

# Digital Marketing Services Overview

They're looking for you.  
We'll make sure you're there.



# Where Your Presence Must Be Seen

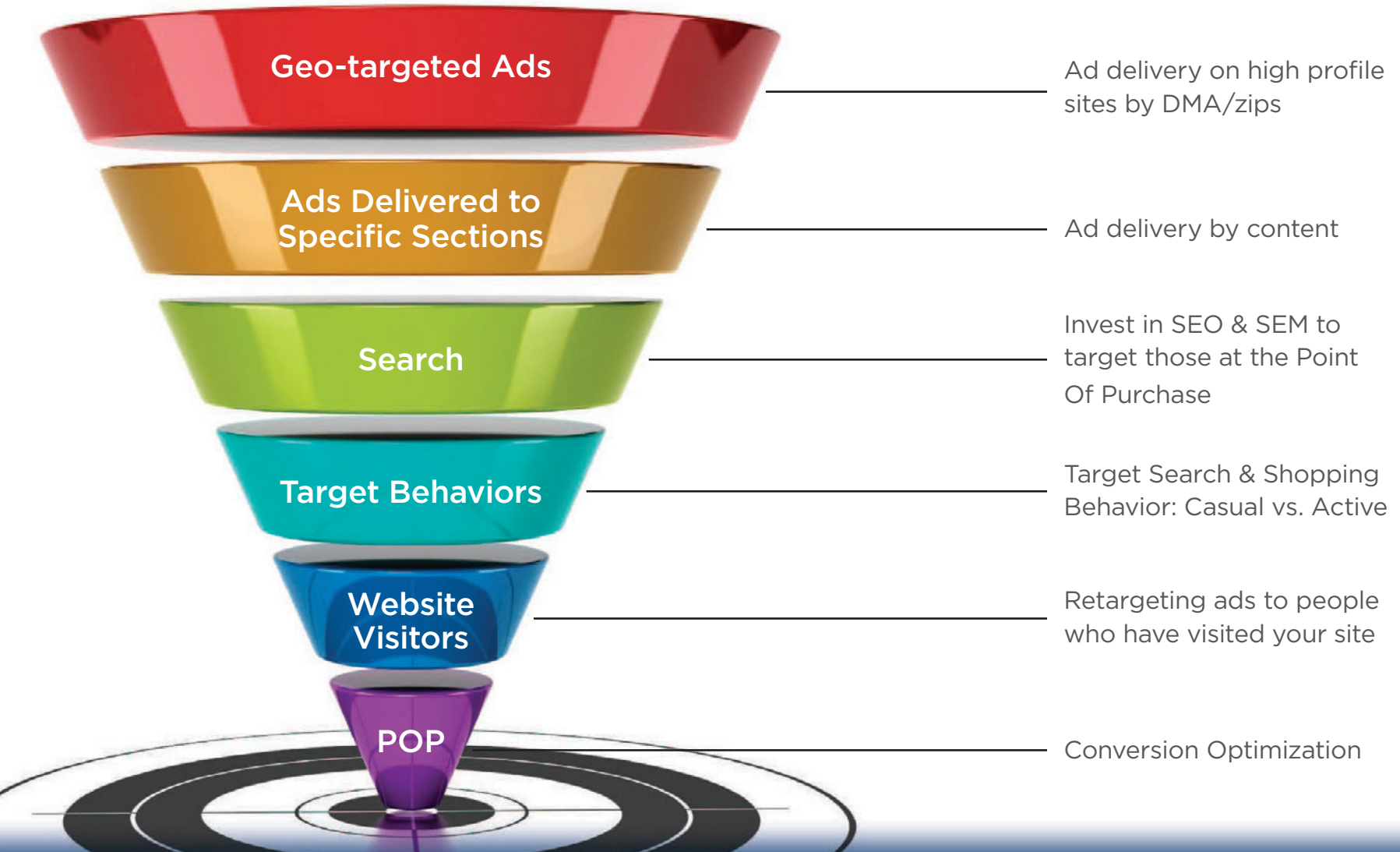
It's not enough to just create a website or a Facebook page. You need the tools and strategy to ensure that you are seen across all web-based platforms. Your company will establish a strong, solid digital presence by utilizing our digital marketing products:

- Web design and development
- Search marketing SEO/PPC/Local
- Social media & review management
- Site optimization
- E-mail
- Display advertising and retargeting



# Extending Your Reach

Our digital marketing funnel strategy targets audience through location, interest, demographic, search/shopping behavior, website visits, and SEO to direct shoppers to your Point of Purchase.





