



Contents

A blue folder icon with a semi-circular top. Inside the top semi-circle is the lik'ha logo (three overlapping squares: blue, red, and yellow). The text "Who We Are" is written in white, sans-serif font in the center of the folder.

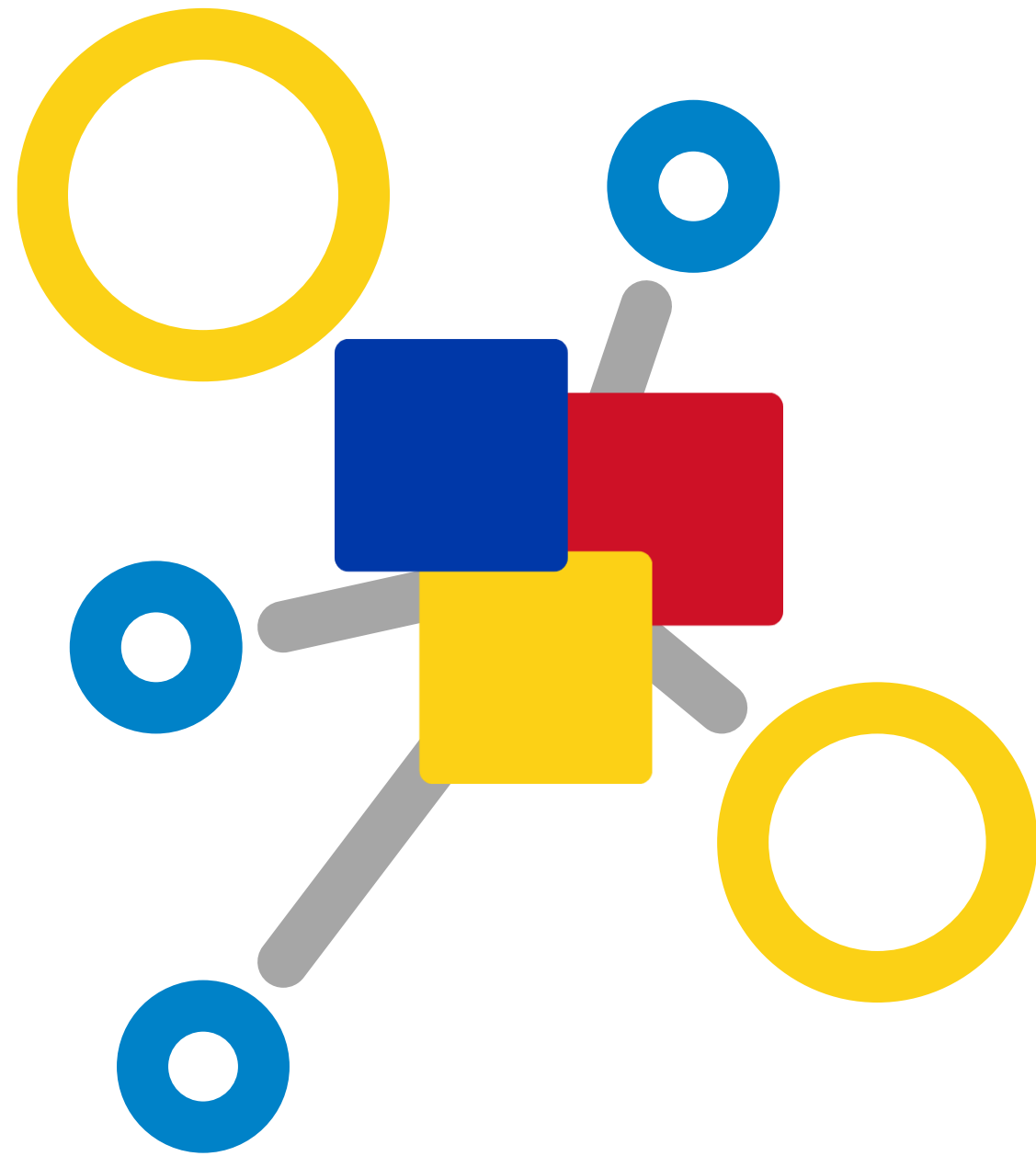
Who We Are

A blue folder icon with a semi-circular top. Inside the top semi-circle is a white icon of three people silhouettes, with a checkmark inside a circle in front of them. The text "How We Can Help" is written in white, sans-serif font in the center of the folder.

How We Can
Help

A blue folder icon with a semi-circular top. Inside the top semi-circle is a white icon of a right-pointing arrow inside a circle. The text "Next Steps" is written in white, sans-serif font in the center of the folder.

Next Steps



We are a family-owned
Digital Marketing partner
registered in Canada,
created to nurture online
ecosystems.





Who we are



Chester

Co-Managing Partner

Former Vice President for International Private Banking, JP Morgan Chase & Co.



Arah

Co-Managing Partner

Former Project and Portfolio Management Analyst, Asian Development Bank

WE'RE CERTIFIED IN



- Fundamentals of Entrepreneurship, NBCC Canada
- Google Tag Manager Fundamentals, Google Analytics Academy
- Social Media Strategy and Digital Marketing, Hubspot Academy
- Advanced Google Analytics, Google Analytics Academy
- SEO Essentials Certification, Moz Academy
- Marketing Solutions Fundamentals Certification, LinkedIn



We have a dedicated team across the globe providing expertise in web design and development, SEO, social media strategy, digital marketing and IT support





Likha, which means "create" in Tagalog, perfectly embodies **Our Vision** to be the world's creative partner of choice for digital marketing and advertising

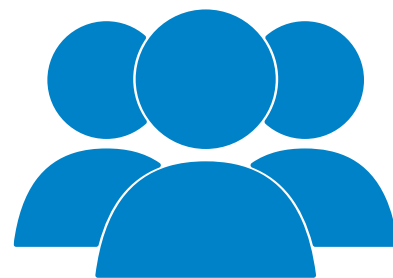
At Likha Studios,
Our Mission is to empower individuals, businesses and communities, of any scale, to achieve their full potential by creating a strong digital presence



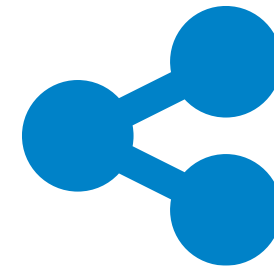
Managing a business, brand, and online presence can be challenging, we are here to **partner** with you.



Website
Design & Development



Maintenance
Training



Social Media
Content
Management



Branding
Expertise



We meet quality with **efficiency**

Our quality exceeds industry standards with a team that produces expert results in the most efficient way.

