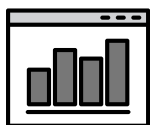


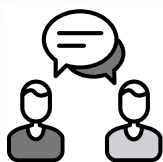
SEO Marketing

We offer SEO marketing services beyond competitors' capabilities, featuring industry-leading performance guarantees and no time-based commitment.



Paid & Organic Social Media

Improve social proof, boost your brand's visibility, and obtain qualified leads with a combination of our paid and organic social media services!



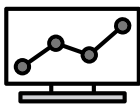
Content Marketing

Content that wows people AND the search engines. From blogs to web pages, you'll receive maximum impact from our content marketing team.



Conversion Tracking

Innovative technology that tracks the origin of all inbound web and phone based leads. Calculate your advertising ROI and dial-in the perfect marketing strategy.



SSL Hosting

Did you know that Google penalizes websites that are not securely hosted (SSL)? We include SSL with all web hosting services on fast servers to improve page load speeds.



PPC Management

Throwing money at Google Ads isn't good enough. As a certified Google Partner and top 10% performer, our PPC campaigns are fine-tuned to affordably drive quality inbound sales as efficiently as possible.



Programmatic Ads

Serve the perfect ad to the perfect audience, at the perfect time and place. Cost-effectively advertise to large audiences to draw attention to your brand.



Website Design

The perfect mix of technology and creativity. Our websites are mobile friendly, SEO-friendly and people friendly. Get more for less from a website made by our expert designers.



WordPress Security

Bad people are out there, but so are we. Our security team reduces website threats including hacking and viruses. Includes site backups and disaster recovery.

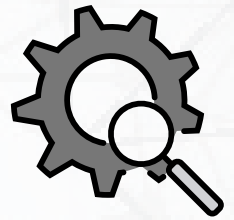




SEO Marketing

Comprehensive & Performance-Based

We feature an array of SEO marketing services to accommodate different businesses in different situations. Our solutions are scalable to accommodate each client's specific needs, ensuring the most cost-effective and productive SEO services available. We service companies ranging from Fortune 500 to SOHO and everything in-between. We are a world-class leader in the SEO industry and offer SEO services beyond the capability of our competitors, featuring industry-leading performance guarantees and no time-based commitment.



Full-Service Search Engine Optimization

Hands-on SEO Optimization

We implement our SEO efforts directly onto your site
No need to pass our work on to a web designer or IT team

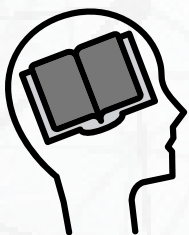
Hands-off SEO Optimization

We can work directly with your production team

No Secrets

We share what we know and we hide nothing
We'll explain the particulars behind the work we execute

Depth of Knowledge and Execution



Our team provides unparalleled depth of knowledge for SEO and other digital marketing strategies. We are a highly technical team, capable of identifying the root-cause of poor search engine performance and the successes of competitor SEO rankings. We fix issues that other SEO firms cannot identify, and produce measurable results much more rapidly.

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PPC Management

Pay. Per. Click.

We provide professional and affordable PPC management services for companies large and small. We specialize in building high-performance PPC campaigns capable of generating a superior ROI. Receive more sales for a lower per-unit cost.

We have been steadily managing over \$5 million in PPC marketing budget per year for the last 3 years. We have provided industry-leading PPC management services since the inception of PPC over 18 years ago. Put our talents to work for you, and see the difference that our professional PPC managers can make for your company.



Sales Conversions: *Where Science Meets Art*



The PPC industry is highly competitive, and requires marketing savvy coupled with analytical ingenuity. We develop effective PPC marketing and keyword content to attract interested consumers, and then track those consumers through your sales process.

We are able to optimize dozens of variables to help maximize the performance of the PPC campaigns that we manage:

WE SQUEEZE EVERY DROP OF GOODNESS FROM GOOGLE ADS, ENSURING THAT YOUR CAMPAIGN BUDGET IS AS PRODUCTIVE AS POSSIBLE.