# Web Design & Development...

is the foundation to your digital marketing strategy.

Our team of experts perform:

- Website design
- Full development & programming
- Professional copywriting and strong calls to action
- Search Engine Optimization
- Full hosting
- Open source CMS
- Mobile pages



# Search Engine & Conversion Optimization

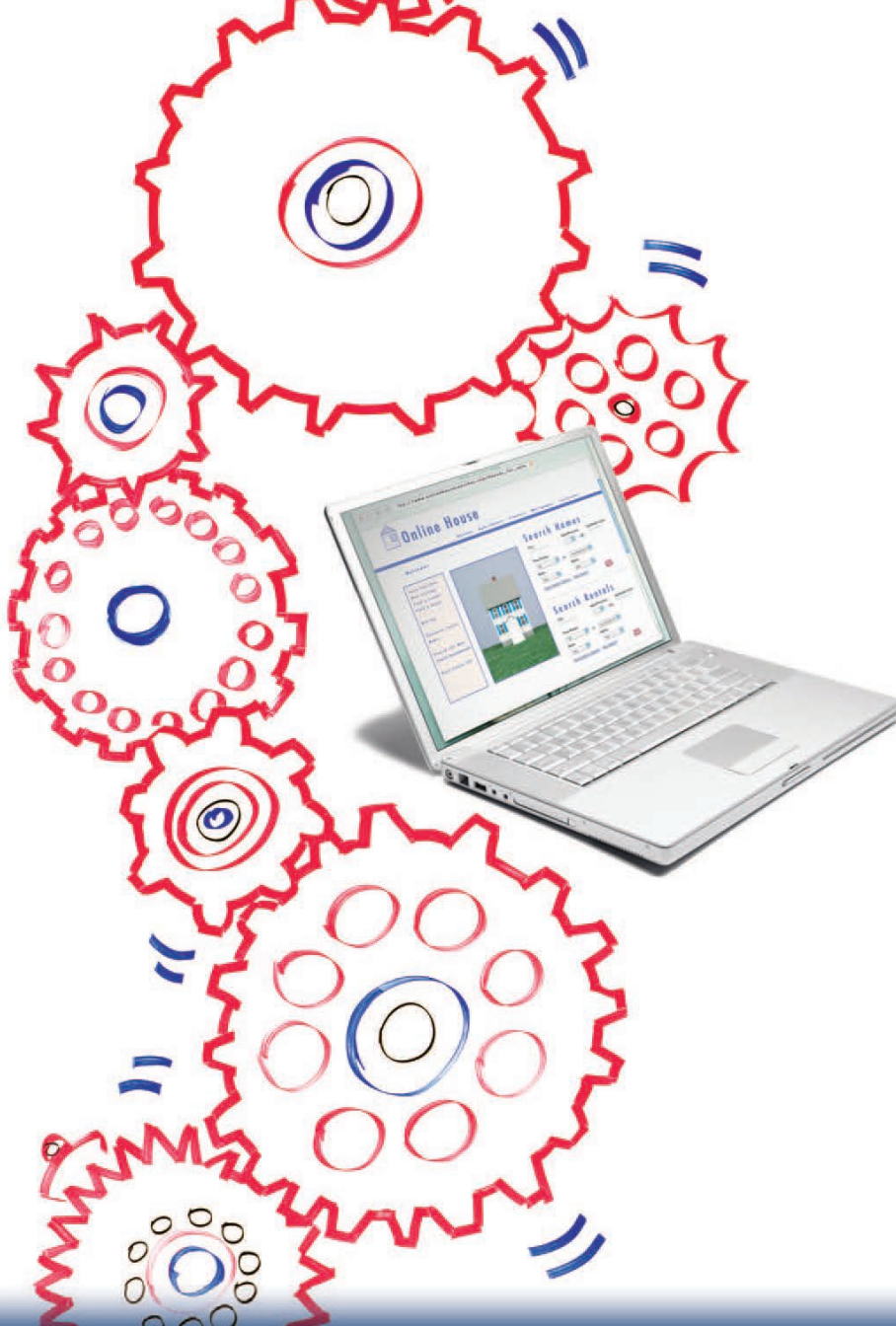
## Why Do I Need to Rank Well?