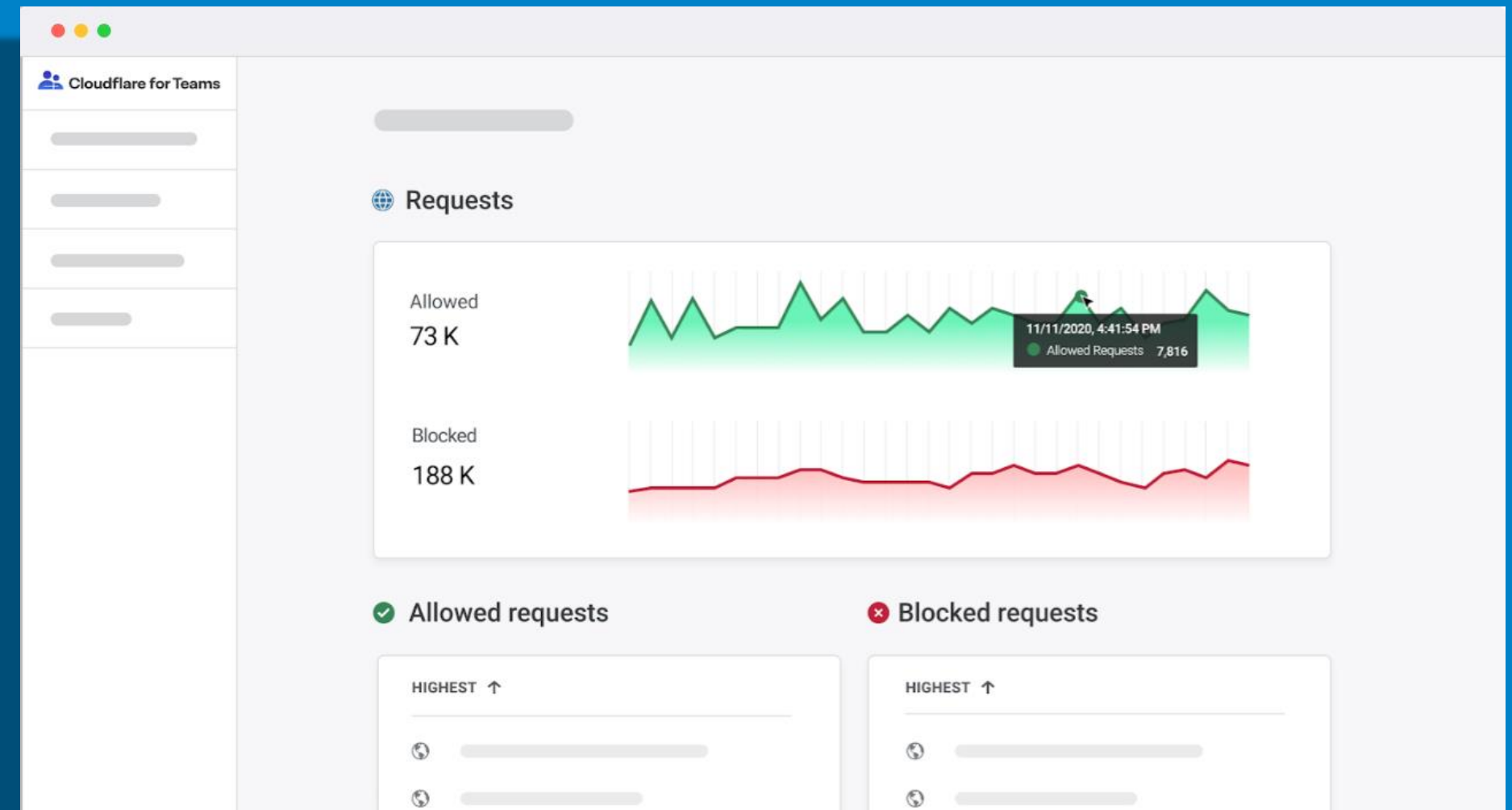




Quick & Reliable

Emphasizing dependability and website speed, our approach centers on thorough testing to ensure seamless functionality, optimal performance, and swift responsiveness.

