

# smartbyra.no

Independent Software Reviews for Norwegian Businesses

<https://smartbyra.no>

90+

PUBLISHED ARTICLES

50+

PRODUCT REVIEWS

20

SOFTWARE CATEGORIES

100%

NORWEGIAN LANGUAGE

## About Us

Smartbyra.no is a Norwegian-language editorial site published by MedMalin AS. We help small and medium-sized businesses (1–50 employees) choose the right software tools through in-depth reviews, head-to-head comparisons, and practical guides.

All content is written in Norwegian, optimized for search engines, and designed to reach business owners and decision-makers at the exact moment they're evaluating software purchases. Our editorial approach is independent — we cover the best tools regardless of affiliate partnerships, and we show drawbacks as clearly as advantages.

## Audience

### Who They Are

Business owners, office managers, and team leads at Norwegian companies with 1–50 employees. Decision-makers with purchasing authority.

### What They Need

Practical guidance on choosing business software — CRM, accounting, project management, AI tools, email marketing, and more.

### Where They Are

Norway. Searching in Norwegian on Google for software comparisons, reviews, and "best tool for X" queries.

### Buying Intent

High. Our content targets commercial and transactional search queries — readers actively evaluating and ready to purchase.

## Content Categories

We cover 20 software categories relevant to Norwegian SMBs:

AI Tools	18 articles	Accounting & Finance	9 articles
Website Builders	8 articles	E-commerce	7 articles
Email & Newsletters	7 articles	App Builders (No-Code)	6 articles
Project Management	6 articles	Social Media	6 articles

# Why Partner With Us

NO

## Norwegian Market Access

100% Norwegian content reaching SMB buyers in an underserved market with high purchasing power.



## High-Intent Traffic

SEO-driven content targeting commercial queries like "best CRM for small business" and product comparisons.



## Editorial Integrity

Honest, balanced reviews with pros and cons. Readers trust our recommendations because we show the full picture.

## Content Formats

### PRODUCT REVIEW

In-depth review of a single product with pricing, strengths, weaknesses, and verdict

### HEAD-TO-HEAD COMPARISON

Two or three competing products compared on features, price, and best fit

### CATEGORY ROUNDUP

"Best tools for X" articles covering 3–6 products with comparison tables

### PRACTICAL GUIDE

How-to articles that naturally reference and recommend relevant tools

## Product Coverage Example

Each product we review gets a dedicated product page with:

**Structured review** — rating, summary, strengths, caveats, best-fit use cases, and pricing snapshot.

**Contextual placement** — the product appears naturally in relevant comparison and guide articles across the site.

**Affiliate integration** — tracked links placed at point of highest reader intent, after the reader has seen the full review.

**Ongoing updates** — pricing and feature information updated regularly to maintain accuracy.

## Partnership Models

### Affiliate / CPA

Commission-based partnership through affiliate networks (Impact, PartnerStack, CJ, Awin). We integrate tracked links into existing and new editorial content.

### Sponsored Review

Dedicated product review with full editorial control. Clearly marked as sponsored. Includes product page + mentions in relevant articles.

## Get in Touch

MedMalin AS

Web: [smartbyra.no](https://www.smartbyra.no)