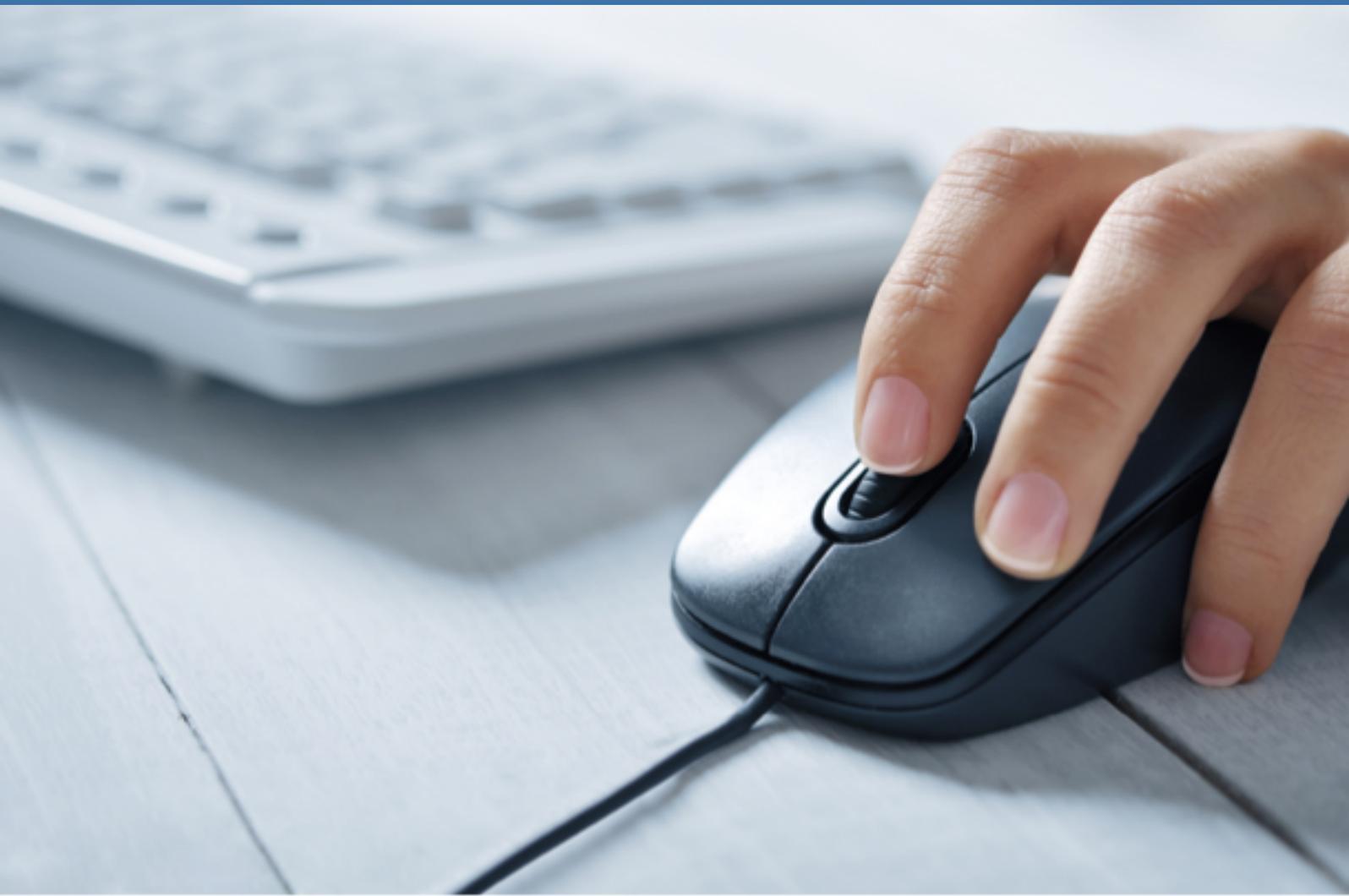




We don't just build **websites**.
We help businesses flourish **online**.