- KEYWORDS
- KEYWORD BIDS
- TIME OF DAY
- DAY OF WEEK
- LOCATION OF PROSPECT
- AD COPY
- MOBILE VS. PC
- MANY OTHER VARIABLES
- CONVERSION TRACKING

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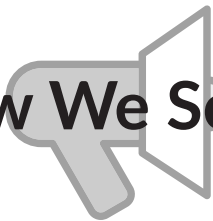


Paid & Organic Social Media

Channeling Your Social Audience

Looking to boost your business' organic social presence or bring in qualified leads from social media advertising? When you come on for paid social, our experienced team will create targeted campaigns that drive conversions and ROI. We don't just create pretty ads, our team stays up-to-date on the latest trends and best practices in social media advertising ensuring your campaigns stay ahead of the curve. Take it a step further and allow us to take over regular posting on your social media channels, boosting social proof and SEO while giving you more time to focus on growth. Don't let your social media strategy fall flat - let's take it to the next level!

How We Social



We keep your social media platforms current, helping to improve customer loyalty and connect with new prospects. We make sure the content on your page is relevant, true to your voice, and interesting to your audience.



From start-ups to large corporations, we have solutions to fit your budget and goals! All of our paid social campaigns are custom-tailored to your brand's specific needs.

We adopt a data-centric approach to social media advertising. Our team uses analytics to drive optimizations and maximize your campaign's results.



We are proud of our work and know you will appreciate our commitment to your success. Our ultimate goal is adding value to your brand, demonstrating our expertise, and nurturing a community.

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Programmatic Ads

Find Your Audience

What we offer:

Discussion/identification of Media

Selection of which media platform would most likely be successful. Options include GeoFencing, Search, Contextual, Retargeting, Native, Pre-Roll, OTT/CTV, and Audio.

Audience Targeting

Selection of audience demographics and characteristics most likely to interact with ads. Includes demographic, interest, contextual, geographical, and other targeting options.

Account Creation

Building ads on a programmatic advertising platform and launching the campaign.

Campaign Maintenance/Optimization

Ongoing campaign optimization and management to dial-in performance.

AD Creative Design (*additional fee)

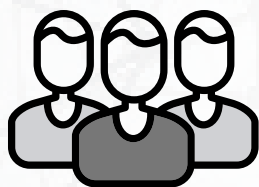
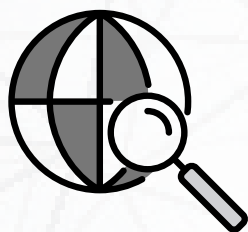
Per request, the creation of ad creative (additional \$250 one-time.)

Campaign Reporting

Monthly campaign performance reports.

Up-Front Payment

Payment must be received up-front for all programmatic ads campaigns.



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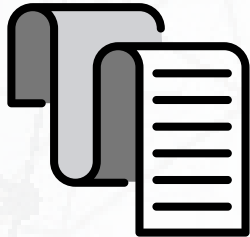
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Content Marketing

Content to Wow People & Google

Content is the backbone of the internet: Google loves it, people love it. In order to capture the attention of your audience and competitive search engine rankings, your website needs good content. Web content must serve two masters: Google and people. Our content is crafted to keep both happy.



What is Content Marketing?

Content marketing is the delivery of content to a targeted audience, with the goal of driving sales. Digital content can include blogs, articles, social media, web page content, SEO landing pages and much more. Our content marketing team produces original content which is never outsourced or copied.

How Can Content Marketing Help You?

Your website will gain credibility.

It's the backbone of the internet and it's how Google figures out who you are. These words compel prospects to purchase from you.

Your website can expand your market.

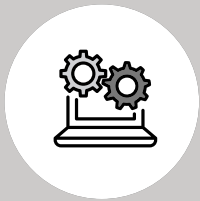
By integrating a content marketing program into your overall digital marketing strategy, our team can help your business grow.

Your website needs content, plain and simple.



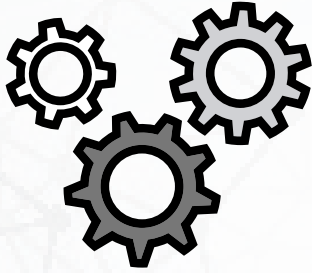
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Responsive Web Design

SEO-Friendly & Secure



We specialize in website designs constructed quickly and affordable. Our website designs are attractive, functional and engaging. We build out all of our designs using the WordPress CMS. WordPress is the most popular CMS on Earth, with over 50% of the worldwide CMS marketplace.

Why Our Web Designs are the Best...



MOBILE-FRIENDLY



PEOPLE-FRIENDLY



SEO-FRIENDLY

Our digital marketing know-how goes into every website we design.

This expertise ensures that your website can perform well on search engines, and once people find it, they will be more likely to engage with your company.

