitcointalk.org	87	54,242	233,904	130.0K	86	+1	83	8 Dec 2019
steemit.com	84	40,569	197,701	658.7K	2		0	12 Dec 2019

2 backlinks Open in a new tab

Referring page	DR	Domain traffic	Referring domains	Linked domains	Ext.	Page traffic	Kw.	Anchor and target URL	First seen	Last seen
Crypto Trading Trends For 2020 — Steemit <a href="https://steemit.com/bitcoin/@bernardo/crypto-trading-trends-for-2020">https://steemit.com/bitcoin/@bernardo/crypto-trading-trends-for-2020</a>	84	658.7K	2	16	26	0	0	is, how it works and how to set it up. <a href="https://tradingbot.info/#What_is_a_crypto_trading_bot">https://tradingbot.info/#What_is_a_crypto_trading_bot</a> offers a very detailed guide on everything you need to CONTENT NOFOLLOW <a href="https://tradingbot.info/">https://tradingbot.info/</a>	12 Dec 2019	28 Mar 2022
								know what APIs are and what they do please visit <a href="https://tradingbot.info/bot-101/crypto-trading-bots-and-api-keys/#So_what_is_an_API_key">https://tradingbot.info/bot-101/crypto-trading-bots-and-api-keys/#So_what_is_an_API_key</a> where you will learn what API keys are and why CONTENT NOFOLLOW <a href="https://tradingbot.info/bot-101/crypto-trading-bots-and-api-keys/">https://tradingbot.info/bot-101/crypto-trading-bots-and-api-keys/</a>	12 Dec 2019	28 Mar 2022

Close Export

Picture 1. Ahrefs tool - referring domain portfolio on the tradingbot.info competitor.

### 5.3 Content plan:

Step 1 - Write a longread on trading bots comparison. 19 different trading bots were selected.

Step 2 - Write a review on each bot, using the following content plan diagram

A3	A	B	C	D	E	F	G	H	I
	Text topic	Amount of characters	Text structure (headings and subheadings)	Comments	Examples of competitors' articles	Approx. number of characters (can be changed)	Keywords	LSI	Search suggestions
1	bitgap review	9000-10000	h1 Bitgap Review 2022	Write a short introduction (lead) of 40 - 60 words (up to 300 - 400 characters). Describe briefly and exhaustively what the text is about. Please use 2 of the first keywords from the list in this introduction: one keyword at the beginning, the second in the middle or at the end.	<a href="https://jonaibonapire.com/bitgap/#-text">https://jonaibonapire.com/bitgap/#-text</a>	1200	bitgap review bitgap bot review bitgap arbitrage review bitgap scalper bot review bitgap trading review bitgap trading bot review	Safe Scam Arbitrage Pricing Discount Crypto Trading Signals Plans	bitgap pros and cons bitgap review reddit
2			h2 What is Bitgap?	Write about the Bitgap (a little history, licenses)	<a href="https://earthweb.com/bitgap/">https://earthweb.com/bitgap/</a>	1000	review bitgap bitgap signals		
3			h2 Bitgap's Reputation	If there is, describe it.	<a href="https://coinsutra.com/bitgap-review/">https://coinsutra.com/bitgap-review/</a>	500	bitgap supported exchanges bitgap arbitrage		
4			h3 How long has Bitgap been in business?	If there is, describe it.	<a href="https://bookonom.com/bitgap-review/">https://bookonom.com/bitgap-review/</a>	200	bitgap plans		
5			h3 Where is Bitgap based?	If there is, describe it.	<a href="https://sourceforge.net/software/product/B">https://sourceforge.net/software/product/B</a>	200	bitgap pricing		
6			h3 Who is the CEO of Bitgap?	If there is, describe it.	<a href="https://toomcodecap.com/bitgap-review#">https://toomcodecap.com/bitgap-review#</a>	200	bitgap app		
7			h2 Pros and Cons of Bitgap	Write pros and cons points in separate H3 headings		500	bitgap software bitgap signals what is bitgap		
8			h2 Safe and secure Bitgap is?	If there is, describe it.		500	bitgap competitors bitgap discount		
9			h2 Bitgap Pricing and Plans	If there is, describe it.		200	bitgap customer support is bitgap legit		
10			h2 How to Start Using Bitgap	If there is, describe it.		500			
11			h2 What Exchanges Does Bitgap Support?	If there is, describe it.		300			
12			h3 What can you do With Bitgap?	If there is, describe it.		100			
13			h4 Trading	If there is, describe it.		500			
14			h4 Cryptocurrency Trading Bot	If there is, describe it.		500			
15			h4 Signals	If there is, describe it.		500			
16			h4 Crypto Arbitrage	If there is, describe it.		500			
17			h3 Bitgap Demo Account	If there is, describe it.		200			
18			h2 Bitgap Alternatives	If there is, describe it.		200			
19			h3 Review Conclusion	If there is, describe it.		500			
20			Q: What kinds of users and organization types does Bitgap work with?	Answer the question briefly and concisely - up to 200 characters		200			
21			Q: What other applications or services does Bitgap integrate with?	Answer the question briefly and concisely - up to 200 characters		200			
22			Q: Does Bitgap offer a free trial?	Answer the question briefly and concisely - up to 200 characters		200			
23			Q: Does Bitgap have access to my exchange wallet?	Answer the question briefly and concisely - up to 200 characters		200			
24			Q: Does Bitgap have a mobile app?	Answer the question briefly and concisely - up to 200 characters		200			

