

SEO, Google Ads, and Twitter Marketing Plan for 306 Technologies

Overview

306 Technologies is a web/app development agency specializing in custom e-commerce stores, websites, and applications for mid-sized companies. The **ideal client** is an IT or Marketing Manager at a company with 50–100 employees, primarily in North America. Past campaigns struggled with low-quality clicks and spam traffic from outside the target market, so this plan emphasizes **high-quality lead generation**. With a monthly budget of ~\$1500, we will leverage **SEO, Google Ads, and Twitter (X)** strategies to increase qualified traffic and conversions. Core differentiators – *craftsmanship* and deep coding expertise (“we know the code, so we can build anything”) – will be highlighted across all channels to set 306 Technologies apart.

SEO Strategy

Our SEO strategy focuses on capturing organic traffic from **North American mid-market businesses** searching for custom development solutions. This involves targeting high-intent keywords, optimizing the website for conversions, and building authority in the industry.

- **Intent-Focused Keyword Research & Content:** We will perform B2B-focused keyword research centered on the agency's *Ideal Customer Profile (ICP)*. Rather than chasing high-volume generic terms, the focus is on **high-intent keywords** that indicate a searcher is looking for a service provider¹. For example, phrases like “*custom e-commerce development for businesses*” or “*enterprise CMS development services*” (even if lower volume) signal strong purchase intent, unlike generic queries like “*what is a CMS*.” Research shows that in B2B SEO, prioritizing relevance and intent over pure volume attracts **people with genuine buying potential**]¹. **We will map keywords to the buyer's journey, including industry-specific terms, common pain points, and solution-specific phrases**². **For instance:** an IT Manager might search “custom e-commerce platform vs off-the-shelf” when researching options (mid-funnel), or “top B2B web development agency North America” when ready to hire (bottom-funnel). **Our content will be tailored accordingly** – informative blog posts **addressing early-stage questions, and** case studies/landing pages** targeting decision-stage searches.
- **On-Page Optimization:** Key service pages (e.g. *E-commerce Development, Custom CMS Development*) will be optimized with targeted keywords in titles, meta descriptions, and headings. We'll incorporate the agency's differentiators into the copy – emphasizing “*custom-built, scalable solutions*” and “*expert code craftsmanship*” – to engage visitors and improve SEO relevance. Descriptive URLs and clear page structures will help search engines understand our content hierarchy³. Each page will include strong **calls-to-action** (e.g. “*Request a Quote*”) to convert organic traffic into leads. Additionally, we will optimize for user experience signals: fast page load times, mobile-friendly design, and intuitive navigation (all important for SEO). These on-page improvements make the site both search-friendly and conversion-oriented.

- **High-Quality Content & Thought Leadership:** To attract IT and marketing managers, 306 Technologies will publish valuable content that showcases expertise. We'll maintain a **blog** covering topics like *"How a Custom E-commerce Site Can 2x Your Mid-Size Business Revenue," "Custom vs Template CMS: What an IT Manager Should Consider,"* or *"Security and Scalability in Web Applications (Tech Manager's Guide)."* Regular content updates not only target relevant keywords but also build trust. The goal is to become a **trusted resource** for our target audience – *devouring informational search and becoming the most trusted brand in our industry with a unique perspective* ⁴. By offering genuinely helpful insights (rather than salesy posts), we train search algorithms and even AI assistants to view our site as authoritative ⁵, which can improve rankings and drive **qualified** organic traffic. This content will highlight our craftsmanship (e.g. showcasing how we solved complex coding challenges in case studies) to reinforce our USP. Over time, this thought leadership content can attract backlinks and referrals, further boosting SEO.
- **Authority Building (Link Building & Local SEO):** Off-page SEO will focus on establishing credibility through backlinks and citations. We will pursue listings on **industry directories** (e.g. Clutch, GoodFirms) and encourage satisfied clients to leave reviews – these not only act as trust signals but also provide backlinks. Guest posting on relevant industry blogs or tech publications (with backlinks to 306tech.com) will be pursued to gain authoritative links and reach our target audience on other platforms. Every backlink from a reputable site is a signal of expertise to search engines ⁶. We'll also leverage any local advantage: since 306 Technologies is based in Saskatoon (area code 306), we'll maintain a fully updated **Google Business Profile** and ensure NAP (Name/Address/Phone) consistency across the web. Local SEO matters even for B2B – *71% of B2B searches include location modifiers* when seeking vendors ⁷. Thus, we might optimize for phrases like **"web development agency in Canada"** or include "Serving USA & Canada" on the site to capture location-based searches. The combined effect of technical optimizations, high-quality content, and link building will improve our organic visibility. We will measure SEO success not just by traffic, but by **lead quality and conversions** (form submissions, demo requests, etc.), aligning SEO KPIs with real business outcomes ⁸.

