



NAVER BLOG MEDIA KIT



WHY NAVER?


1. Number #1 Website in Korea

According to:

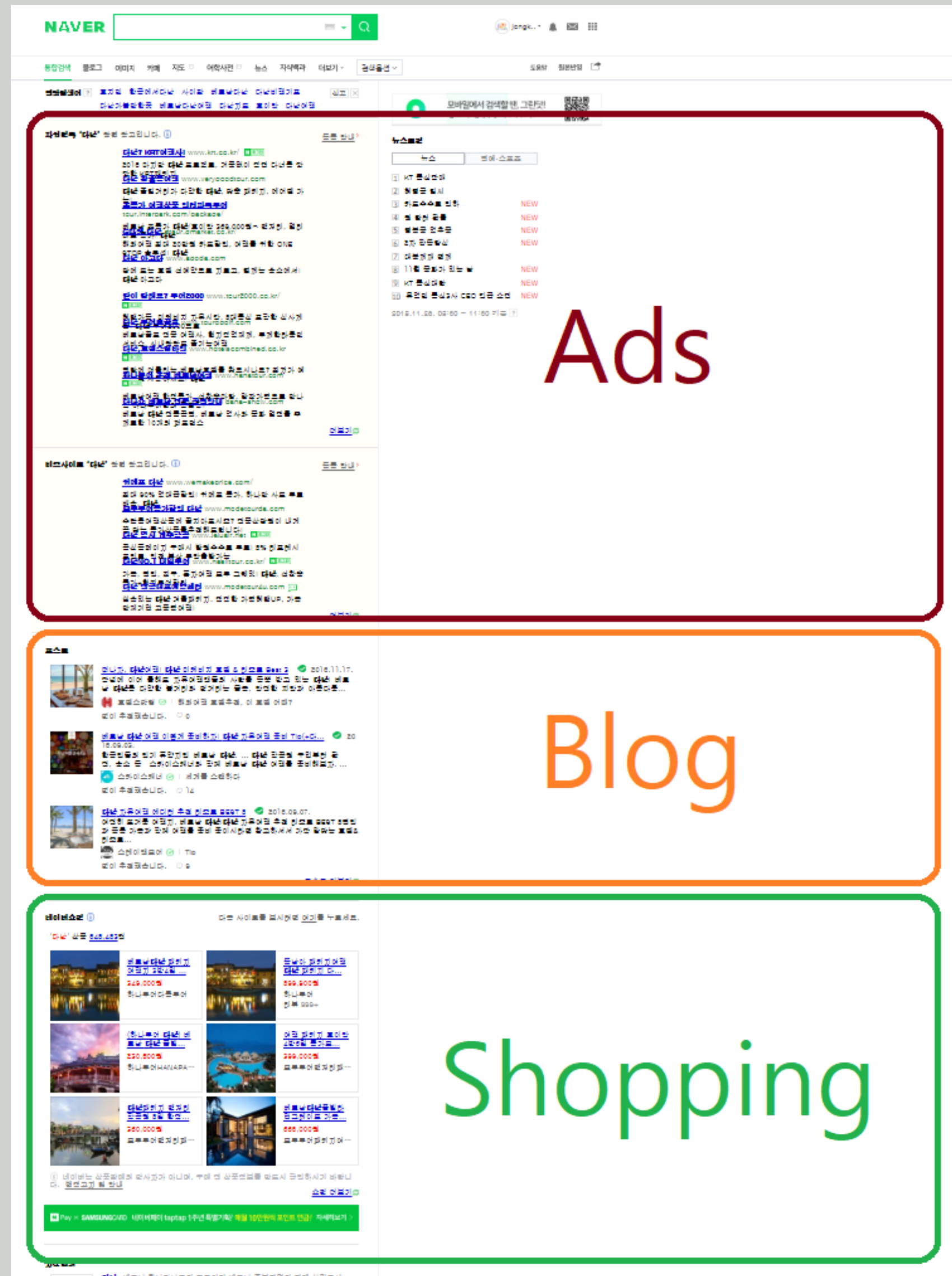
- Alexa → <https://www.alexacorp.com/topsites/countries/KR>

