

<https://thriveagency.com/wp-content/themes/thrive-agency/fonts/ProximaNova/ProximaNova-Regular.woff>

<https://thriveagency.com/wp-content/themes/thrive-agency/fonts/ProximaNova/ProximaNova-Bold.woff>

<https://thriveagency.com/wp-content/themes/thrive-agency/fonts/ProximaNova/ProximaNova-Extrabld.woff>

<https://thriveagency.com/wp-content/themes/thrive-agency/fonts/icomoon/icomoon.ttf>

<https://thriveagency.com/wp-content/themes/thrive-agency/fonts/icomoon/new-city-page-icons.woff>

```
.digibox .uibox::before {
    content: "" !important;
    font-family: new-city-page-icons !important;
    position: absolute;
    left: 0;
    font-size: 42px;
    top: 46px;
    color: #809640;
    line-height: initial;
}
```

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{font-family: 'ProximaNova-Bold';src:
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normal; font-style: normal; font-display: swap;}@font-face
{font-family: 'ProximaNova-Extrabld';src:
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swap;}@font-face{font-family:new-city-page-icons;src:url(https://thriveagency.com/wp-content/themes/thrive-agency/fonts/icomoon/new-city-p
```

```
age-icons.woff) format('woff');font-weight:400;font-style:normal;font-  
display: swap;}");
```

UI/UX Design

Wireframes, prototypes, and mockups, creating original graphic designs (e.g. images, sketches, and tables) Identifying and troubleshooting UX problems (e.g. responsiveness) Collaborating effectively with product, engineering, and management teams.

Digital Marketing

Our designs, builds, and maintains our social media presence. ... Brainstorms new and creative growth strategies through digital marketing and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.

Website Design

Web design can be deceptively difficult, as it involves achieving a design that is both usable and pleasing, delivers information and builds brand, is technically sound and visually clear, and easy to understand with Easy Navigational menus and links.

Technical SEO

Rankings can improve with optimizations on your website's back end, such as improving page speed. By fixing these errors, it makes it easier for search engines when they crawl your website and produce SEO-friendly content for your website.

Local SEO

Statistics show that 64 percent of customers search for local businesses online. Improve your company's local SEO rankings with Google Business Profile or Google My Business (GMB) optimization and attract high-intent customers.

SEO/SEM

On-page SEO, Enhances your online visibility and earns high-quality traffic.

Off-Page SEO, We leverage social media marketing, link building, and influencer marketing to generate qualified links and positive ratings.

Digital marketing encompasses a broad range of strategies and tactics, each designed to reach and engage target audiences effectively. Here are some key categories of digital marketing:

Search Engine Optimization (SEO):

Enhances a website's visibility on search engines through organic search results, involving keyword optimization, content creation, and technical improvements.

Content Marketing:

Focuses on creating and distributing valuable, relevant content to attract and engage a target audience, including blogs, videos, infographics, and ebooks.

Social Media Marketing:

Utilizes platforms like Facebook, Instagram, Twitter, LinkedIn, and TikTok to promote products, engage with customers, and build brand awareness through organic posts and paid ads.

Email Marketing:

Involves sending targeted emails to a list of subscribers, providing updates, promotions, and personalized content to nurture leads and drive conversions.

Pay-Per-Click (PPC) Advertising:

Uses paid ads on platforms like Google Ads and social media to drive traffic to websites, charging advertisers only when users click on their ads.

Affiliate Marketing:

Partners with affiliates who promote a company's products in exchange for a commission on sales generated through their referral links.

Influencer Marketing:

Collaborates with influencers to leverage their reach and credibility in promoting products or services to their followers.

Video Marketing:

Involves creating and sharing videos on platforms like YouTube, social media, and websites to engage and inform audiences, often through tutorials, reviews, and brand stories.

Mobile Marketing:

Targets users on mobile devices through SMS, in-app advertising, mobile websites, and location-based marketing.

Web Analytics:

Uses tools like Google Analytics to track, measure, and analyze web traffic and user behavior, providing insights to optimize digital marketing strategies.

These categories work together to create a comprehensive digital marketing strategy that drives brand awareness, engagement, and conversions.

Web designing encompasses various categories, each focusing on different aspects of creating and maintaining websites. Here are some of the main categories:

1. User Interface (UI) Design

The process of designing the visual elements of a website, including layout, color schemes, typography, and interactive elements.