Picture 2. Bots Review content plan

### Step 3 - Write an FAQ



Picture 3. *coinbots.com* FAQ section



## 6. Monetization. Whom to advertise.

Reliance on trading bots is the highest priority at all times. There is a huge number of trading bots companies, which promise all different services and tools to help investors make the best decisions and achieve the most promising investments.

Here are three trading bot providers that we can trust and that have found their niche in the market, thanks to their commitment to the community and their high-end trading products:

### 6.1 Bitgap

**Bitgap** Platform ▾ Company ▾ Resources ▾ Pricing [Go to Platform](#) EN ▾

# Smarter way to automate your crypto trading

Best crypto trading bots, algorithmic orders, portfolio management and free Demo mode — all in one place.

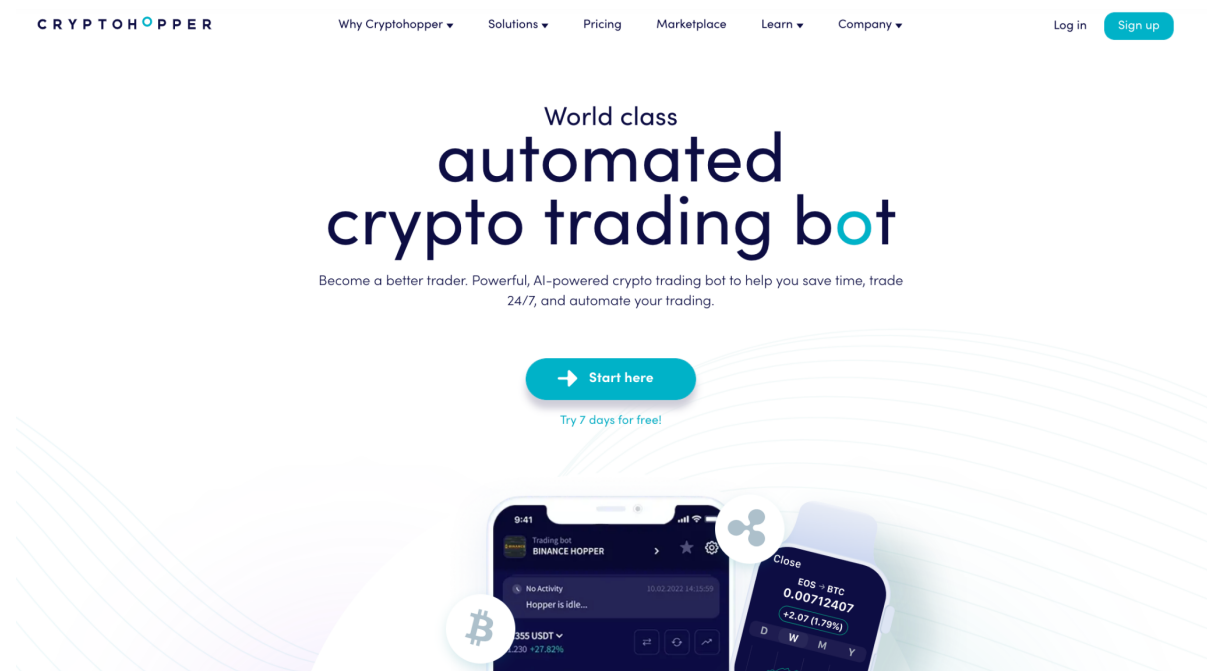
[START 7-DAY FREE TRIAL](#)