Images and videos are optimized and converted for **optimum performance.**



90.25% Average Google
PageSpeed™ Score

10% bandwidth saved per day

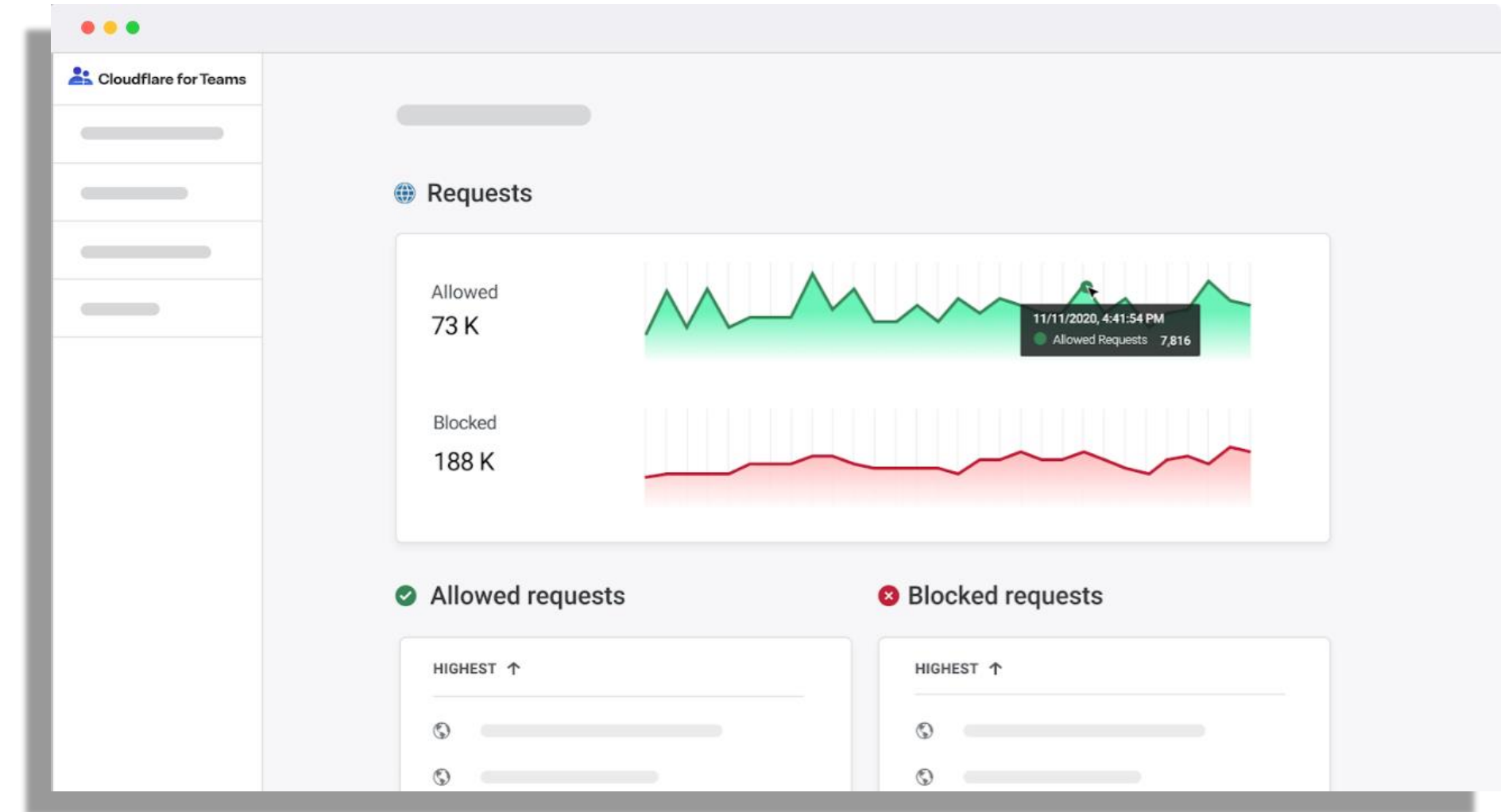


Robust Security

To ensure the security of each website, we implement budget-friendly online security measures that prioritize everyone's safety and privacy. Our routine assessments guarantee **comprehensive protection** for your site.

80% reduced website attacks with security implementation

21 threats stopped on average per month





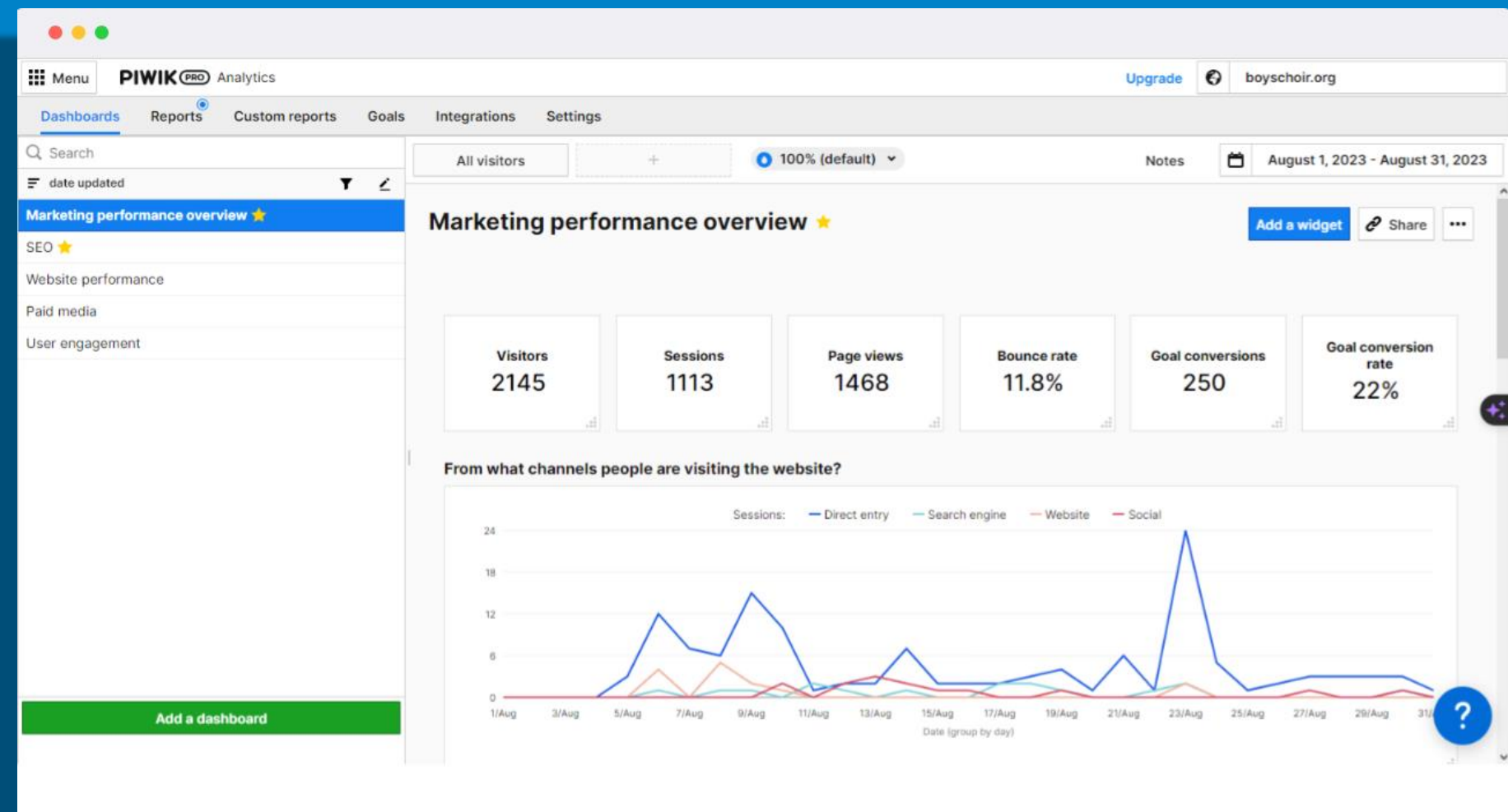
Privacy-focused Analytics

Guarding privacy stands as a key concern for us. We're committed to valuing the **privacy of your visitors.** Through privacy-centric analytics, we help you understand your audience without compromising their confidentiality.