Google Ads Strategy

Our Google Ads plan is designed to quickly capture *qualified leads* searching for services we offer, while filtering out irrelevant clicks. With a budget of ~\$1500/month, we'll focus on **targeted Search campaigns** for **North America**, emphasizing our key services (custom e-commerce and CMS development). The strategy will improve ad relevance and click quality, addressing the past issue of wasteful clicks from outside markets.


- **Geo-Targeting the Right Audience:** We will restrict our campaigns to **North American markets** (primarily US and Canada) where our ideal clients are located. In Google Ads settings, we'll use the "Presence" option to show ads **only to people physically located in our target locations**, rather than the default that includes "people interested in the location" ⁹ ¹⁰. This prevents ads from appearing in unrelated countries and cuts down on foreign/spam clicks. We'll also consider scheduling ads during business hours in target time zones if appropriate (since an IT/Marketing manager might search during work hours). Additionally, we can refine audience settings: for example, using **demographic filters** like age and household income. **Decision-makers** in B2B are often ages **30-55**, including managers who oversee tech/marketing budgets ¹¹. If Google Ads data allows, we'll bid higher for this age range. We may also use income targeting to focus on higher

income brackets (top 20-30% household income) since companies with larger budgets are more likely to afford custom development ¹² . By laser-focusing on geography and demographics, we ensure our limited budget is spent reaching **the IT and marketing executives** most likely to convert.

- **High-Intent Keywords with Negative Keywords:** Keyword selection will make or break our Google Ads. We'll bid on **high-intent, specific search terms** that indicate someone is actively looking for a development partner. This includes phrases like *"custom web development agency," "e-commerce website development services," "enterprise web application development"* and similar terms ¹³ . Such keywords (including long-tails like "custom Magento alternative development" or "CMS development for mid size business") reveal urgent intent to hire, as opposed to broad terms like "build a website" which might attract hobbyists or very small businesses. Each ad group will be tightly themed (e.g. an **"E-commerce Development"** group with keywords around online store development, and a **"Custom CMS"** group for CMS/website development keywords). We will start with **Phrase and Exact match** keywords to closely control relevance (e.g. ["custom web development agency"] so our ad shows only for that intent). **Negative keywords** are crucial: we'll add terms like *"free," "cheap," "template," "DIY," "training," "jobs"* etc. to exclude searches that are not potential clients (e.g. someone looking for a free website builder or looking to get a web developer job). Negative keywords let us **exclude irrelevant search terms**, helping focus on only keywords that matter to our customers ¹⁴ . We'll continuously review the Search Terms report in Google Ads and add negatives for any off-target queries that slip through. This way, our budget is spent on **quality clicks** from likely buyers, not on spam or curiosity clicks.
- **Compelling Ad Copy & Extensions (Highlighting USP):** Our ad copy will speak directly to the needs of IT and Marketing managers. Every ad will have a clear, benefit-driven headline – for example: *"Custom E-Commerce Development – Scalable, Secure, Tailored"* or *"Need a CMS Built to Your Specs? – We Do That."* We will **leverage the core differentiator** of 306 Technologies in the ads: emphasizing **"craftsmanship in code"**, the ability to *"build anything from scratch,"* and our successful track record. This positions us as a high-quality, no-limitations provider – exactly what a mid-sized company looking for custom solutions would value. Ad descriptions will include a strong **call-to-action** (e.g. *"Get a free consultation from our expert dev team"*) to encourage clicks from serious prospects. We will also implement various **Ad Extensions** to increase ad visibility and credibility:
 - **Sitelink Extensions:** Direct users to relevant pages such as *Portfolio, Case Studies, About 306 Technologies*, or *Contact Us*. For example, a sitelink might say **"View Our Portfolio – See successful projects"** to entice clicks ¹³ .
 - **Callout Extensions:** Add short snippets highlighting key selling points – e.g. *"100% Custom Code," "15+ Years Experience," "North America Based," "Full-Stack Expertise."* Using callouts is a great way to **highlight expertise and special offerings** ¹⁵ before the user even clicks. (For instance, an example from another agency included callouts like *"Award-Winning Designs"* and *"Free Consultation"* to showcase value ¹⁵ .) We will tailor ours to 306 Tech's strengths (like *"Custom-Built, No Templates"* or *"E-commerce & CMS Specialists"*).
 - **Location Extension:** If applicable, show our Saskatoon office location for trust (this also reinforces to searchers that we're a real NA-based company).
 - **Structured Snippets:** Use a snippet extension to list our services (*"Services: Custom Web Development, E-Commerce, Custom CMS, Mobile Apps"*) giving a quick overview of our offerings.