\*No credit card required

Picture 4. *Bitgap.com homepage*

Bitsgap is a highly reputable all-in-one trading platform where you can group all cryptocurrency exchange accounts under one roof, so you can trade from a unified interface. Bitsgap also offers the regular exchange but with special tools that are not available anywhere else. There are over 20 major crypto exchanges integrated, with market leaders such as Kraken, Poloniex, Binance, Bitfinex, and Coinbase Pro. What Bitsgap offers as a service is the same for each exchange: Automated bots, trading, and portfolio. Last but not least, there are also plenty of other ready-to-use features so that when you add the first exchange API key you have the edge over the rest of the crypto market.

## 6.2 Cryptohopper

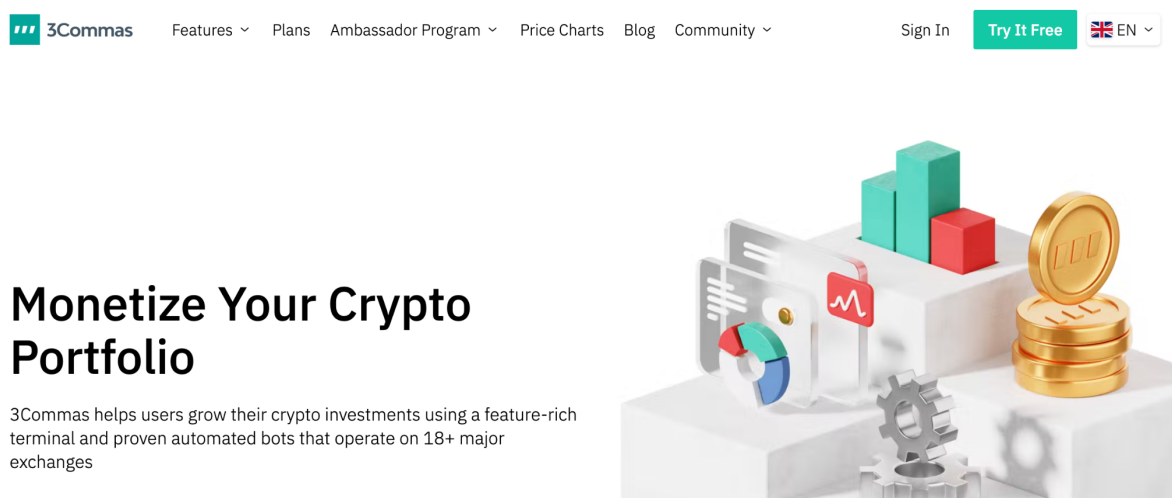


Picture 5. *cryptohopper.com* homepage

Cryptohopper is the ideal space for trading bots. The entire site is focused on trading bots solutions, so that users just make the desired set ups and then they can trade 24/7. Exchanges currently listed on Cryptohopper are Binance, Kraken, Huobi, KuCoin, Poloniex, Bittrex, Coinbase Pro, Bitfinex, and Binance.US. In order to offer

services according to each user profile, Cryptohopper offers different subscription plans that are tailored according to each user's knowledge and needs. This makes Cryptohopper a reference in automated trading, both for beginners and so-called hodlers.