PIWIK PRO

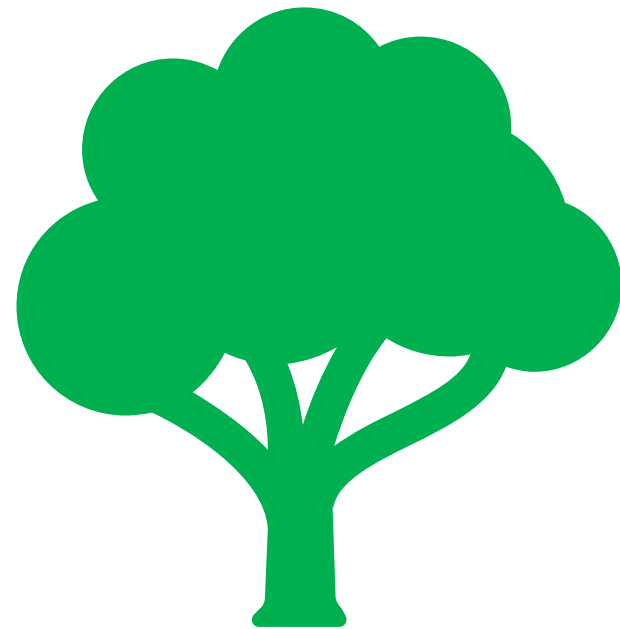
Monthly Analytics and Reports

Real-time data





We're Green



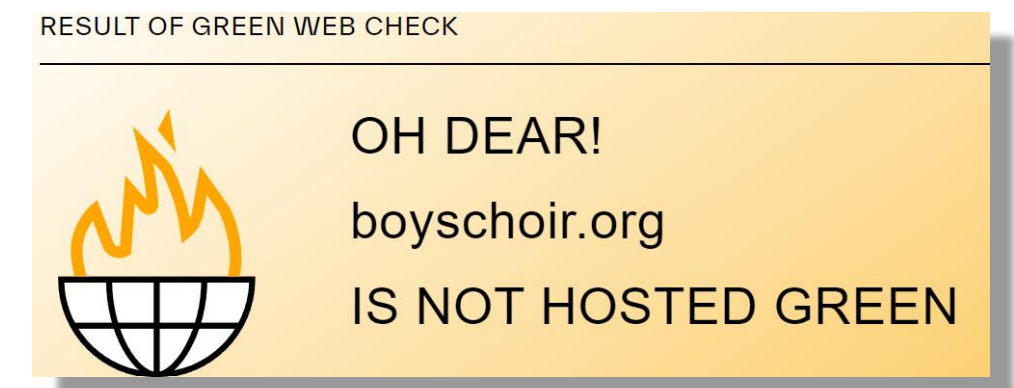
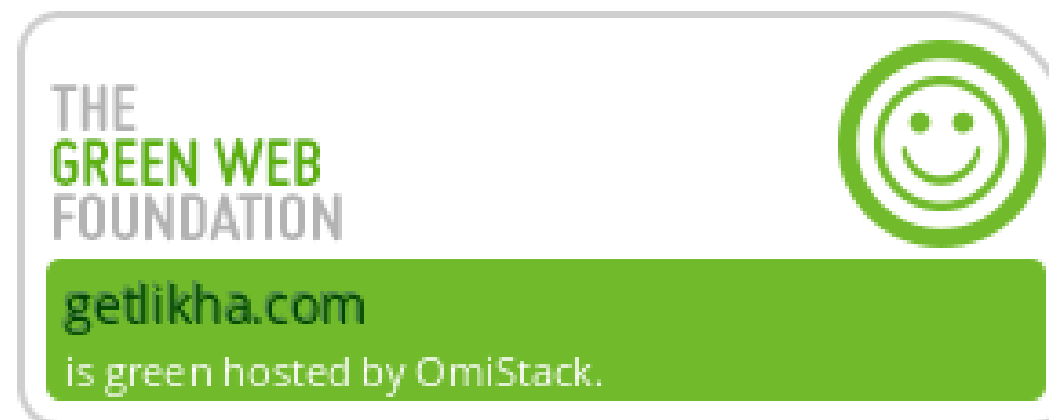
THE
GREEN WEB
FOUNDATION

We are committed to playing a role in protecting our planet.

In terms of environmental impact, our websites, on average, display a **54%** improvement compared to other tested websites.

We make sure we use **green solutions** and **practices** to help save our planet.

Our websites run on **green servers** across the world
0.25g of CO2/view on average





Website Design

We approach website redesigns with one goal in mind, to **appeal to all audiences.**

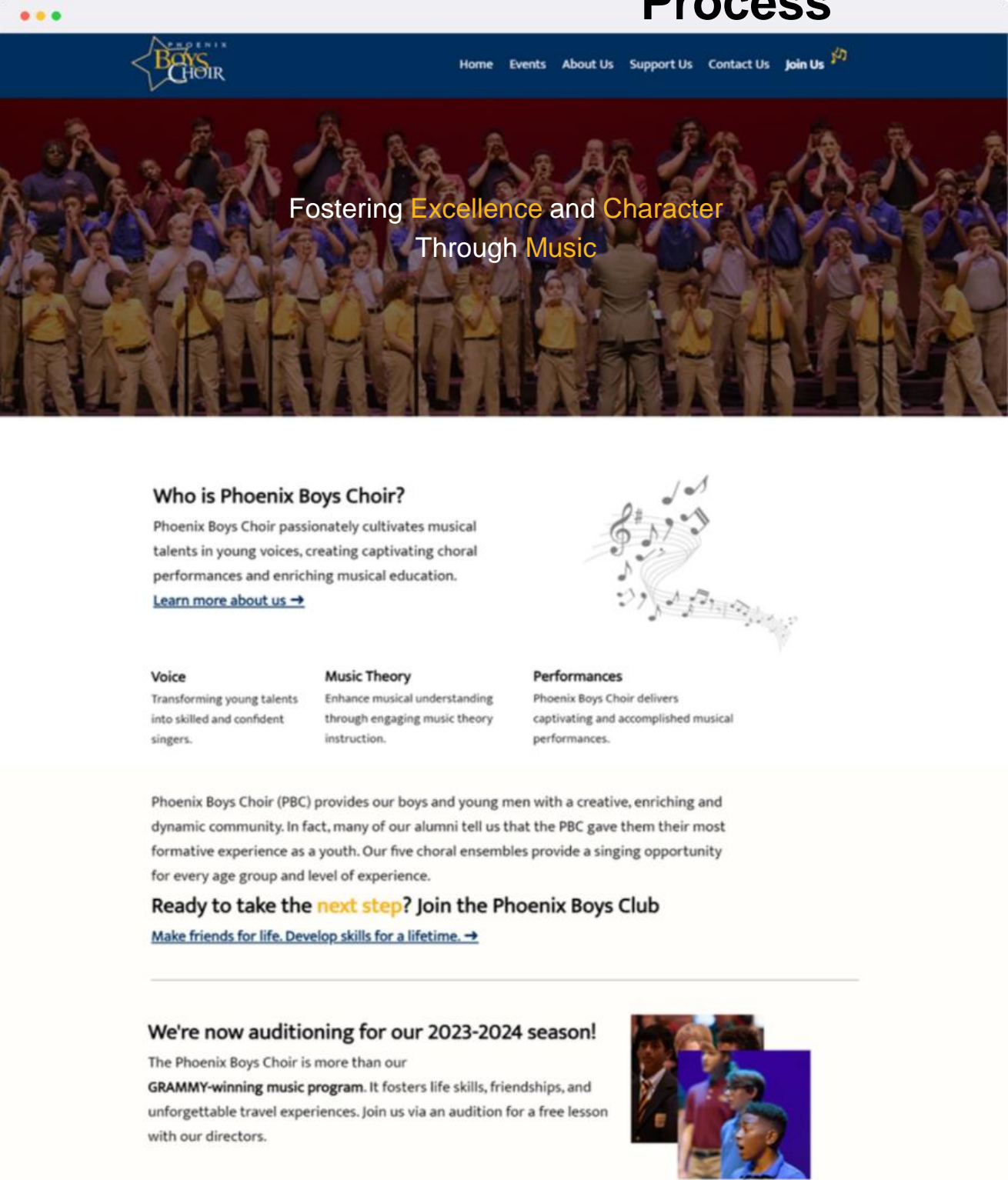
We ensure we exceed UI/UX expectations by ensuring every little detail has a purpose.