www.itkart.co.in



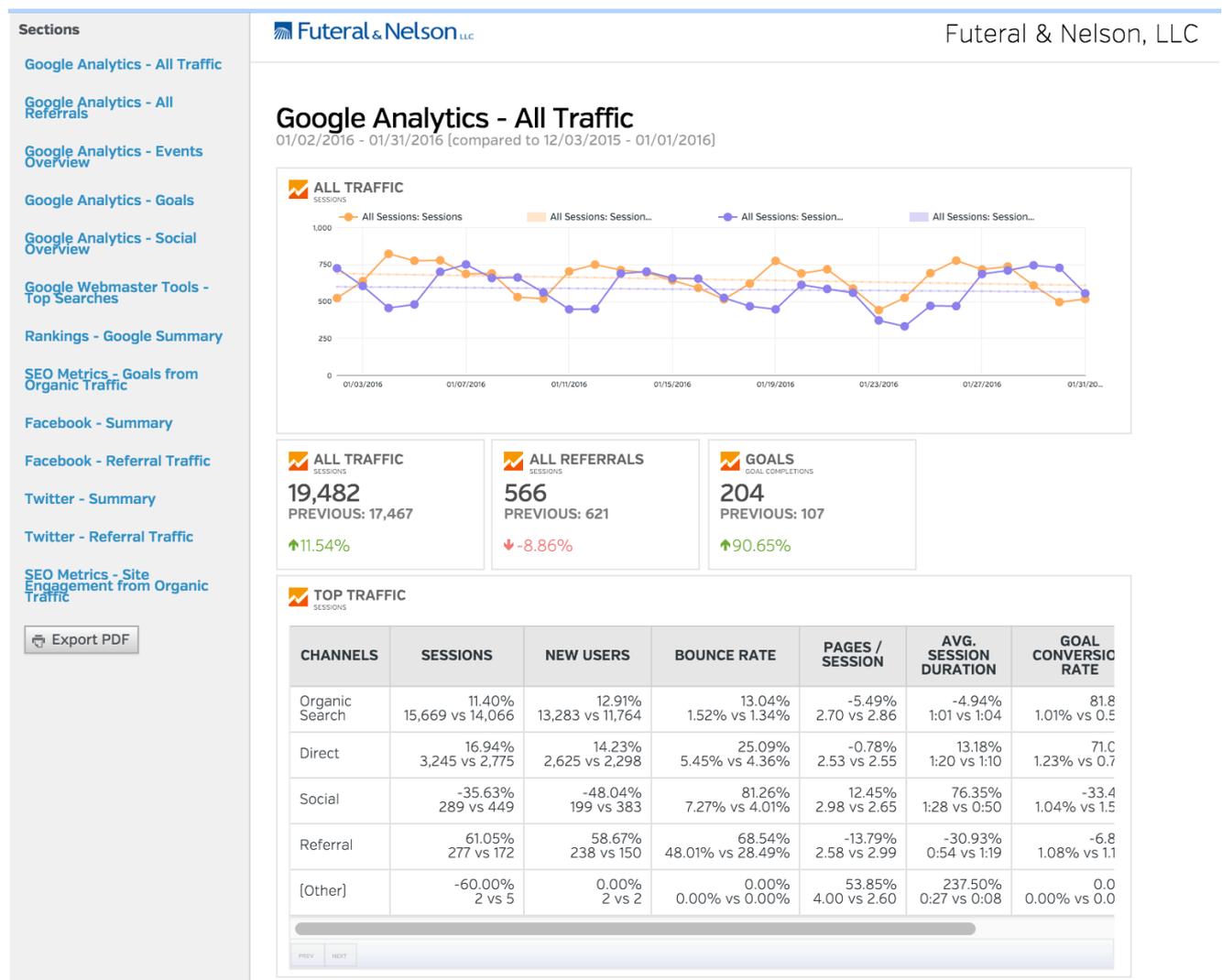
Monthly Reporting

You Can't Manage What You Don't Measure!

We constantly measure the performance of the services we provide including your web site's traffic, Google Adwords performance, and social media marketing and engagement. Using this data, we can improve your user's experience on the site, direct traffic, and ensure that site visitors turn into new leads!

We'll prepare and send you these comprehensive, interactive reports each month. Your account representative will go over these reports with you to educate you so that you understand what these numbers mean to you, to measure your return on investment, and to monitor and to improve your online marketing campaign.

Sample Monthly Report



Web Design

Research

The first step is we need to thoroughly understand your business, your goals, your customers and their expectations and behaviors, and how your website factors into all of it. We'll also look at the competitive landscape to establish context and benchmarks for how your site should function and then improve on that. This stage will give us the foundation for moving forward with just the right recommendations for the design and development of your responsive website.

Design & Development

Once we're armed with this information, we'll set to work designing your site including the home page, sub pages, a blog template, and any additional templates needed. You'll be provided with access to a test site to see the progress as it unfolds. As we integrate the new design, we will test the site across different browsers such as Chrome, Safari, and Internet Explorer and devices (iPhone, Samsung). Any bugs that arise from this testing will be fixed prior to launch.