Approximately 99% of all clicks come from the paid and organic search on the first page. Just 1% of people click through to the second page

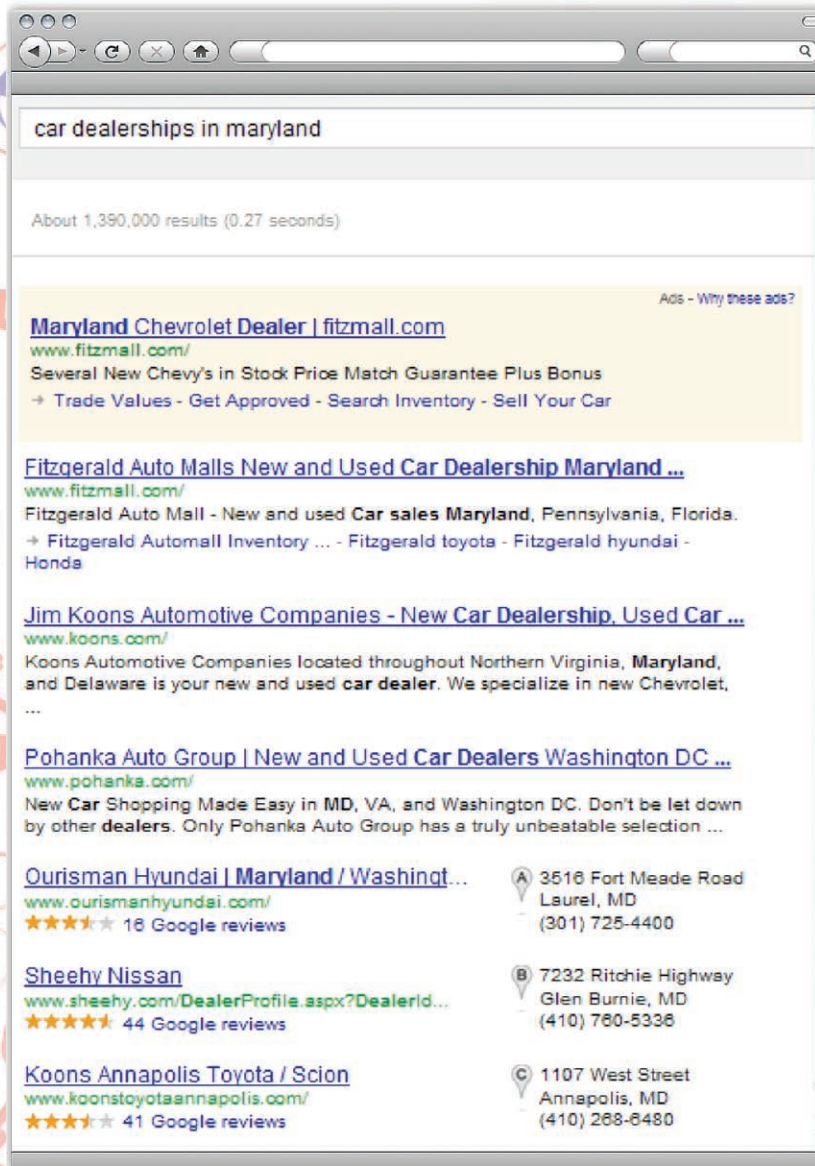
**Search Engine Optimization (SEO)** – is the process of affecting the visibility of a website in a search engine's organic search results. A successful SEO campaign will increase your rank in search engines for the keywords your potential customers search every day and drive qualified leads to your website.

**Paid Search Marketing (SEM)** – is a perfect way to level the playing field against larger companies. SEM campaigns can be time and geo-targeted to maximize click through rates and return on investment.

**Conversion Optimization** – the art of improving a website's conversion rate by shaping it to meet the needs and expectations of its visitors. By improving site usability, visitors will be directed towards exactly what they are looking for, bringing them to your Point of Purchase and increasing your revenue.