## 6.3 3Commas



Picture 6. *3commas.io* homepage

3Commas is a cryptocurrency trading platform that also aims to help its users with trading bots, although the focus is more on getting users to create their automated bots with the perfect strategies. There are a few advantages of 3Commas such as compatibility with 22 crypto exchanges, two different styles of trading bots, inexpensive pricing options, portfolio analysis, advanced bot development with TradingView, and risk management tools. Currently the platform boasts 33,000 users with a volume of up to \$10 million per day.

## **7. Website tuning and optimization**

### **7.1 Google Analytics and Google Search Console**

The goal of the platform is not only its beginnings, but to continue to be optimized according to user sharing. For this purpose, Coinobots.com uses Google Analytics to see how these users interact with the site. What Google Search Console does is to serve as a search-engine focused, in order to give the necessary insights and tools that can help the presence and visibility in the SERPs.

### **7.2 SEO Tool - Yoast SEO**

The most famous WordPress plugin serves to make the site perform better in search engines like Bing or Google. Yoast SEO analyzes the content of the page and provides immediate results on the overall readability, in order to raise the quality of the entire content and reach users who may be interested in the services offered.

#### **7.2.1 Product Review Plugin - WP Review Pro**

Since Coinobots is a site with an almost exclusive focus on reviews, the use of WP Review Pro plugin is ideal. It is an easy-to-use plugin to offer higher quality reviews. WP Review Pro offers different types of review systems, which give a more complete and extensive body of expert opinions.

#### **7.2.2 Site Speed Optimization Plugin - WP Rocket**

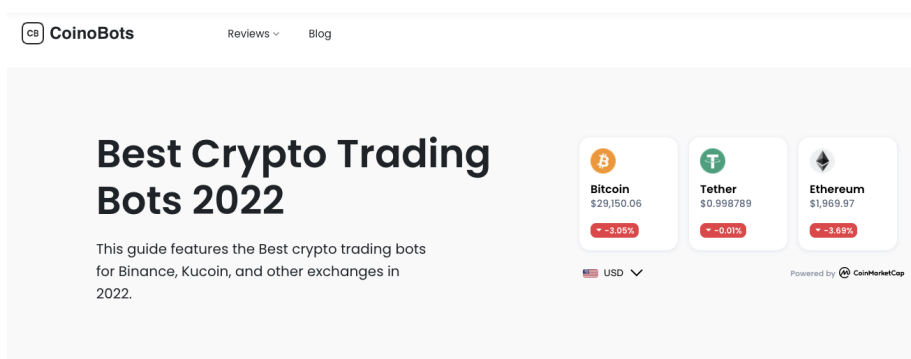
Due to the complex content on a site like Coinobots, it is necessary to complete the website tuning and optimization with another plugin like WP Rocket. WP Rocket is a

performance and caching optimization plugin that optimizes the loading speed of WordPress sites, so that the content does not end up being a drawback of the platform itself.

## 8. Website development, step by step

### 8.1 Home page development

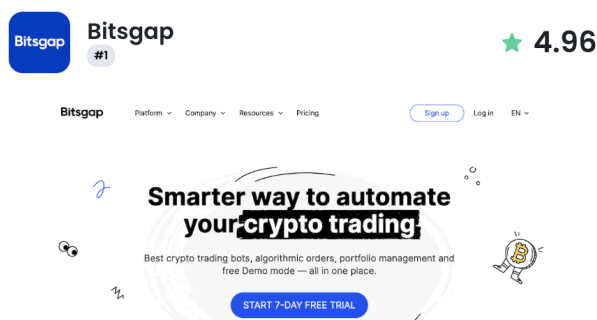
For the home page content, the author has chosen to use the competitive and the highest potentially monetized topic - the list of the most popular and the most profitable crypto trading bots.



Nowadays, it is difficult to imagine our life without smart software. Such a statement is true for the world of cryptocurrency as well.

In this article, **we have selected the best 20 crypto trading bots and tried to briefly**, but clearly describe their features, differences, pros and cons of using them. We also tried to answer a few of the most frequently asked questions.

