*DUFF DIGITAL MARKETING: CONTENT WRITEUP.*

**SECTION 1**

* Homepage
* Requires 1,500 words.
* **TOTAL WORD COUNT 1623**
* Keywords will be incorporated in both section 1 & section 2. Each keyword will appear at least 2-3x’s, comprehensively throughout sections 1&2. The sentences in which keywords appear will be highlighted, and the keywords themselves underlined. i.e. The keywords appear in this sentence and they are underlined.
	+ North Carolina SEO (2x’s mentioned)
	+ Social Media Marketing Greensboro NC (2x’s mentioned)
	+ Greensboro Marketing (3x’s mentioned)
	+ Local digital marketing companies (2x’s mentioned)
	+ Local internet marketing agency (3x’s mentioned)
	+ Digital marketing agency North Carolina (2x’s mentioned)
	+ Advertising agency Greensboro NC
	+ Local digital marketing services (2x’s mentioned)
	+ Advertising agencies Greensboro nc
	+ Seo Greensboro nc (2x’s mentioned)
	+ Local marketing companies (3x’s mentioned)

**DUFF DIGITAL MARKETING LANDING PAGE**

` In a few short decades, the birth of the internet has completely revolutionized the way we move through daily life. Everything from how we communicate to how we conduct business has been reimagined. As a result, the worldwide web now serves as an online marketplace, where convenience reigns supreme and our dollars can be instantly funneled into numerous virtual channels. In essence, learning the nuances of internet commerce can directly impact the success of your business. Because businesses no longer exist in a vacuum, it is crucial to explore the marketing opportunities that can arise as a result of building a formidable online presence.

 We at Duff Digital Marketing are here to help you develop your online presence through proven technological practices. As we assist you in building your online platform, we simultaneously provide you with the services necessary to help you infiltrate your regional, offline, marketplace. Our local internet marketing agency can provide you with the tools necessary to expand exponentially. When you retain our services, you gain access to premier web development curation, further understanding of SEO (search engine optimization), and finally, insider insight regarding how best to utilize tools from Facebook and Google. While Duff primarily operates in the digital sphere, our focus is on helping businesses located in North Carolina. By design, we can provide key insight into crucial North Carolina SEO algorithms. Through our services, North Carolina businesses will stand to expand their customer base, increase sales, and learn the proven digital tactics necessary to secure customer loyalty.

 For exceptional services regarding social media marketing Greensboro NC located companies need to look no further than Duff Digital Marketing. We at Duff understand that it takes more than an alluring webpage design to captivate prospective customers. Furthermore, successful modern-day websites should always utilize exceptional SEO practices, user-friendly mobile interfaces, convenient click to call technology, and possess a base understanding of analytics. Without implementing proven online methodology, you run the risk of alienating a significant demographic of potential customers. In essence, why spend a fortune on local digital marketing companies that aim to focus exclusively on the aesthetics of your website? A beautiful website does not directly translate into a heavily trafficked webpage. We at Duff differentiate ourselves from other local digital marketing services by creating a holistic blueprint for success, centralized on implementing state-of-the-art web technology. We will boost your overall ranking for relevant search terms on Google, design your website interface to be user-friendly, and therefore cultivate sales through an established online presence. Other local marketing companies don’t have the expertise that we at Duff Digital Marketing do. We can usher your business into the internet age by providing you with the services necessary to strengthen your online stronghold. If you would like to further discuss the different ways in which we can boost your business, please contact us today for a free consultation.

**HOW WEB DESIGN CONTRIBUTES TO SALES**

Our digital marketing agency North Carolina located operation understands the importance of tapping into local commerce through technological intervention. We have our finger on the pulse of North Carolina’s niche market and demographics, which enables us to further tailor your online presence in advantageous ways. At Duff Digital Marketing, we prime your business for success by implementing proven search engine optimization tactics. With our expertise and guidance, we have brought our customers to the first pages of Google, and other major search engines. Moreover, we have developed exceptional ad campaigns and directly streamlined new customers to the businesses we represent through our expert understanding of SEO. As a result, we approach the web design process methodically. For your webpage to gain traction, it must be visible, to begin with. Search engine optimization is the key component we use to make your business friendly to the most popular search engines.