# SEO, PPC, and Local Search Marketing



Paid Search Results  
Service: Pay Per Click (PPC)  
Results: Immediate, Short Term  
Cost: Per Click

Organic Search Results  
Service: SEO  
Results: Medium to Long Term  
Cost: Custom Quote

Google Places Results  
Service: SEO

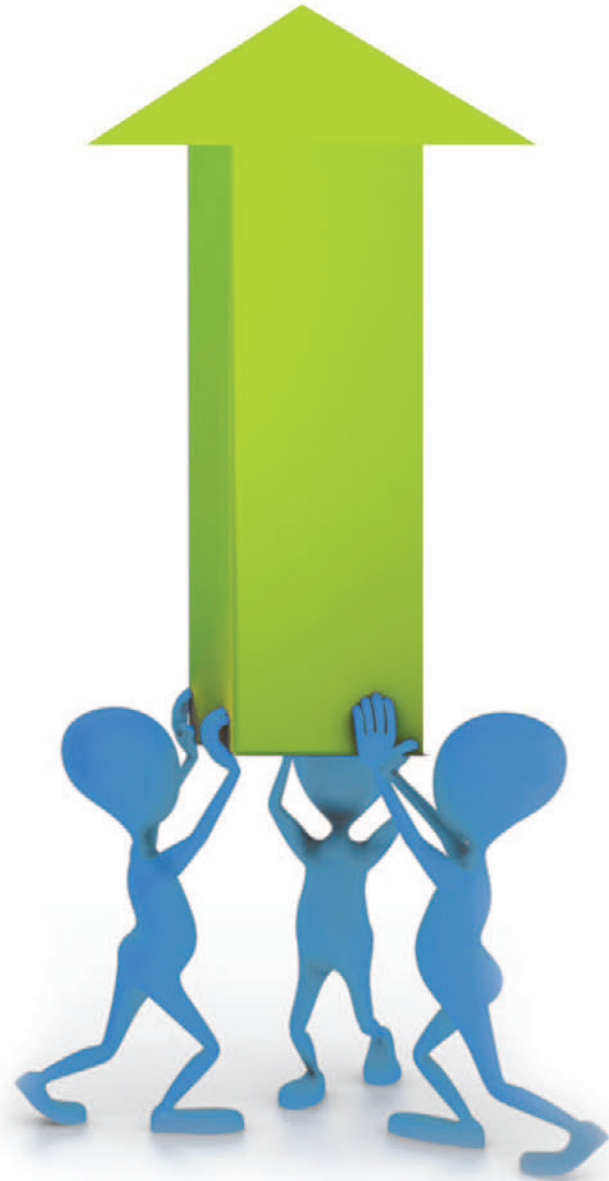


# Conversion Optimization

Getting the most out of your website means more than a good design. You can have the best looking site in your market, but it doesn't matter if it isn't driving up your sales. Converting website visitors into spending customers is essential to improving your ROI and increasing your revenue.

A successful conversion optimization campaign:

- Pinpoints and analyzes your site's weakest areas through testing and customer feedback
- Rewrites headlines and calls to action with more compelling copy
- Simplifies page layout and site navigation
- Improves site usability
- Results in a higher conversion rate as the customer is now easily directed to the point of purchase.





## Why Social Media Management?

Your customers are online researching, reviewing, referring, talking and sharing. If you are not engaging them someone else will.



