

# Critical Digital Marketing Services

	ESSENTIALS	PROFESSIONAL
<b>Google My Business and Management/Optimization</b>	<p>We will manage the following on an on-going basis, ensuring you're earning as much traffic in the local pack as possible.</p> <ul style="list-style-type: none"> <li>• Ensure optimized (address, verified, hours, reviews are being responded to, 3 outside photos, 3 inside photos, 3 team photos, keyword stuffed title tag)</li> <li>• Post content bi-monthly</li> <li>• Ensure listed in multiple categories</li> <li>• Manage reviews</li> </ul>	<p>We will manage the following on an on-going basis, ensuring you're earning as much traffic in the local pack as possible.</p> <ul style="list-style-type: none"> <li>• Ensure optimized (address, verified, hours, reviews are being responded to, 3 outside photos, 3 inside photos, 3 team photos, keyword stuffed title tag)</li> <li>• Post content 2X per week</li> <li>• Ensure listed in multiple categories</li> <li>• Manage reviews</li> <li>• Posting promotions per your request once weekly</li> <li>• Update page as needed</li> </ul>
<b>Online Directories</b>	<p>We will list your business in up to 50 online directories that will help your organic traffic. Most businesses are only listed in the most popular 8-10 (Google, Yelp, Facebook, etc.)</p>	<p>We will list your business in up to 100 online directories that will help your organic traffic. Most businesses are only listed in the most popular 8-10 (Google, Yelp, Facebook, etc.)</p>
<b>Website Optimization</b>	<p>We will complete the following checklist for your website and check monthly to ensure SEO optimized.</p> <ul style="list-style-type: none"> <li>• Ensure XML sitemap submitted</li> <li>• 22-point on-page SEO inspection for up to 10 URLs</li> <li>• Re-write meta descriptions for optimal CTR</li> <li>• Website submitted to Google Search Console, Google Analytics</li> <li>• Terms of service page</li> <li>• Privacy Policy page</li> <li>• Monthly error check</li> </ul>	<p>We will complete the following checklist for your website and check monthly to ensure SEO optimized.</p> <ul style="list-style-type: none"> <li>• Ensure XML sitemap submitted</li> <li>• 22-point on-page SEO inspection for all pages</li> <li>• Re-write meta descriptions for optimal CTR</li> <li>• Website submitted to Google Search Console, Google Analytics</li> <li>• Terms of service page</li> <li>• Privacy Policy page</li> <li>• Favicon</li> <li>• About us page</li> <li>• Mobile optimized</li> <li>• All images compressed</li> <li>• Speed test</li> <li>• Backlink monitoring</li> <li>• Bi-monthly error check</li> <li>• Keyword tracking</li> <li>• Competitor domain analysis for keywords/ad copy</li> <li>• Position Tracking</li> <li>• Keyword research</li> </ul>
<b>Paid Media Management</b>	<p>We will run a strategic ad campaign for you without the addition of custom graphics on the following platforms :</p> <ul style="list-style-type: none"> <li>• LinkedIn</li> <li>• Facebook</li> <li>• Google/Bing Ads</li> <li>• Instagram</li> </ul>	<p>We will run a strategic ad campaign for you with the addition of custom graphics on the following platforms :</p> <ul style="list-style-type: none"> <li>• LinkedIn</li> <li>• Facebook</li> <li>• Google/Bing Ads</li> <li>• Instagram</li> </ul>
<b>Social Media</b>	<p>Our team will develop strategic content creation for your social media platofrms including:</p> <ul style="list-style-type: none"> <li>• LinkedIn</li> <li>• Facebook</li> <li>• Instagram</li> <li>• Pintrest</li> </ul>	<p>Our team will develop strategic content creation and our social media manager will post &amp; manage your accounts.</p> <ul style="list-style-type: none"> <li>• LinkedIn</li> <li>• Facebook</li> <li>• Instagram</li> <li>• Pintrest</li> </ul>
<b>Content Creation</b>	<p>We will create engaging content every week/month OR we can help you improve current content:</p> <ul style="list-style-type: none"> <li>• Blog</li> <li>• Graphics</li> <li>• Social</li> </ul>	<p>We will engaging content every week/month OR we can help you improve current content:</p> <ul style="list-style-type: none"> <li>• Podcast</li> <li>• Video</li> <li>• Animated Graphics</li> </ul>
<b>Website Design</b>	<p>Use existing content to redesign website entirety or just specific pages. to reduce technical errors and increase user friendliness.</p>	<p>Rewrite all content to include SEO friendly keywords and redesign website entirety or just specific pages. to reduce technical errors and increase user friendliness.</p>
<b>Brand Strategy</b>	<p>Start from scratch or redesign your branding. Can include and graphic design elements such as logo, brand style guide, and marketing materials.</p>	<p>Start from scratch or redesign your branding. Will include both graphic design and copywritting elements to create a cohesive and powerful brand. We will analyze market and competitors to best position you in front of your audience.</p>



A holistic, agile business consulting firm focused on helping modern businesses take a fresh look at their operations, sales, and marketing strategies, and navigate their way to the top through digital marketing solutions.