48% darkened to highlight a hero text

Brief introduction for new visitors

Quick overview to peak visitors' interest

Demo Thought Process





Demo Thought Process

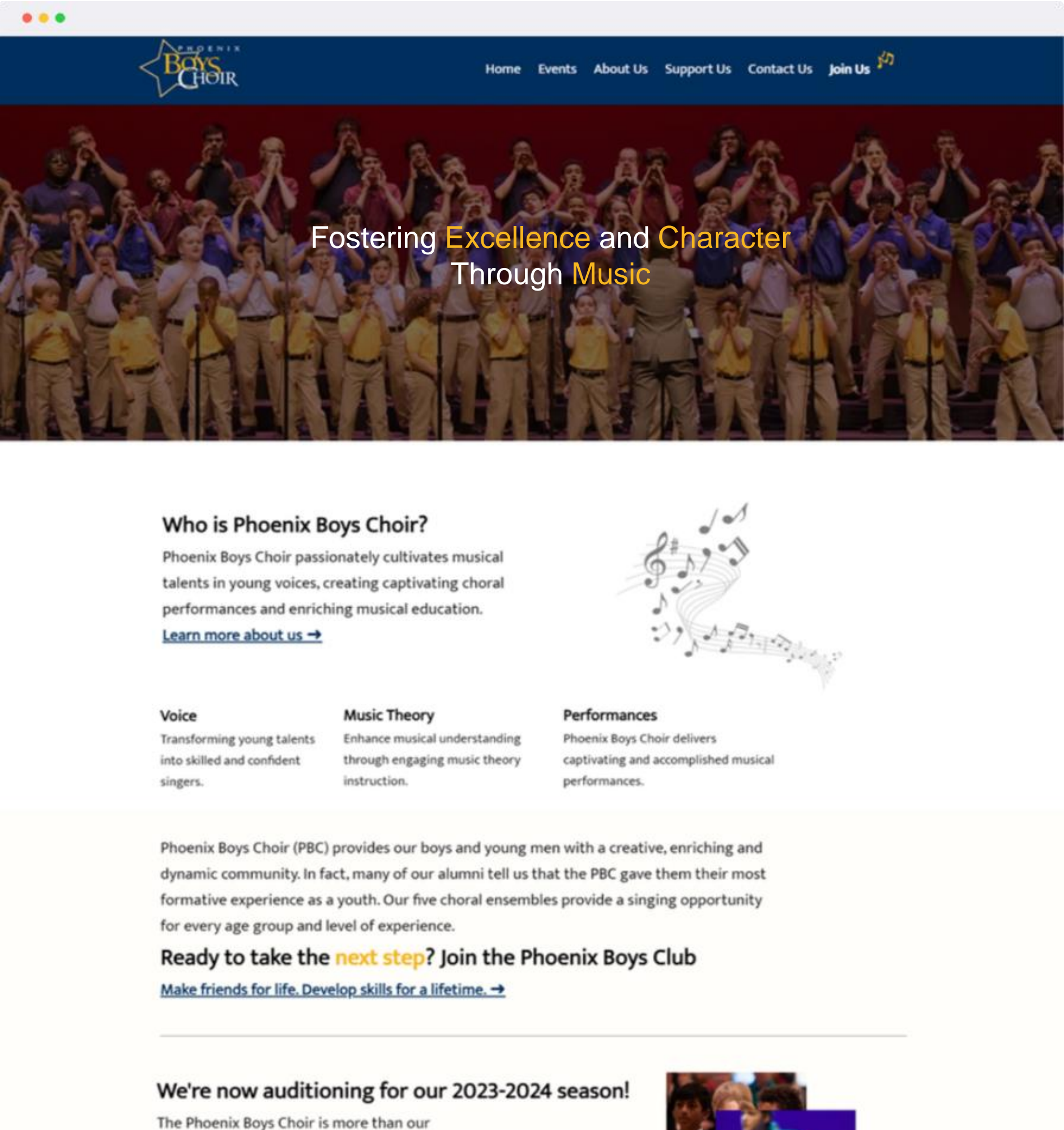
48% darkened to highlight a hero text



Brief introduction for new visitors



Quick overview to attract visitors' interest





Website **Design**

Demo Header Thought Process

Non-intrusive and simple dropdown menu paired with a hover animation to make the design more “fluid”.

Bolded text paired with an icon to **attract visitors**.

Icon can be an animated gif to increase **click-through rates**.

Fostering **Excellence** and **Character** Through **Music**

The screenshot shows the website header for the Phoenix Boys Choir. The header has a dark blue background. On the left is the logo, which consists of a yellow star with the word 'PHOENIX' above it and 'BOYS CHOIR' below it. To the right of the logo is a navigation menu with the following items: 'Home', 'Events', 'About Us', 'Support Us', 'Contact Us', and 'Join Us'. The 'Join Us' item is followed by a small yellow musical note icon. A dropdown menu is open under the 'Join Us' item, showing the following options: 'MyMusicStaff', 'Online Student Tools', 'Online Lesson Library', and 'Library'. The background of the website is a large photo of a boys choir performing on stage. The text 'Fostering Excellence and Character Through Music' is overlaid on the bottom of the header area, with 'Excellence' and 'Character' in bold yellow and 'Music' in bold yellow.



Website **Development**

We're skilled in website creation, supporting platforms like Wix and Wordpress.com for dynamic-static sites.

Our expertise covers various widgets, including e-commerce, donations, and plugins.