 Our local internet marketing agency understands the innate challenges of developing a top-ranked webpage. For example, during the internet’s infancy, webpages and search engines could only be accessed using a computer. Nowadays, a significant portion of the population is walking around with portable computers in their back pockets. Yes, we’re talking about the smartphone, and the smartphone has further changed how we approach web development. It’s no longer enough to have an engaging desktop page when a sizable portion of your potential clientele will be accessing your webpage via their smartphone. Moreover, our Greensboro marketing professionals are well-versed in the language of analytics. Our team understands the crucial nature of ingratiating these practices into your business model. We expertly streamline potential clients to your webpage through click-to-call buttons and contact forms, ergo, directly bringing your customers.

 Call us now and we will happily schedule a time where we can meet with you to further discuss the benefits of SEO marketing strategies. Our consultations are highly informative and objectively risk-free. We are certain you will walk away eager to jumpstart your business into the online sphere.

**THE BEST SEO SERVICES IN NORTH CAROLINA**

 If you’ve spent any amount of time researching modern-day market strategy, you have likely already heard about SEO (Search Engine Optimization). Now more than ever, SEO has become a trending buzzword that local digital marketing services will throw around with little understanding. While any tech novice can quickly learn the basics of SEO, we at Duff Digital Marketing have extensively studied the science behind the practice. We not only understand SEO on a conceptual level but understand how to *correctly* utilize it. Furthermore, we at Duff have fine-tuned our focus to centralize on understanding SEO Greensboro NC related algorithms. After all, a reputable Greensboro marketing agency like Duff will understand the importance of perfecting your website, so that it reaches the appropriate local clientele and objectively eclipses your regional competitors.

 Have you ever wondered how a search engine narrows its scope so precisely, somehow managing to present you with the most relevant information? Search engines are designed to pinpoint results by adhering to strict algorithms that flag the most pertinent information. At Duff Digital Marketing, our experts have implicit insider knowledge regarding how these algorithms operate. Our understanding of these algorithms allows us insight into our local Greensboro marketing scene, and will subsequently position your business to appear when relevant keywords are searched in your area. If you’re still not quite sure how search engine optimization functions, consider the following. It’s Friday night and a family is looking for the Best Mexican Food in their area. In this scenario, let’s say you are the business owner of a local Mexican restaurant. Our services make it so that your restaurant is one of the top hits that potential customers will see when they search “Best Mexican Food Near Me”. It’s crucial that our customer’s businesses rank in search engines, considering a vast majority of people will usually find the business they’re looking for in those top suggestions. This is why visibility is imperative for ideal online positioning.

 While it’s relatively easy to understand search engine optimization, it takes a whole other level of perception to know how best to utilize SEO. Call us today and we will set up a consultation where we thoroughly break down the nuances of SEO and algorithms. If you are located in North Carolina, we urge you to check out our North Carolina SEO company. We are happy to provide you with a detailed breakdown of how we assess algorithms.

**UNDERSTANDING HOW GOOGLE MAPS WOKS FOR BUSINESS**

 Even Google Maps can be leveraged in your favor if you know how to use their services to your advantage. You may have noticed that when typing a keyword into Google Maps, for example, “Hardware Stores” or “Banks”, the map provider will subsequently present you with a list of businesses, usually predicated on proximity and rating. Google Maps is another area where Duff Digital Marketing can help ensure your business is being leveraged properly for optimal visibility. When retaining our services, we guarantee that your business will render as a top result on Google Maps. The more you understand how these algorithms decipher which businesses to promote, the better you can position your business for exposure. We know the proper routes for targeting SEO Greensboro NC businesses can then rely on to garner them visibility. Call us today for a free consultation and to further your understanding of how Google Maps can further benefit your North Carolina business.