By utilizing these extensions, our ads become more prominent and informative – often yielding higher click-through rates and a better **Quality Score** (which can even lower cost-per-click). **Below is an example** of a Google search ad (for a web design agency) that employs a strong headline, descriptive copy, location info, and multiple sitelinks to maximize impact:

Sponsored

 Isadora Digital Agency
<https://www.isadoradigitalagency.com> › enterprise › websites

Top Web Design Agency LA - NY | Product & Web Design Company

Powerful UX/UI & strategy for incredible experiences. Partner with a Top **Web Design Agency**.
Winning conversion strategies. Ethical UX and **web design** services for intelligent brands.
SEO/SEM 400% + Conversion.

📍 1600 Rosecrans Avenue, Manhattan Beach, CA - +1 310-916-9510 - Open today · 9:00AM ...

Startups Web Agency
UPLI - Employee Financial Wellness Web & Mobile App Strategy & Design

View Our Portfolio
Reimagined Web Experiences Distinctive & Personalized

Real Estate CaseStudy
Home Construction & Land Developer Product Design + 1,000 Touch Points

Example of a Google search ad for a web design agency, using compelling headlines and several ad extensions (sitelinks like “Startups Web Agency,” “View Our Portfolio,” etc.) to provide extra info and appeal. Similarly, 306 Technologies’ ads will use extensions to showcase portfolio pieces and unique value propositions, making the ads more credible and click-worthy.

- **Optimized Landing Pages & Conversion Tracking:** Once a prospect clicks, the landing page must **seal the deal**. We'll create dedicated landing pages for each ad group (e.g. a landing page specifically about our *E-commerce Development services* for those clicking an e-commerce ad). These pages will mirror the ad's messaging and keywords (maintaining “message match” for higher Quality Score and user relevance). They will prominently feature our differentiators (why our custom-coded solution is superior), include proof points (mini case studies, client logos, testimonials), and have a clear CTA (like a contact form or “Book Consultation” button). Page speed and mobile optimization are critical here – not only for SEO but to keep Google Ads quality high and prevent bounces. All landing pages will have **conversion tracking** set up (via Google Ads and Analytics): form submissions, demo requests, or phone calls will be tracked as conversions. This data lets us measure ROI precisely – we'll know which keywords and ads are producing leads. Over time, conversion data guides budget allocation (e.g. if “custom CMS development” ads yield cheaper cost-per-lead than “mobile app development” ads, we can re-balance spend). We will also implement **Google Ads conversion import** if possible (tracking leads to sales) to measure quality, not just quantity.
- **Continuous Optimization & Budget Management:** To ensure we get the most out of the \$1500, we'll actively manage and tweak campaigns. This means reviewing performance **weekly** and making data-driven adjustments: pausing keywords or ads with high spend but no conversions, boosting budgets on campaigns that are performing well, and testing new variations. We'll monitor metrics

like Click-Through Rate (CTR), conversion rate, and Cost per Conversion. If certain keywords have lots of impressions but low clicks, we may refine ad copy or bid higher to improve position. If we encounter any sources of spam or irrelevant clicks (e.g. sudden clicks from outside NA or from odd query segments), we'll investigate and add exclusions (using IP exclusions or refining the location settings further). Essentially, it's an **agile process**: launch with best practices, then refine. Our goal is to maximize **quality leads per dollar**. For example, if we notice a lot of clicks but few conversions from a broad term like "web development services," we might narrow it or bid only on longer phrases, focusing budget on the top converters. We'll also explore **A/B testing**: trying different ad headlines (one emphasizing "Craftsmanship" vs. one emphasizing "Any Platform – We Can Build It") to see which resonates more with our audience. Because B2B sales can be a longer cycle, we might also set up a **remarketing** campaign (with a small portion of budget) to re-engage users who clicked an ad but didn't convert – showing them banner ads or follow-up search ads in the following weeks, keeping 306 Technologies top-of-mind. All these optimizations ensure that over time, our Google Ads deliver a steady influx of **targeted, high-intent leads** ¹⁶ ¹⁷ without blowing the budget.