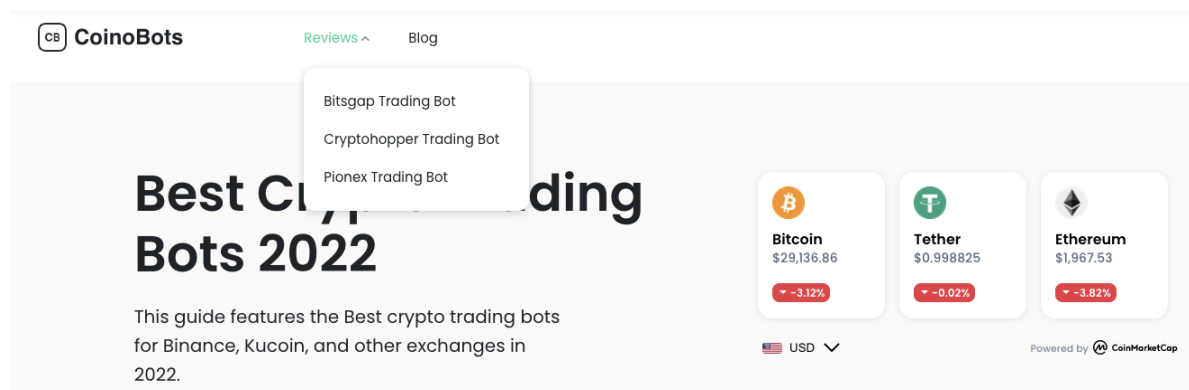
Below we offer you to get acquainted with the list of the best trading bots for cryptocurrency in order.



Picture 7. coinobots.com home page

## 8.2 Adding reviews category

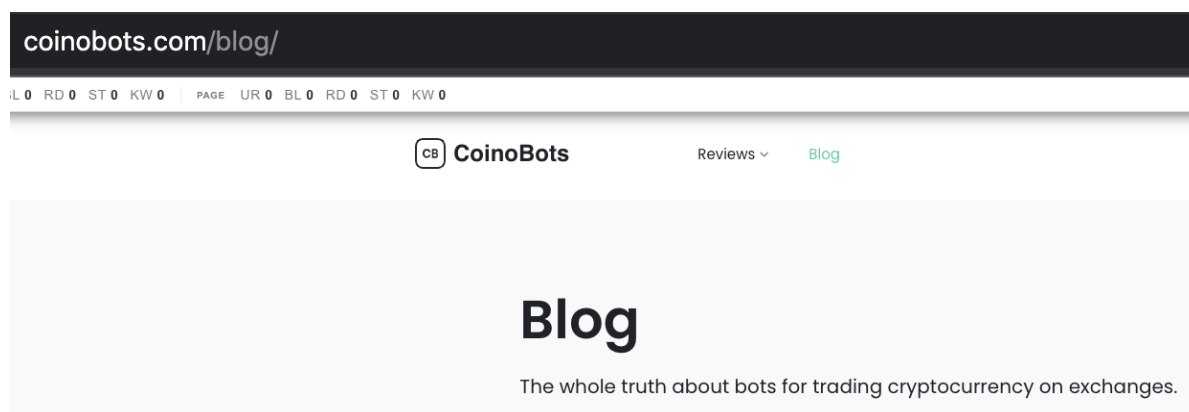
The author has selected top 3 crypto trading bots software providers and compared them by the main criterias on the homepage. The next step is to provide a review on each of them.



Picture 8. coinobots.com website review category

## 8.3 Adding blog section

According to the best practices, every online business has to have a blog. Blog allows you to cover all the news and all the evergreen topics related to your niche. Posting regular blog posts allows you to provide as much information as potential customers may be interested in.



