



Effective Digital Marketing

Our work helps both large and small companies find new customers in a more effective manner. We envision, manage, design, and **deliver**.

## seo

Accept nothing less than the most powerful next-generation SEO platform, with cutting-edge technology and service innovations that deliver the future of organic search result positioning strategies.

- ☐ Keyword Mapping
- ☐ UX Layout | Mobile First
- ☐ Site Performance Optimization
- ☐ Structured Data
- ☐ Bounce Rate Strategies
- ☐ Website Content Optimization
- ☐ Keyword Ranking Reporting
- ☐ Competitor Keyword Gap Analysis
- ☐ Redirects & Canonical URL Structure

- ☐ SERP Audit (brand ranking, overall brand equity)
- ☐ Google My Business Optimizations
- ☐ Bing Location Optimizations
- ☐ Directory Listings
- ☐ Search Console (index issues, penalties, structured data)
- ☐ Social Audit (services, keywords, service locations, imagery, content tone, frequency, industry analysis, etc)
- ☐ Google Lighthouse Audit
- ☐ Technical SEO Audit (page word count, page titles, meta descriptions, unique button text, etc)
- ☐ PageSpeed Insights Audit
- ☐ Image / Video Optimizations
- ☐ Redirects & Canonical URL & Broken Links Audit
- ☐ HTML to Word Ratio Audit
- ☐ Organic Traffic Analysis (best performing pages, keywords, etc)
- ☐ Keyword Cannibalization (multiple content pieces targeting the same keyword)
- ☐ HTML & CSS Semantic Audit
- ☐ Outlinks

## seo audit

Identify and quantify key areas for improvement with a plan for execution.

# pay per click

Keyword Strategy | Budget Sanity

- ☐ Search Campaign Audit
- ☐ Bidding strategy
- ☐ Keyword strategy
- ☐ Keyword match type
- ☐ Negative list strategy
- ☐ Search impression share
- ☐ Conversion tracking set-up
- ☐ Goal set-up
- ☐ Remarketing audience lists
- ☐ Campaign structure
- ☐ Keyword audit
- ☐ Ad group structure
- ☐ Ad messaging
- ☐ Proper extensions
- ☐ Ad structure best practices
- ☐ Display Campaign Audit
- ☐ Google Shopping Campaign Audit

Mobile Apps | Digital Signage | Custom Video Production  
Email Marketing | Promotional USB drives | QR codes | Direct Mail  
Augmented Reality | Branded Video Games  
BLE beacons | Reputation Management

224.645.7588