Twitter (X) Strategy

On Twitter (X), our goal is to build **brand awareness and credibility** among tech-savvy professionals, and to engage potential clients through thought leadership. Twitter will serve as a platform to showcase 306 Technologies' expertise, share valuable content, and interact with the community (rather than a direct lead-gen channel like search ads). Consistency and genuine engagement are key – as one expert puts it, *the key to a successful Twitter strategy is understanding your audience, speaking their language, and creating engaging content that encourages interaction* ¹⁸. With that in mind, here's our Twitter game plan:

- **Share Valuable Content (the 80/20 Rule):** We will use an **80/20 approach** to content on Twitter – roughly 80% of tweets will provide value (informative or engaging content), and 20% will be direct promotion. This ensures we're not seen as just self-promoting. We'll post **industry-relevant insights, tips, and resources** that our target audience cares about. For example, share a link to a new study on e-commerce trends with a comment (*"Great Gartner report on e-commerce in 2025 – key takeaway: mobile-first is non-negotiable* ¹⁹."). We might tweet bite-sized tips like *"Pro tip: A custom CMS can integrate 100% with your workflow – no more manual data transfers #digitalworkflow"* or *"Security check: If your web app's user data isn't encrypted at rest, it's time to fix that."* By **sharing tips and insights that help our audience do their job better**, we build goodwill and position ourselves as experts ²⁰. Only the remaining ~20% of tweets will explicitly promote 306 Technologies – e.g. announcing a new case study on our blog, a client success story, or a subtle pitch like *"Struggling with an out-of-the-box e-commerce platform? We build custom solutions – see how we helped Client X [link]"*. This balance keeps our feed useful and engaging, so followers stay and **trust our voice**.
- **Thought Leadership & Engagement:** We will actively engage in conversations to raise our profile. This involves **following and interacting with industry leaders** (tech CEOs, product managers, digital marketing gurus, etc.) and relevant hashtags. For instance, if a notable figure tweets about web performance or a marketing director asks a question about CMS choices, the 306 Technologies account (or our executives' personal accounts) can reply with helpful insights. Consistently participating in such discussions showcases our expertise to a wider audience. Another tactic is leveraging our **executive's personal brand** on Twitter. If the founder or lead developer of 306 Tech is willing, we can **have them post thought leadership content** (since personal accounts often get higher engagement than brand accounts in B2B). In fact, many top B2B brands benefit by tapping

into their executives' networks – a single tweet from a well-known industry executive can work like a targeted influencer campaign for the company ²¹ ²² . We'll aim to grow such personal accounts by sharing behind-the-scenes looks or opinions on industry news (e.g. *"Our CTO's take on the latest JavaScript framework: [thread]..."*). On the company account, we'll also drive engagement by asking questions and polling our followers (e.g. *"Marketers: what's your biggest pain point with your current website platform?"*). Encouraging replies and discussions increases our visibility (as replies can show up in others' feeds) and helps us understand our audience's needs better. We will respond promptly to any comments or DMs we receive – timely, thoughtful engagement builds credibility and relationships over time ²³ . The tone will be professional yet personable: we want to **speak our audience's language** – for IT managers that might mean acknowledging technical challenges; for marketing managers, focusing on business outcomes. Over time, this consistent interaction can turn Twitter into a channel that **drives referral traffic** to our site and even direct inquiries.