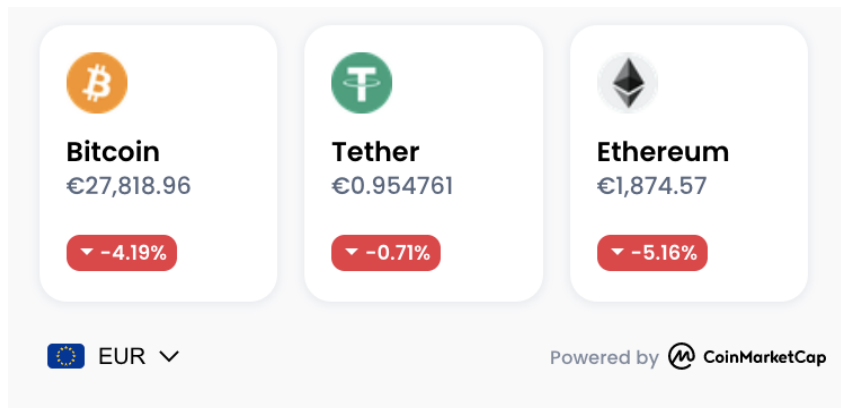
Picture 9. Blog section

## 8.4 Creating an FAQ section

As all the potential customers are on a different level of topic knowledge. An FAQ section is a vital aspect of any online business website.

## 8.5 Adding eye catching informative widgets

Self coded current crypto coins price graphis beyond author skills. Thanks to coinmarketcap.com, coinobots.com is able to show the most recent pricing chart for any listed crypto coins.



Picture 10. Crypto price graph by CoinMarketCap

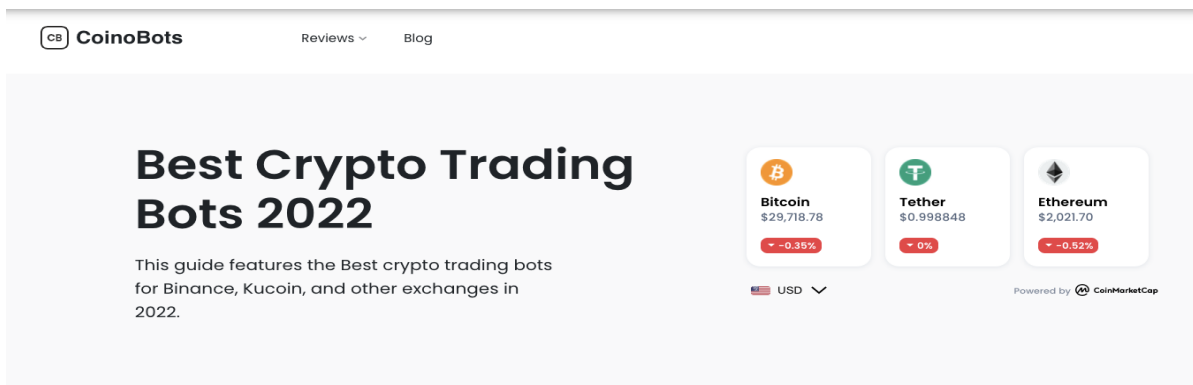


## 9. Conclusion

### 9.1 Goals achieved

Coinbots.com high-level requirements that are met:

- Website should be accessible
  - can be found in search engines
  - can be loaded on any device without using of legacy tech