# The Results You Want

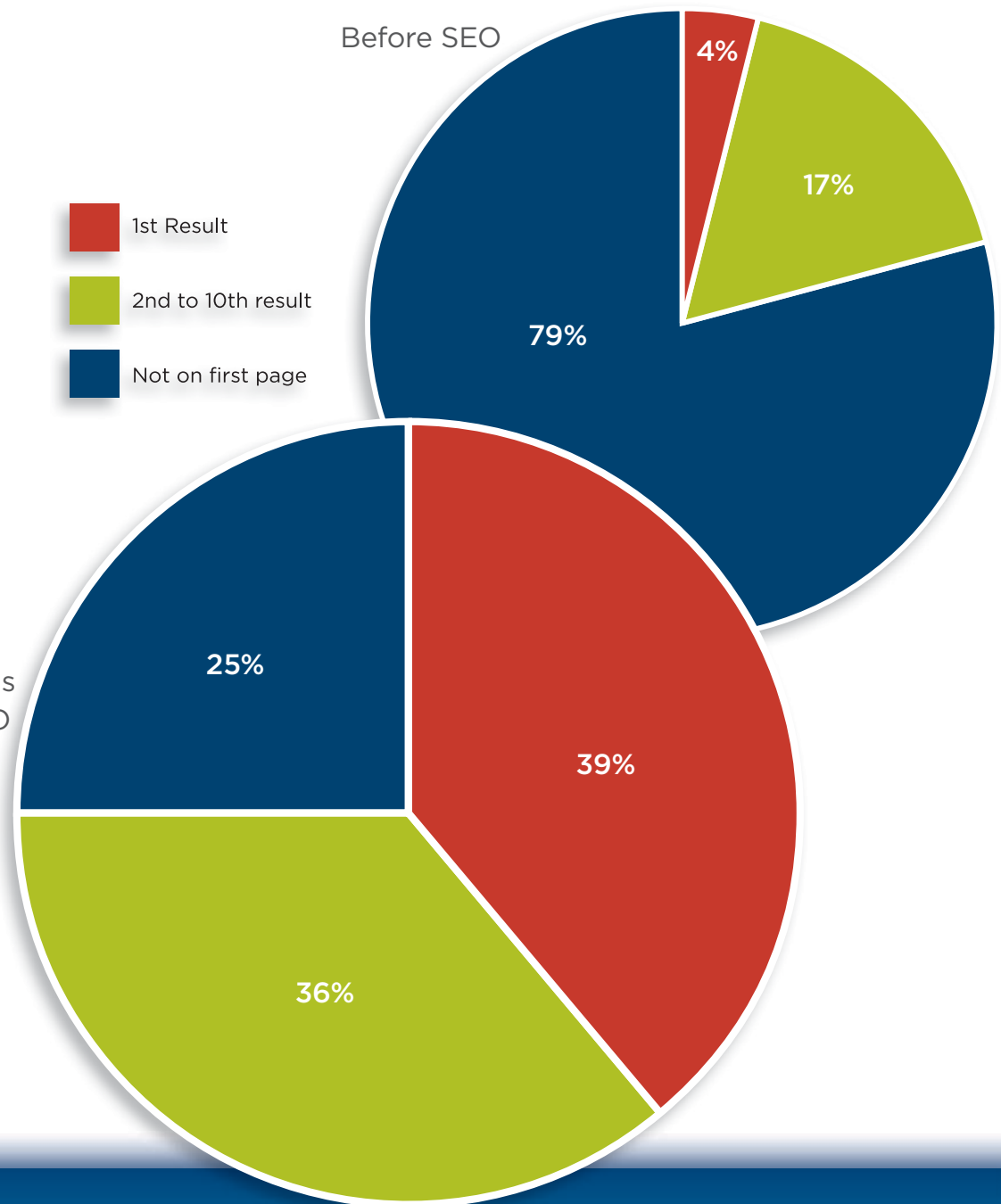
- Investing in SEO can greatly increase your website's search traffic and results.
- Increasing your rank = more traffic = more customers = more revenue.
- Search engines reward brands with a naturally strong digital footprint.
- Organic Search is a long-term strategy that will provide increasing returns over the digital life of a company/website.

## 472.42%

Average Percentage  
Increase in non-branded  
search visits after  
12 months.

12 months  
after SEO

Before SEO



# Testimonials

Here is what several of our clients had to say about working with us to increase their search traffic.

**“Wow! First page in a month.”**

Beverly Hayden, Owner  
Swanson's Fireplace & Patio Furniture

**“This has been the most successful advertising we have ever done and the money is well spent.”**

Beth Burney, Practice Manager  
Pet Medical Center

**“One of the most incredible things about this service has been William. If I have a new ad, phone number, or keyword, his response is ALWAYS quick and immediate, and the keywords and campaigns he uses are very sophisticated. I had another Internet advertising specialist look at our Adwords account, and he raised his eyebrows and said, ‘This guy is good.’ ”**

Matthew Wilkens, President  
EnergyWise

**“We are beyond pleased with the partnership and have even re-signed for another SEO campaign.”**

Todd Stogner, New Media Manager  
INTEGRIS Health

**“Our call volume has tripled and surgeries have doubled. 25% growth from August to Sept. and 31% growth from Sept. to Oct.!”**

Dr. Jake Boyer, Owner  
SpayXperts



Your customers are looking online for you — are they finding you or your competitors?

An Effective Digital Marketing Strategy will:

- Reach the right audience
- Encourage interactions
- Convert visitors to leads and customers
- Promote Engagement
- Analyze Results
- Revise strategies for improved results

If you are not competing successfully online then your competition will. We have the knowledge and experience to ensure your voice is the strongest.

03/14