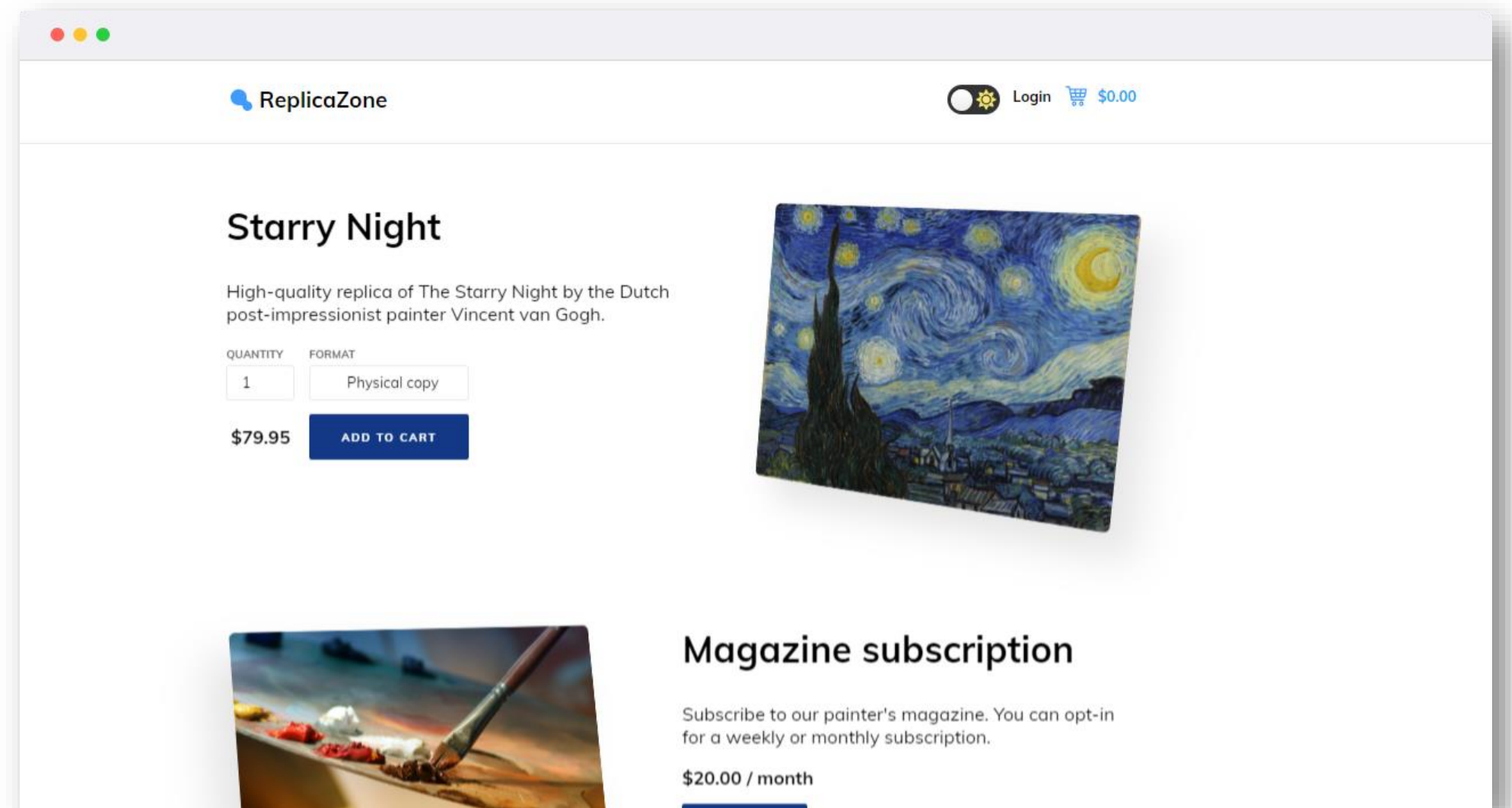


Image from Snipcart



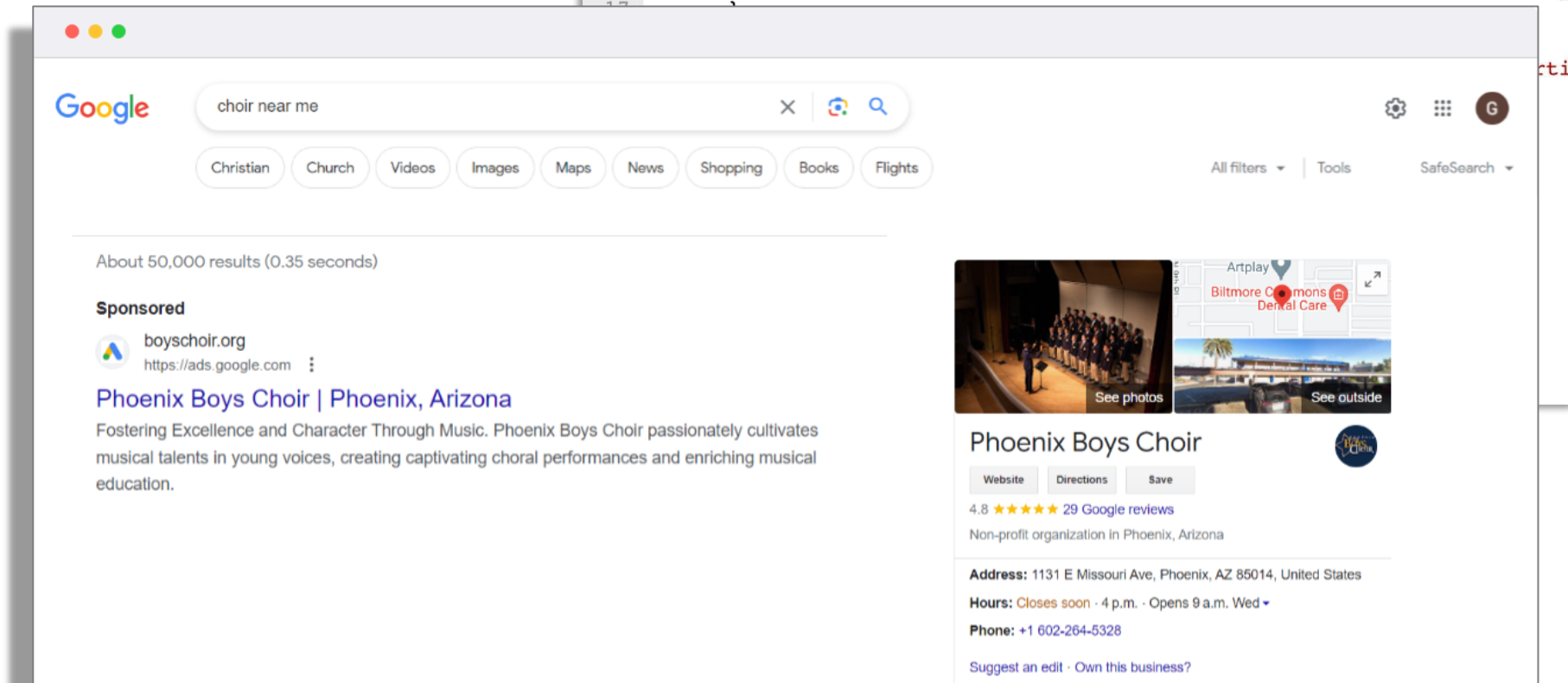


Search Engine Optimization

We have skilled SEO experts who know the field inside out. We generate keywords for your website and plan SEO-friendly social media content.