	Site	Daily Time on Site ?
1	Naver.com	13:50

- SimilarWeb → <https://www.similarweb.com/top-websites/korea--republic-of>

1	 naver.com	News and Media
---	---	----------------

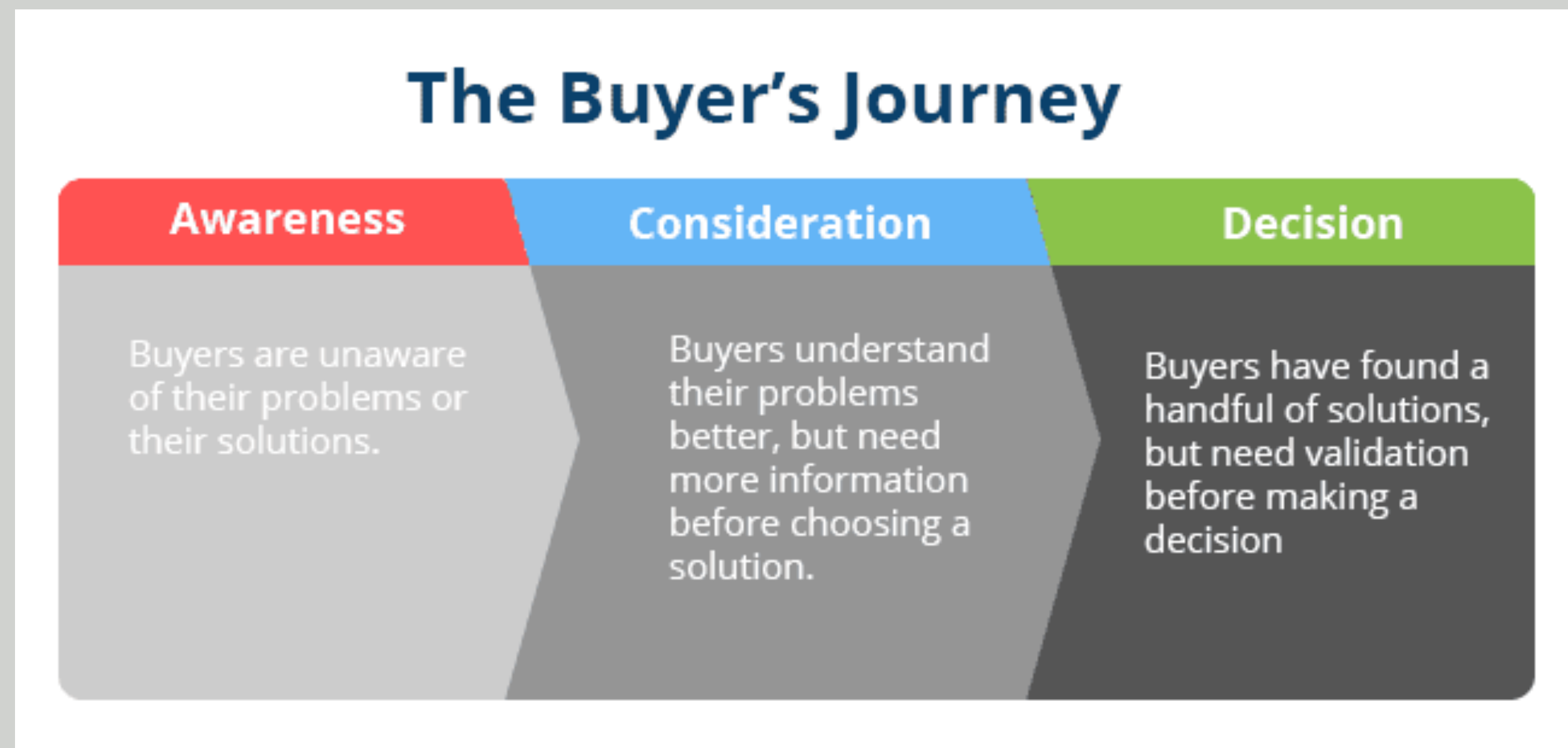
WHY NAVER BLOG?



Prominent Ranking in SERP
(search engine results page)

WHY NAVER BLOG?