Competitor web designs can't compete.

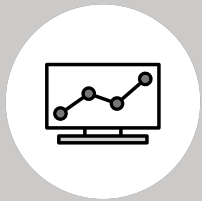
Our work is not outsourced overseas, where communications can break down or ethics can come into question.

We do it all.

Being both a digital marketing and SEO company, if you need any assistance marketing your new web design to the social world, we can provide a single point of contact to address all of your needs.

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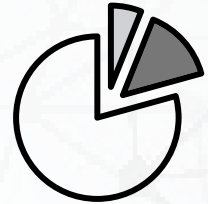
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Conversion Tracking

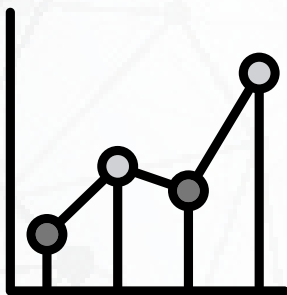
Comprehensive Sales Lead Tracking

Business owners and marketing directors struggle to understand which advertising channels are productive, and which are flops. Our conversion tracking solutions solve this problem. While many other conversion tracking resources can identify the source of web based leads, our team can also track the origin of phone based leads as well.



Phone-based leads can often exceed the volume of web-based from marketing channels including AdWords, SEO, Social Media, Print and TV. Now you can see exactly how effective each marketing channel is, allowing you to make intelligent decisions about your marketing strategy.

Tracking Highlights



- Tracks origin of both web-based and phone-based leads
- Continue using your same phone numbers
- Captures call details: call time, call length, call number
- Record calls for quality monitoring & sales team feedback
- Determine advertising ROI from all advertising sources
- Weed-out low performing advertising, maximize sales
- Provides data that Google Analytics & AdWords cannot
- Simple online reporting displays lead source details
- No need to build landing pages, boosting conversion rates

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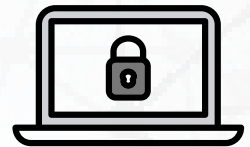


WordPress Security

Minimizing Your Risk

WordPress Security and Off-Site Backups

Supercharge your hosting! With over 30,000 websites being hacked every day, we offer WordPress security to minimize the risk of a compromised website. So far, we have had zero instances of a hacked website using our security solutions. We implement website speed acceleration tools to help your website load even faster than before. Our fast, secure web hosting offers peace of mind, even in a worse-case scenario.



Security Highlights



- Scans for existing malware, trojans and viruses
- Removes any identified exploits
- Blocks vulnerabilities and hacking attempts
- Restores unauthorized changes to original state in real-time
- Automatic off-site backups for a worst-case scenario
- Quick response time should any exploit get through
- Keeps WordPress and plugin updates current

Few business owners fully understand the impact that a hacked website will have on their company. It can be a crushing blow that sets everyone back, and at great expense. Don't risk the well-being of your website and your business. Eventually, all sites will be hacked if they are not protected.

Don't be another statistic!

OUR DEVELOPERS CAN ASSIST MOST COMPANIES THAT HAVE COMPROMISED WEBSITES, OR OTHER BUSINESSES THAT WANT TO REDUCE THE RISK OF BEING COMPROMISED.

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SSL Web Hosting

Secure. Sockets. Layer.

We feature secure (SSL) hosting automatically with all web hosting services. As of October 2017, Google began penalizing websites that are not securely hosted, so SSL is essential for good website health. We also utilize fast servers that are not overloaded, ensuring quick page load speeds that improve user experience and search engine performance. SSL fees are included in your monthly hosting bill.



Why SSL?

○ Data can be compromised

Without a secure hosting environment, an opportunity is created for it to be intercepted, or for customers to be misdirected.

○ Web browsers warn users

Chrome, Edge, Safari and FireFox actively warn people when they visit websites that are not securely hosted. This can be a deterrent, resulting in lost business.

○ Rankings will drop

Why Fast?

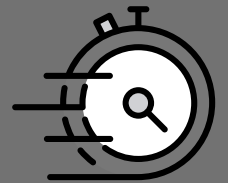
○ People get frustrated

Slow page load times and are likely to lead users to leave a slow website due to bad user experience.

○ Google penalizes slow websites

Google identifies slow websites as a problem, so a slow website will cause reduced sales rates and reduced search engine rankings.

○ Faster loading = more conversions



Our team does not overload web servers, ensuring faster load times and improved user experience.

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