95% Average Google
PageSpeed™ Score

```
1 <html>
2 <head>
3   <title>Party Coffee Cake</title>
4   <script type="application/ld+json">
5     {
6       "@context": "https://schema.org/",
7       "@type": "Recipe",
8       "name": "Party Coffee Cake",
9       "image": [
10        "https://example.com/photos/1x1/photo.jpg",
11        "https://example.com/photos/4x3/photo.jpg",
12        "https://example.com/photos/16x9/photo.jpg"
13      ],
14       "author": {
15         "@type": "Person",
16         "name": "Mary Stone"
17       }
18     }
19   </script>
20 </head>
21 </html>
```





Let's **spread the word** online

We assist in strategizing your social media posts to amplify your brand presence.

Our approach prioritizes engaging videos and captivating visuals to effectively convey your message.

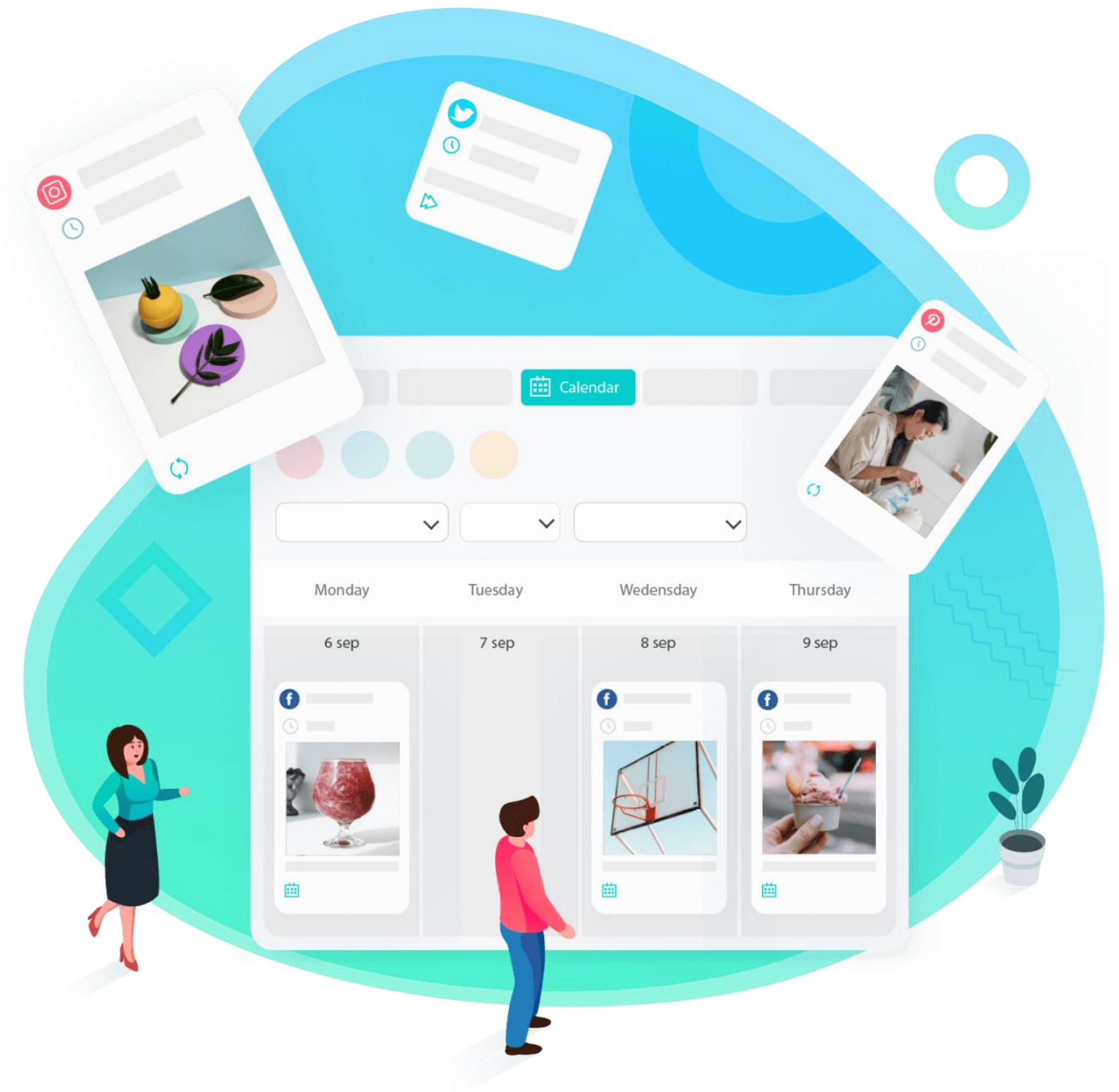
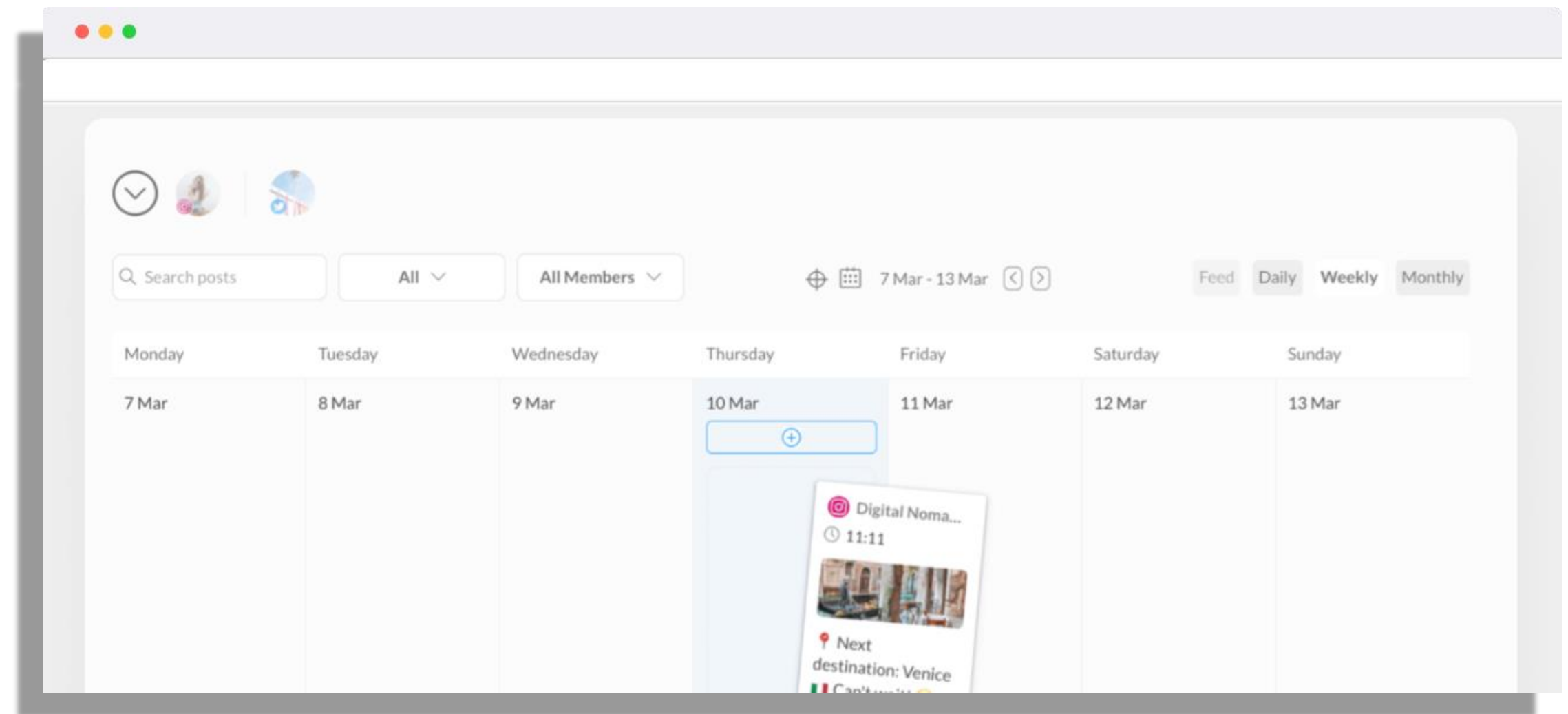