- **Use Visuals and Hashtags Strategically:** To stand out in busy Twitter feeds, we'll make our tweets visually appealing. Research shows tweets with media (images, videos, infographics) get far more engagement – the human brain processes images much faster than text, so visuals catch attention ²⁴ ²⁵ . We will create simple graphics or short clips when possible: for example, a before-and-after screenshot of a client's old vs new website, a 30-second video of our team offering a quick tip, or even GIFs highlighting an achievement (like a website launch celebration). These visuals support our message and make people more likely to like or share our posts. We'll also incorporate **hashtags** to increase discoverability, but in a targeted way (1–3 hashtags per tweet, relevant to the content). Some useful tags for reaching our audience:
- **Business/Marketing hashtags:** #B2Bmarketing, #DigitalMarketing, #ecommerce – these connect us with professionals interested in marketing strategies or e-commerce trends ²⁶ . For example, when sharing a blog on improving online store UX, we might use #ecommerce. If discussing content strategy (since we also do CMS), #ContentMarketing or #SEOTips can pull in marketing managers ²⁷ .
- **Tech/Development hashtags:** #WebDevelopment, #Tech, #Software, #AppDevelopment, #coding – using these when we post tech insights can attract IT managers or developers who follow those tags ²⁸ ²⁹ . For instance, tweeting about a new JavaScript library with #WebDevelopment can get the attention of tech folks browsing that topic.
- We will avoid overly generic or trending hashtags that aren't relevant (no random #MondayMotivation unless we tie it to something relevant, etc.). The goal is to **tag content with context** that our target audience might search or follow. By researching which hashtags tech managers or SMB marketers use, we ensure our posts appear in those conversations. (E.g., #SmallBusiness or #SMB could be used occasionally if we target those looking to scale up their web infrastructure.) We'll maintain a list of effective hashtags to consistently use for respective topics, adjusting as trends evolve (per 2025 trends lists ²⁶).
- **Consistency, Tracking, and Iteration:** We will treat Twitter as an ongoing conversation, not a one-off campaign. This means tweeting **regularly** (aiming for 3-5 tweets per week initially, scaling up if engagement increases). We'll schedule posts at times when our audience is most active – likely weekdays around late mornings or early afternoons (when managers take breaks or are between meetings). Using a social media management tool, we can queue up tweets and also monitor mentions. We'll keep an eye on analytics: track which tweets get the most likes/retweets, which links get clicked, and whether any traffic from Twitter converts on our site (using UTM tracking on links).

This feedback will shape our strategy – e.g. if our quick tech tips get lots of engagement but our pure self-promotional posts don't, we'll adjust to include more of the former. Our social strategy will remain **flexible**. Additionally, while organic efforts are the priority (since they only cost our time), we remain open to **Twitter Ads** on a small scale. If we have some budget to spare or a particularly important content piece (say, a whitepaper or webinar), we could run a **Promoted Tweet** campaign. Twitter's ad targeting can pinpoint users by interests, keywords, or even followers of certain accounts. For example, we could target people who follow tech brands or hashtags related to "web development" or job titles like "IT Manager" (Twitter's API can sometimes target by broad career categories). Even a modest spend (a few hundred dollars) could amplify a key message to thousands of the *right* people. Any paid campaigns on X would have clear objectives (e.g. drive downloads of a resource or generate site visits to a landing page) and we'd measure their ROI closely. Overall, by steadily growing our presence and fostering engagement, Twitter will support our brand credibility – so when a potential client researches 306 Technologies, they find an active, knowledgeable Twitter account as proof of our authenticity and expertise.

Conclusion and Integration

By implementing this comprehensive plan, 306 Technologies will strengthen its **digital presence** across search engines, paid ads, and social media. **SEO** will provide a sustainable flow of organic leads over the long term, as our content and optimizations help us rank for the terms our ideal clients use. **Google Ads** will deliver immediate visibility for high-intent searches, optimized to maximize quality leads within budget by focusing on the right audience and messages. **Twitter** will serve as a platform for engagement and thought leadership, indirectly supporting sales by building trust and brand awareness among decision-makers. It's worth noting the synergy between these channels: insights from Google Ads (e.g. which keywords convert best) can inform our SEO content strategy ³⁰, and content we create for SEO (like a valuable blog post) can be repurposed into tweets or Twitter discussion topics. By coordinating SEO and PPC around the same key messages and differentiators, we also reinforce our brand consistency – a well-optimized site can even improve Google Ads quality scores, lowering costs ³¹.

Finally, all efforts will be measured and refined continuously. We'll track SEO performance in terms of **organic leads** and use analytics to see how visitors from SEO and Twitter behave (and convert). For Google Ads, we'll track each dollar to ensure it's bringing in the right clicks and adjust as needed. This data-driven approach ensures the **marketing plan remains agile and effective**. With craftsmanship at the core of 306 Technologies, our marketing will echo that same commitment to quality – crafting SEO content, ads, and social posts that truly speak to the needs of mid-market companies. Over time, this should result in more **qualified inquiries**, less spend wasted on the wrong clicks, and a growing reputation in the industry, ultimately driving growth for 306 Technologies.

Sources: The above plan is informed by current best practices in B2B digital marketing and references industry insights, including B2B SEO strategies ¹ ², Google Ads tactics for agencies ¹³ ⁹, and B2B social media approaches ²⁰ ²⁷, among others. By following these evidence-based strategies, 306 Technologies can confidently navigate SEO, Google Ads, and Twitter to achieve its marketing goals.

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