Best Design Practices

When we build your site, we focus on the best practices for search engine optimization (SEO) right from the start including:

Responsive Design - We'll design your website to adapt and to scale to whatever kind of device the user is viewing from while maintaining your existing look and feel and improving overall performance. We'll test it on a variety of devices - mobile and non-mobile - to ensure the experience is consistent and easy to use.

Speed - Because page speed is a ranking factor in Google's algorithm for both desktop and mobile sites, we will design your site to keep Google "happy" to improve your ranking and to gain more organic traffic. For example, the size of each of your pages can be slowed down by graphics that haven't been optimized for the web. We run all of your images through a lossless compression tool to reduce file sizes without reducing image quality before uploading them to your website.

Meta Tags - The <meta> tag provides information about each page on your website. You can't see metadata when you're viewing a web page, but Google and other search engines can. Two meta tags are important. The first is your meta "**title**." Title tags are the second most important on-page factor for SEO, after content. This is the text you'll see at the top of your browser, and search engines view this text as the title of your page. The second is your meta "**description**" which is extremely important in to getting user click-through from search engine results. These short paragraphs describe the content of your page to searchers and to let them know if they've found what they are looking for as shown below. When we design your site, we will include appropriate meta titles and descriptions for each page.

Schema Markup - Schema is a markup language founded and maintained by the big search engines in Google. Like meta tags, it is hidden from you. Also like meta tags, schema code allows search engines to better understand your website's content. Data marked up using schema appears in the rich snippets of search results. For example, when you search for something and you see star ratings next to the results, that's due to schema markup. There are schemas for a variety of different things including books, movies, recipes, tv series, and events. Importantly, there is a schema for attorneys. If used correctly, schema can greatly increase your ranking in a search engine results page (SERP). We will add appropriate Schema markup to your site.

Alt Tags - The purpose of the image <alt> attribute is to provide a description of the image's contents. Image alt tags provide texts for visitors who can't see images in their browsers such as the disabled, visually impaired visitors, and those visitors who use screen readers. Additionally, the image alt attribute is significant for SEO because it serves users with enriched website usability and also returns images in relevant search results due to enhanced site SEO. We will add appropriate alt tags to all of your graphics.

SEO Services

We'll develop a solid SEO strategy to get you where you need to be. If you think of the SEO strategy as a road map then ongoing SEO is where we start to actually drive. Like all road trips, despite the best laid plans you sometimes have to reassess your route and make adjustments.

We'll execute your strategy and continue to refine as needed as we move forward. SEO isn't something you do once, it takes constant tweaking and measuring to improve and retain rankings over time. We'll stay on top of how your competitors are performing in relation to your rankings and make any necessary technical and content changes to your website that will help improve your position.

Google changes its ranking algorithm regularly so we keep on top of what's new. We spend the time to regularly review your website to make sure none of Google's changes will impact your rankings and if it does, refine the approach as needed.

SEO Audit

Search Engine Optimization starts with knowing where you're currently at. Only then can you determine where you want to be. Our 6-step SEO audit allows us to perform in-depth research on your existing site and provide specific recommendations to improve your rankings. After the audit, we'll propose a plan tailored to your needs that will show how we'll get you the final results. Here's how we'll approach the audit:

1. GETTING THE LAY OF THE LAND

The first thing we do when auditing your website for SEO is configure our crawling tools and start collecting data associated with your site to learn where you currently rank. We'll review your Google Analytics and review your traffic patterns and consult Google Webmaster Tools free diagnostic tools. Having all of this data at our disposal we're ready to begin the audit.

2. AUDITING ACCESSIBILITY

This part of the audit looks at how search engines are currently able to access your website. We want to make sure the basics are there and nothing is impeding the engines from crawling the pages. We'll review the following:

- Robots.txt
- Robots meta tag
- HTTP status codes
- XML sitemaps
- Site architecture

We realize you may not be familiar with some of these terms. If you have any questions about some of what we'll be reviewing, please let us know and I'll be happy to explain in simple terms!

3. INDEXABILITY

Once we determine that search engines can access your pages, next we want to make sure they're actually indexing them (including them in results). We do this quite simply by running search queries through Google, Yahoo! and Bing, and learning how many pages on your website are being indexed. We'll run brand searches along with basic keywords and recording the results.

In the event you're being blocked we'll dig to learn why and then propose a solution for fixing any errors to get your site back in the rankings.

4. ON-PAGE RANKING FACTORS

Now that we've determined that your site is being indexed and crawled, we'll review more about what factors on your site influence those rankings. We'll look at the following items:

- URLs
- Since a URL is the entry point to a page's content, it's a logical place to begin our on-page analysis.
- URL-based duplicate content

URLs are often responsible for the majority of duplicate content on a website because every URL represents a unique entry point into the site. If two distinct URLs point to the same page (without the use of redirection), search engines believe two distinct pages exist.