**FACEBOOK ADS ARE YOUR FRIENDS**

 Considering that Facebook has a massive user base, it bodes well for businesses to run advertisements on their platform. Unfortunately, advertising novices waste money advertising on Facebook, when it is far more advantageous to market through Facebook ads. When ads are not thoughtfully produced, they tend to only be seen by a small, insular audience. Duff Digital Marketing can professionally ingratiate your Facebook Ads onto the platform, further establishing your online presence, and creating a lucrative, steady flow of clientele to your business.

**PRECISE USE OF GOOGLE ADS**

 Similarly, to Facebook Ads, Google Ads is simply another form of specified advertising that can help you achieve a top rank in their search engine algorithm. Google Ads are particularly beneficial for a short-term boost and also allot us further insight into the analytics surrounding algorithms. Understanding Google Ads is of vital importance considering algorithms help local digital marketing companies better understand how best to infiltrate search engines.

 We at Duff Digital Marketing offer you a team of highly qualified experts, ready to bring your business success to the principles, digital sphere. While there are certain principles, we use to guide all of our interactions with clients, we believe in the importance of cultivating a unique business plan that emphasizes your long-term goals, and positions you for optimal success.

**SECTION 2**

* This section includes 5 different service pages.
* 5 Service pages @ 500 words each.
* As per section 1, the keywords need to appear at least 2-3x’s. The following keywords were not utilized or completed in section 1 and will appear in this, section 2. As per section 1, the sentence in which the keywords appear will be highlighted, with the keyword(s) themselves underlined.
	+ Social Media Marketing Greensboro NC (2x’s mentioned. Section 1 & 2)
	+ Digital Marketing agency North Carolina (2x’s mentioned. Section 1 & 2)
	+ Advertising agency Greensboro NC (2x’s mentioned)
	+ Advertising agencies Greensboro nc (2x’s mentioned)
	+ Local Marketing Companies (2x’s mentioned. Section 1 & 2)
* **TOTAL WORD COUNT OF ALL 5 PAGES: 2616**

***Service Page: SEO***

HOW BEST SEO PRACTICES IN NORTH CAROLINA WORKS:

While the term SEO has become somewhat of an internet buzzword, there’s still a lot for our clients to learn about search engine optimization and how it directly aims to increase their chances of dominating in their local market. Our social media marketing Greensboro NC located company has the tools necessary to usher your business into prime search engine real estate. We use Search Engine Optimization to ensure your website remains highly visible and trafficked through an established social media presence and strategic advertising. Our ultimate goal is to increase your visibility, which in turn translates into potential customers.

The internet has proven to be a successful tool when it comes to conducting business. However, the average layperson doesn’t typically have a formal understanding of how best to utilize Search Engine Optimization. Furthermore, we’ve seen many local marketing companies struggle to fully grasp the necessity of tracking algorithms and relying on analytics for concrete data. Understanding the nuances of search engines like Google can be complicated. As a result, the less reputable advertising agencies Greensboro NC businesses have previously hired, may only provide their clients with a beautiful website. Granted, a striking interface can certainly captivate potential customers. However, unless that website is poised to be seen, it really doesn’t make an impact on your bottom line.

Our team of skilled SEO marketing gurus go beyond the surface level tactics that have been historically used to draw in consumers. Instead of working exclusively on web design, we focus on creating a holistic marketing strategy. Our team is highly researched on the principles of SEO, providing us a formidable foundation from which we can build your website. Through our research, we have compiled useful information that helps us dictate what keywords and content creation Google and other search engines are likely to pinpoint. In order to broaden your audience, SEO marketing, and layered web design is imperative.