Focus: Aesthetics, ease of navigation, and user engagement.

2. User Experience (UX) Design

The process of enhancing user satisfaction by improving the usability, accessibility, and pleasure provided in the interaction with the website.

Focus: User research, wireframing, prototyping, and testing.

3. Responsive Design

Designing websites to work on various devices and screen sizes, ensuring a seamless experience across desktops, tablets, and mobile devices.

Focus: Fluid grids, flexible images, and media queries.

4. Graphic Design

Creating visual content to communicate messages through typography, imagery, color, and layout.

Focus: Brand identity, visual appeal, and graphic elements like logos, icons, and illustrations.

5. Web Development

Building and maintaining the code that makes a website functional, using programming languages and frameworks.

Focus: Front-end (client-side) and back-end (server-side) development.

6. Content Management Systems (CMS) Design

Designing and customizing platforms like WordPress, Joomla, or Drupal to manage and publish content.

Focus: Ease of use for content creators, scalability, and customization options.

7. E-commerce Design

Creating online stores with features like product listings, shopping carts, and payment gateways.

Focus: User-friendly navigation, secure transactions, and effective product presentation.

8. Search Engine Optimization (SEO) Design

Designing websites to improve visibility and ranking on search engines.

Focus: Keywords, metadata, site structure, and mobile optimization.

9. Accessibility Design

Ensuring websites are usable by people with disabilities, complying with accessibility standards.

Focus: Screen readers, keyboard navigation, and alternative text for images.

10. Animation and Interaction Design

Adding animations and interactive elements to enhance user engagement and experience.

Focus: CSS animations, JavaScript, and user-triggered interactions.

11. Information Architecture (IA)

Organizing and structuring content on a website to facilitate ease of use and findability.

Focus: Site maps, navigation, and content categorization.

12. Visual Design

Combining aesthetics and functionality to create visually appealing websites.

Focus: Color theory, layout, and visual hierarchy.

Each of these categories plays a crucial role in the overall web design process, contributing to the creation of effective, user-friendly, and visually appealing websites.

In digital marketing, SEO (Search Engine Optimization) can be categorized into several types, each focusing on different aspects and techniques to improve a website's visibility and ranking on search engine results pages (SERPs). Here are the main types of SEO:

1. On-Page SEO

- **Definition:** Refers to optimizing individual web pages to rank higher and earn more relevant traffic in search engines.
- **Focus:** Content optimization (keywords, meta tags, headings), URL structure, internal linking, and mobile-friendliness.

2. Off-Page SEO

- **Definition:** Refers to actions taken outside the website to impact rankings within search engine results pages.
- **Focus:** Link building (backlinks from other websites), social media marketing, influencer outreach, and online reputation management.

3. Technical SEO

- **Definition:** Focuses on improving the technical aspects of a website to enhance its crawlability, indexability, and site speed.
- **Focus:** XML sitemaps, robots.txt file, site architecture, SSL/HTTPS, mobile optimization, and structured data markup (schema.org).

4. Local SEO

- **Definition:** Aims to optimize a website to be found in local search results, particularly for businesses serving specific geographic areas.
- **Focus:** Google My Business optimization, local citations (NAP consistency), localized content, and customer reviews.

5. E-commerce SEO

- **Definition:** Focuses on optimizing online stores or e-commerce websites to increase their visibility in search engine results.
- **Focus:** Product descriptions, customer reviews, category pages, structured data for products (schema markup), and optimizing for long-tail keywords.

6. Voice Search SEO

- **Definition:** Optimizing a website's content to appear in voice search results using voice-enabled devices (like smartphones, and smart speakers).
- **Focus:** Natural language queries, question-based keywords, local optimization, and featured snippets.

7. Video SEO

- **Definition:** Optimizing video content to improve its visibility and ranking in search engine results pages.

- **Focus:** Video titles, descriptions, tags, thumbnails, video hosting platforms (YouTube, Vimeo), and video sitemaps.

8. Enterprise SEO

- **Definition:** SEO strategies tailored for large-scale websites with thousands or millions of pages.
- **Focus:** Scalability, site structure optimization, content management systems (CMS) integration, and SEO audits.

Each type of SEO serves different purposes and requires specific strategies and tactics to achieve its objectives. Integrating multiple types of SEO into a comprehensive digital marketing strategy can significantly enhance a website's online presence and visibility.