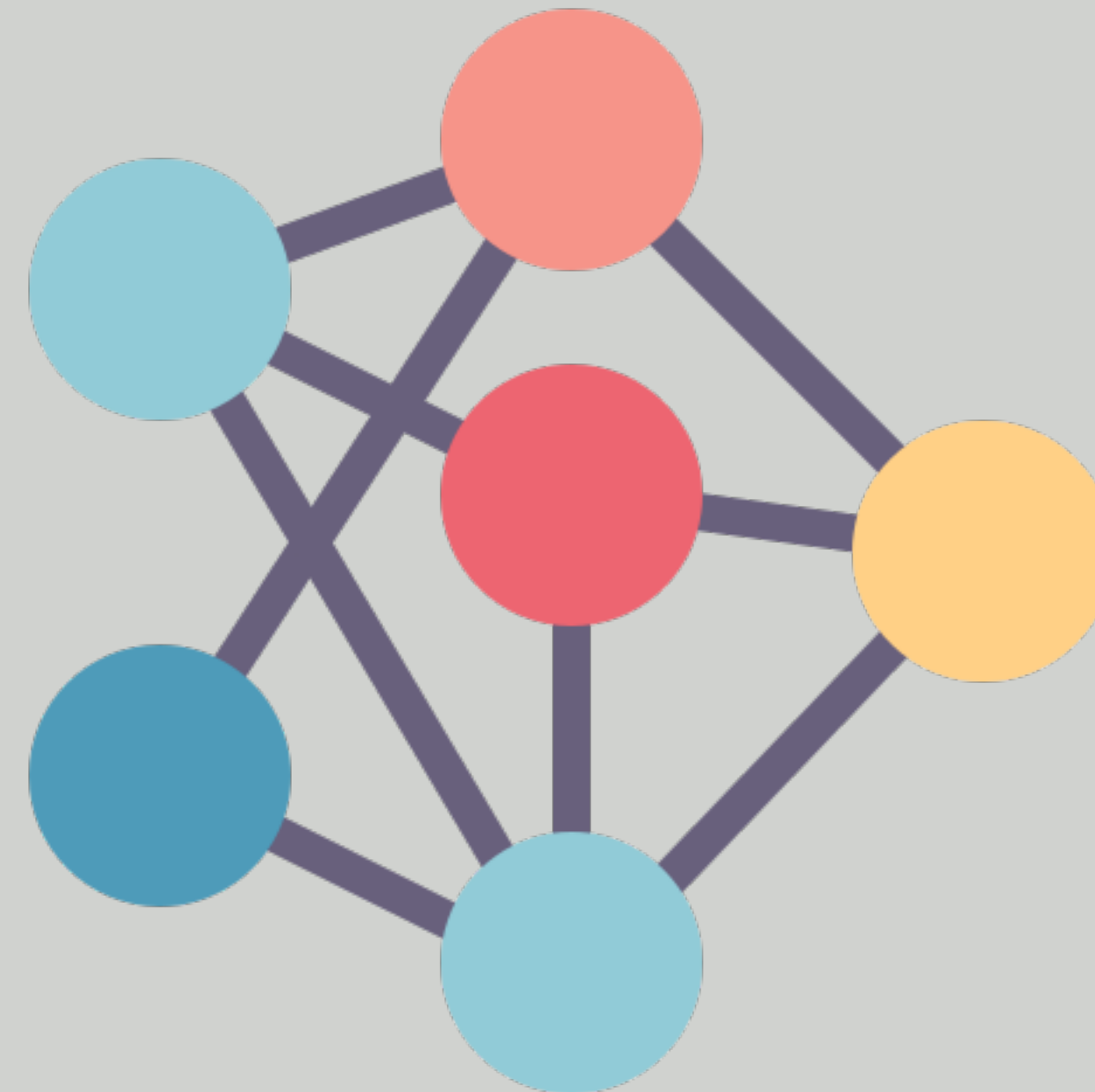
- One of most used social networks in Korea
- Create brand awareness



NAVER BLOG

To hack the algorithm, focus on:

- Unique (long tail) content
- Be informational
- Don't be too commercial
- One topic per blog post



NAVER BLOG ADS

The screenshot shows a Naver search page for '싱가포르 유학' (Singapore Education). The search results are categorized into '파워링크' (Power Link) and '블로그' (Blog). The '파워링크' section contains several text-based advertisements for various educational institutions and services in Singapore, such as '싱가포르 조기유학(미국) 박달원', '싱가포르 전문 권역유학원', '1위 edm 세계유학박람회', '진짜 싱가포르 유학 설명회', '싱가포르 교육전문가 모션셀유학', '싱가포르관찰SEB 싱가포르유학', '싱가포르유학전문 교육원', '23년 싱가포르유학 심세기유학', and '싱가포르유학 열리유학원'. The '블로그' section contains three blog advertisements with images and titles like '싱가포르 유학 어디서부터 어떻게 준비할까?', '싱가포르 유학 관세정보기', and '성공적인 싱가포르 유학 가이드 A to Z'. A small '블로그' section is also visible at the bottom left.

Text ads

Blog ads