**WELL ROUNDED SEO SERVICES THAT KEEP THE BIG PICTURE IN MIND**

To fully utilize Search Engine Optimization, it’s important to look at the process from a holistic standpoint. Before you can truly understand SEO, you have to understand the inner workings of Facebook and Google. Our advertising agency Greensboro NC located business can further help you carve out your place in the online ecosystem. With the advancement of the internet, we now have the luxury of finding businesses at the touch of our fingertips. This shift to convenience is why it’s imperative to get your website in front of consumers, particularly those who are in North Carolina. If you’re not actively establishing your online presence, your business isn’t reaching its full potential, period. As we continue to rely on the internet for recommendations and reviews, you will only find a higher demand for digital accessibility.

 We want to pair our technical skills with your businesses’ unique vantage point to funnel customers through your doors. You’ve already done the hard work of procuring a successful business, now allow us to position you favorably on the internet. We are the premier digital marketing agency Greensboro NC businesses know they can rely on for unparalleled service.

***Service Page: Web Development***

**Smart Web Development Focused on Generating Sales**

 We believe that any successful business should have a formidable online presence. We would never undermine the importance of in-person referrals however, a strong online presence can help drive customers to your business who would otherwise never hear of it. Investing in digital technology can prove highly lucrative and provide you with a sizeable monetary return. Certain local marketing companies might try and convince you that aesthetics are the most important element of web design. Granted, it is important to have a website that functions efficiently and is rendered for optimal mobile and desktop accessibility. Nevertheless, this is only one factor in creating a solid online platform. We have created a fail-proof system that incorporates data, analytics, and search engine algorithms that by design streamline your potential audience to your page.

 Furthermore, many less established advertising agencies Greensboro NC businesses retain for service may lead them astray by only manufacturing a well-functioning desktop site for their company. In our current technological age, most people will not leave their homes without their smartphones. You must create a website that accommodates people searching from both desktops and mobile phones. If your website isn’t functional for cell phone users, you risk alienating a significant amount of traffic. A well-rounded business website also makes it implicitly clear how a potential customer can get in contact. Now more than ever people want to be able to contact you conveniently and quickly. Our marketing team will furthermore create a website that incorporates all of these factors. While we work diligently to optimize your webpage for success, we don’t ever cut corners in any facet of our services. When it comes time to create a strategically structured website, you can guarantee it will be functional and visually appealing.

**Duff Digital Marketing Puts Your Website to Work for you**

You probably have an idea of what a “working website” entails. At Duff Digital Marketing, we strongly believe we have revolutionized the art of curating a working website to encompass several important facets of web development. Our focus always hinges on creating an airtight online footprint, that translates into real-life sales.

 We are the premier local internet marketing agency because we intimately understand what North Carolina customers are looking for. That’s one crucial aspect of what makes Duff Digital Agency so qualified to help you build your business, we understand what your potential customer base prioritizes. Our digital business model guarantees that these prospective clients are guided to your webpage via Google and Facebook. We go a step further by ensuring they can contact you with complete ease and convenience. These are the simple, but effective marketing strategies that help solidify loyal customers.

 At Duff Digital Marketing, we believe in the businesses that we represent and do our best to highlight and magnify what makes them unique. We work alongside you to showcase why your business deserves top ranking. We take the best your company has to offer and pair it with proven digital marketing techniques. The combination of both is nothing short of lightning in a bottle.

 Call us today to set up a free consultation for web development in North Carolina.

***Service Page: Local Map Rankings:***

**Everyone is Using Google Maps in North Carolina**

 It’s hard to remember what life was like before our smartphones came equipped with the map feature. Long gone are the days of printing out MapQuest directions and struggling frantically to find your destination. Not only does Google Maps provide people with directions, but it also allows them to search for businesses when typing in a keyword. More often than not, people are inclined to go to the businesses that appear at the top of their results. The opportunity to connect with customers through Google Maps is practical, and cutting edge.

 Consider for a moment that it’s your first time in North Carolina and you’d like to find a coffee shop that is located close to where you’re staying. One of the easiest ways to locate said coffee shop occurs when you type “coffee shop near me” into Google Maps. All of a sudden you have numerous coffee shops popping up for your consideration. To the untrained eye, it may appear that these results are itemized at random. In actuality, search engine algorithms dictate which results appear at the top of the page. That highly coveted top page spot is far more achievable than you may realize. This is where our Greensboro marketing team comes into play. Our team members know just how to work within the confines of the algorithm to solidify your business as a top search result.