CONTENT

Content is the most important thing Google and other search engines look for when determining how to rank your site. We'll analyze your content to determine whether your content is valuable to it's audience and how targeted they keywords are, and make sure it's not spammy or difficult to read.

INFORMATION ARCHITECTURE

Information architecture defines how information is laid out on the site. It is the blueprint for how your site presents information (and how you expect visitors to consume that information). During the audit, we'll ensure that each of your site's pages has a purpose. We'll also verify that each of your targeted keywords is being represented by a page on your site.

KEYWORD CANNIBALISM

Keyword cannibalism describes the situation where your site has multiple pages that target the same keyword. When multiple pages target a keyword, it creates confusion for the search engines, and more importantly, it creates confusion for visitors.

DUPLICATE CONTENT

Your site has duplicate content if multiple pages contain the same (or nearly the same) content. Unfortunately, these pages can be both internal and external (i.e., hosted on a different domain).

HTML MARKUP

The markup in the source code of your pages is extremely important for how pages get crawled. We'll focus on the title tags and meta descriptions, while also paying attention to headings and images.

OUTLINKS

When one page links to another, that link is an endorsement of the receiving page's quality. Thus, an important part of the audit is making sure your site links to other high quality sites.

5. OFF-PAGE RANKING FACTORS

While what's on your website is important for SEO, what's off the website is just as important. Your site's quality is largely determined by the quality of the sites linking to it. Thus, it is extremely important to analyze the backlink profile of your site and identify opportunities for improvement. We'll review it from many angles, including:

- How popular your website currently is compared to the competition?
- Are you getting backlinks from popular websites?
- Are you gaining or losing popularity over time?
- Is your website trustworthy?
- How many domains link to you?
- What is the Page Authority and Domain Authority?
- How is your social engagement?

6. COMPETITIVE ANALYSIS

After we've reviewed your site in detail, we'll also compare it against 3 competitors in all of the ways listed above, and compile the data down into actionable items.

Ongoing SEO

REVIEWING SEO AUDIT

- We'll start by having a kick-off meeting to review the audit and get your feedback on where we plan to focus our efforts so we all know we're on the page starting out.

SETTING UP TOOLS

- We'll make sure your analytics tools are set up properly and configure Google Analytics and Google Webmaster Tools to measure what traffic is contributing to your sales conversion.
- We use other valuable tools like Moz that provide information on where your links are coming from, competitive analysis, keyword research tools, brand monitoring, and more.

REGULAR ONPAGE & OFFSITE OPTIMIZATION

- Based on the audit, we'll execute any necessary changes to your site which may include things like content edits, changing the title and meta description, updating your robots.txt and XML sitemap, using 301 redirects, and making usability tweaks to the design.
- Your landing pages help you rank for targeted keywords. We'll help you improve them. Your pages should contain valuable, in-depth content that's way better than your competitors. The more useful and comprehensive your landing page, the higher Google will place in their search rankings.
- Our inbound link building strategy consists of the monthly publication of 2 press releases and approximately 15 articles that we submit to over 280 national news sites and directories.
- We continuously monitor the effectiveness of our SEO campaign and send you traffic and rankings reports on regular basis.

SEO Case Study

The goal was to increase organic traffic while encouraging visitors to remain on the site to convert to leads by either calling the law firm or filling out a contact form.

Before the project, **charlestonlaw.net** received approximately 4,000 visitors per month but it had a high bounce rate which meant that most visitors were leaving the site after visiting one page. The challenge was that online marketing for lawyer's services in the locality saw an increase of nearly 35% from 2013 to 2014.

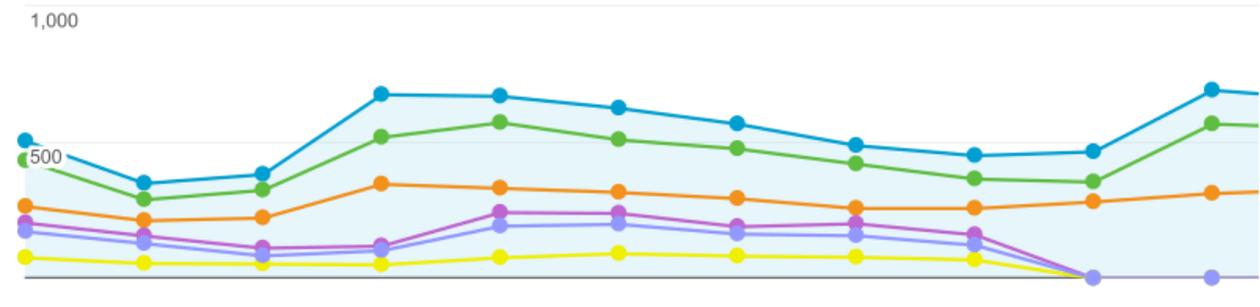
Beginning May 2014, our solution to increase traffic while reducing the site's bounce rate involved several aspects of search engine optimization including extensive online competitor analysis, key word and key phrase research, site navigation improvements, additional calls to action throughout the site, local directory optimization, quality backlink building, and content creation concerning the firm's three main practice areas. The end result was a **342% increase** in site traffic, a **88% decrease** in the bounce rate, and a **94% increase** in new client calls and contacts!