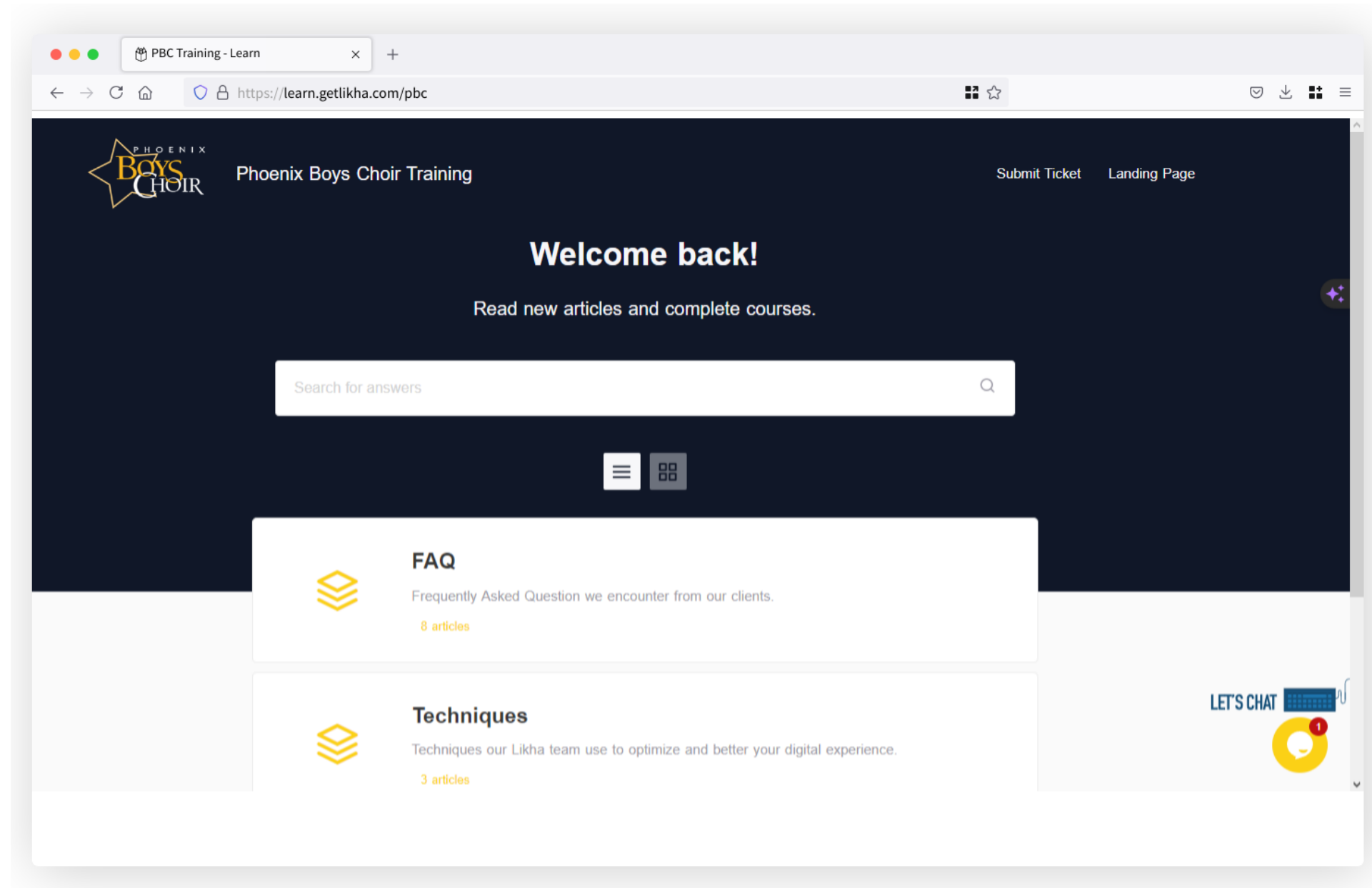
Image by Publer
*After a certain agreed period, staff will be responsible to plan and post content accordingly.



Social Media Content Management

Scheduled social media posts that your team can plan, approve, and update anytime





Essential Training


Provides training through digital-based learnings to educate teams in managing the website and social media platforms.





PBC Training - Learn

https://learn.getlikha.com/pbc


Phoenix Boys Choir Training

Submit TicketLanding Page

Welcome back!

Read new articles and complete courses.


Search for answers



FAQ

Frequently Asked Question we encounter from our clients.

8 articles




Techniques

Techniques our Likha team use to optimize and better your digital experience.

3 articles

LET'S CHAT





We know you're excited...



Let's start creating.



Q&A



Learn more about us at
www.getlikha.com