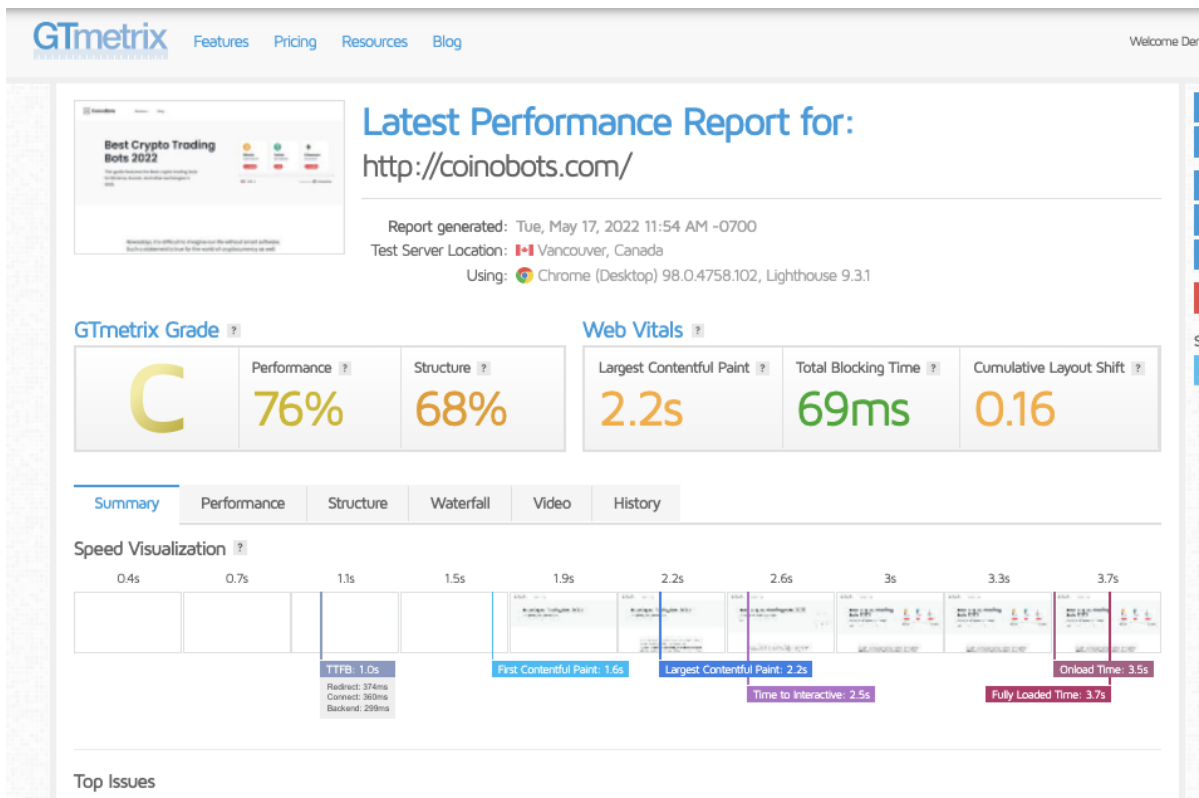


Picture 11. Web view coinbots.com



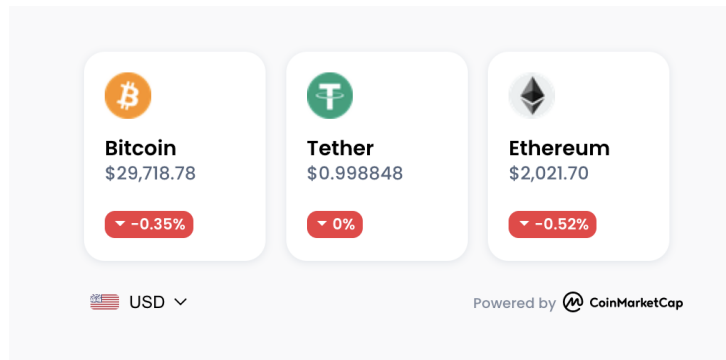
Picture 12. Android view coinbots.com

- Website should have relevant and helpful content
- Website should have convenient UX:
  - navigation
  - load speed
  - interaction with end-users/visitors



Picture 13. GTmetrix website speed analysis tool

- Website should convert attracted traffic into sales/leads to trading bot platforms (upcoming step within set roadmap)
- Website should be easily updatable (new content, technology update). Wordpress offers one of the easiest way to publish new content. Confirming the achievement of one of the main goals for the project.
- Wordpress minimizes html code to suit industry standards html code cleanses checkup tools.
- Wordpress ready to use widgets, offered by custom widget providers, are written in a clean code, removing any need for the flash animation.



Picture 14. *Coinmarketcap current coin price widget*

## 9.2 Summary

The Internet is a competitive place in this modern era. Every day new technological elements are introduced that can change the way we live forever, while we are still trying to come to grips with the old ones. This is how the online world works - and without a doubt, there is no place for sites that do not act responsibly and with commitment to their quality and users.

Thanks to this tremendous endeavor, Coinobots does not lack neither in its content nor in its design. Everything on the platform has been carefully studied, using only the most accurate features, plugins, templates, and knowledge.

What the author has achieved during this analysis is to highlight the effectiveness, quality, and problems of a website that compares cryptocurrency trading bots - in this case, the affiliate site Coinobots. The goals that were established in this analysis were all achieved, as a thorough study was made of all the features and elements that define the chosen platform.

This has been the personal opinion of the author, who has delved into every aspect of Coinobots.

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