 In many ways having a strong presence on Google Maps is just as important as having an established website. Many people will find themselves turning to Google Maps, especially if they don’t have time to dedicate to a full-fledged internet search. When it comes to Google Maps and other GPS applications, your businesses really must rely on favorable rankings. A favorable ranking is particularly prudent because Google Maps offers very little insight into a business other than perhaps the name, location, and rating when applicable. Moreover, when you don’t have the means to make an impression, you must strictly rely on algorithms to boost your business.

 Duff Digital Marketing knows how important Google Maps and other GPS applications are for garnering your business’s exposure. It’s yet another way that we holistically prime your company for success. We don’t leave a single stone unturned when it comes to curating your business plan. Much like a traditional webpage, Google Maps offers incentives for your potential customers and gives you premium visibility. When it comes to cracking the code behind these algorithms, there’s not much you can do besides extensively studying the analytics to determine how they operate. Fortunately, when you retain Duff’s services, we have insider knowledge that allows us to work with the algorithm. Given the opportunity, we would love to further discuss the nuances of algorithms and how they play an essential role in powering Google Maps. As always, we offer free consultations where we can easily walk you through the process of how we conduct our analytics research and use it to your benefit. Contact us today for more information.

***Service Page: Social Media Advertisements***

**How Facebook Ads Impact Sales Leads**

 Even with the insurgency of other social media platforms, Facebook still has one of the largest user bases in the world. It’s hard to believe that what started as a basic site for college students to connect is now one of the biggest online juggernauts hosting millions of people around the world. When you purchase advertisements on Facebook, you’re almost guaranteed to have an increase in exposure given that Facebook has a built-in audience. Investing in Facebook advertisements now will potentially lead you to an incredibly lucrative return in the future.

 Our expert advertising agency Greensboro NC located firm knows just how to prime you for success in our regional marketplace. Admittedly, procuring a successful Facebook advertisement might seem like a relatively easy task. Nevertheless, just because something is easy to do, doesn’t mean that it’s easy to do well. Duff Digital Marketing recognizes how crucial it is to curate ads in an intentional and strategic way. Through extensive trial and error research, we’ve created a strong formula for creating compelling Facebook ads.

**Everyone Uses Facebook, Your Business Should Too.**

 We’re not exaggerating when we proclaim that everyone uses Facebook. Everyone from your great-grandmother, to your teenage nephew, can be seen socializing and sharing content on Facebook. It almost goes without saying that if your business doesn’t have a Facebook page you’re already falling behind. Ultimately it doesn’t matter what propels people to sign up, what matters is how they can potentially benefit your business. With our services, we can help you get direct feedback and information from your target customer base here in North Carolina. While it may begin with some educated guesses, as the process unfolds, we gather empirical data to help us create a comprehensive business plan for your company.

 Understandably if you’ve previously invested money into advertising, only to see it fail, the prospect of siphoning more money into ads can seem ludicrous. Needless to say, just because you buy advertisements, doesn’t mean that they will gain any considerable traction. When it comes to ads, it’s important to note that there’s a complete science behind how they appear on a person’s timeline. At Duff Digital Marketing, we know how to use the Facebook system to our advantage. We are fully invested in promoting your business through Facebook ads, and furthermore, helping you receive a return on these investments. As our client, when your business finds success, so does Duff.

 We at Duff Digital Marketing also understand the importance of utilizing temporary promotions and ad campaigns. When it comes to building advertisements, we work collaboratively to create advertisements that accurately portray the highlights of your business. When we pair your expertise regarding your business practice, with our creative team for marketing, the results are often perfect for curating a captivating advertisement. Most people’s attention spans only allow you a few seconds to reel them in, at Duff, we know just how to pique the interest of an audience hook, line, and sinker. Each and every campaign that we procure for your business, serves as yet another building block for your company’s digital success.

***Service Page: Google Ads PPC***

 **Using Google Ads to Boost Online Presence in North Carolina**

 In this day and age, anyone who uses the internet is likely to be exposed to Google in some format. In many ways, Google has changed the very fabric of how we interact, search, and consume information. We have found the most success with our clients who have integrated Google into their business model. We utilize Google’s undeniable presence to gain exposure for our clients.

 The key to properly using Google is to understand the scope of the benefits to be gained from their platform. When you have an understanding of how Google operates, you can then better ingratiate your practices into their established stronghold. Using Google advertisements is one of the most surefire ways to benefit from their system. We guarantee that these advertisements will generate a significant amount of traffic to your website. So much so, that we want your website to be prepared to handle increases in traffic and viewership. While you will have to initially invest money if you want to use Google advertisements, you will make far more in returns from new customers.

 When you use Google ads, you have the potential to see a significant jump in patronage to your business. These advertisements don’t simply exist online, they encourage and motivate prospective clients to physically visit your real-world location. If you’re worried about sinking money into Google ads, that’s why we’re here. We won’t lead you astray, nor will we ever recommend you purchase something that won’t be beneficial for your business.

**Turning Temporary Google Ad Boosts into Big Picture Gains**

While we believe in the power of returns on investments, this doesn’t mean we want you to carelessly funnel your funds into advertisements. The key to using advertisements in a smart fashion is to create a perfect balance quantity-wise. The goal is to find that sweet spot for your business that doesn’t leave you underexposed or too overbearing. While we do enjoy setting short term goals for our clients, we always have the bigger picture in mind. We’re not just looking to bombard potential customers with ads. Rather we want to strategically unleash them, creating a sturdy foundation for continuous building. As we work to further establish the reputation of your business, we decrease the need for temporary advertisement boosts.

 When retaining our services, you should know that we like to work with our clients to establish a game plan for long-term, prolonged success. Sure, there is an overwhelming sense of pride and excitement one can get from seeing immediate results. However, we want to set your business up for extended success, solidifying your online and offline presence to be one of incredible merit. Our marketing campaigns are not small isolated business practices designed to give you a rapid boost. We want to establish your business’s positive reputation, working with you as we weather different challenges in the digital marketing sphere.

 If you are interested in learning more about how Google Ads actually work and how are team uses them to your advantage, call us for a free consultation.

**SECTION 3**

* About Us
* Restructure/Rewrite ‘About’ Section
* No definitive word count, aiming for 200-300
* **TOTAL WORD COUNT: 269**

**Erin B. Duff**

**Chief Executive Officer**

 When Erin is not overseeing Duff Digital Marketing, she enjoys nothing more than spending time with her husband(?) and two children. As a reformed 9 to 5’er, Erin quickly realized she much preferred the freedom of being her own boss. With corporate experience under her belt, Erin understands the importance of merging professionalism with creativity. She greatly enjoys helping others establish, and grow, their businesses on their own terms.

 In previous roles, Erin worked with numerous small businesses. As a result, she was able to pinpoint the key differences that separate the mundane from the extraordinary. She obtained a critical understanding of what makes a business exemplary, seeking to understand their basic wants and needs. Erin spent a considerable amount of time listening to people talk about their dreams, and the struggles they faced as a result of chasing them. She learned why many of these dreams had to be deferred due to financial setbacks and personal hardship. Nevertheless, she recognized an innate persistence in many of these people she worked with and decided to dedicate her professional life to helping them establish their businesses, and succeed far past their initial expectations.

 With tenacity and perseverance to guide her, Erin followed a dream of her own when she founded Duff Digital Marketing. Today, Erin and her team of experts work diligently to provide you with a digital marketing experience rooted in integrity and excellence. Offering services such as SEO, Google Maps, Social Media ads, and web design, Duff Digital Marketing brings you one step closer to achieving growth far beyond what you ever could have imagined.