May 1, 2015 - May 31, 2015:

● Sessions (All Sessions) ● Sessions (Mobile Traffic) ● Sessions (Organic Traffic)

May 1, 2014 - May 31, 2014:

● Sessions (All Sessions) ● Sessions (Mobile Traffic) ● Sessions (Organic Traffic)



All Sessions
342.46%
17,247 vs 3,898

Organic Traffic
382.09%
14,294 vs 2,965

Mobile Traffic
492.77%
9,016 vs 1,521

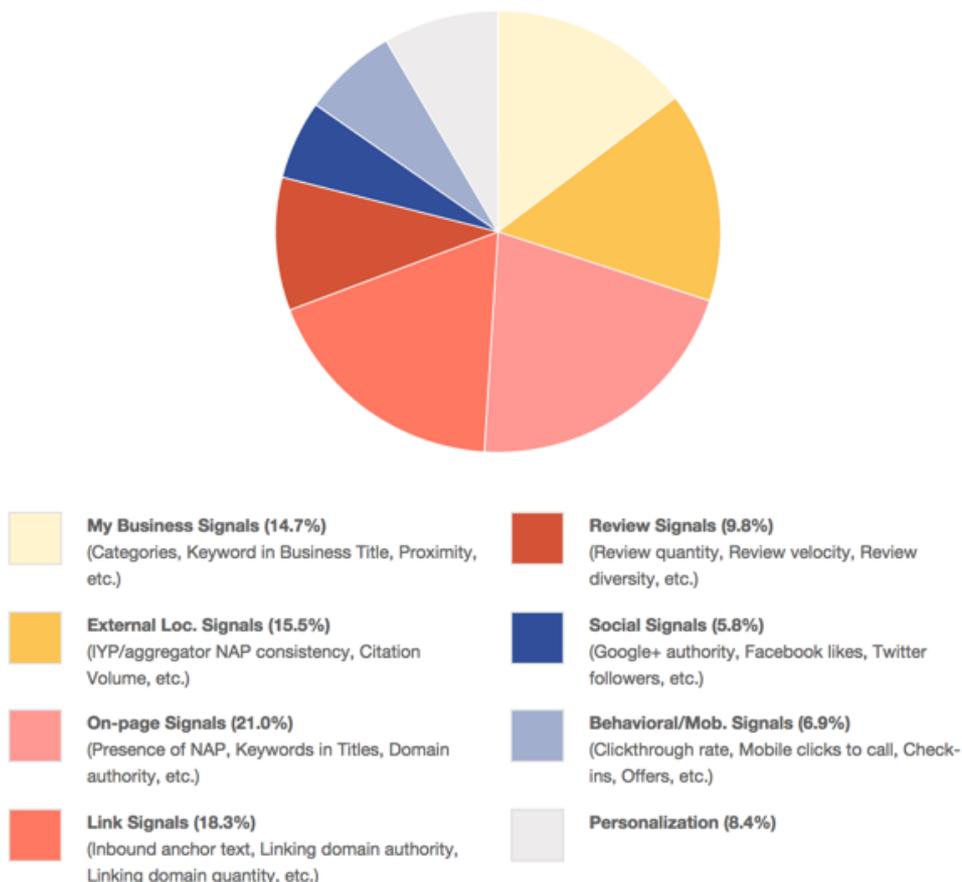
Referral Traffic
121.35%
591 vs 267



LOCAL SEO

It's vital for your business to be found in the maps and organic search results for local businesses. It's now the most common way that customers find local businesses and it has far surpassed old media like print yellow pages. In fact, since Google Maps was launched in late 2004, demand for the Yellow Pages has declined while the popularity of Google Maps has skyrocketed.

Overall Ranking Factors



We all need a NAP (Name, Address, Phone):

It is critical that every mention of your business, including your website (in particular, your homepage or whatever page you link to in your local business listings) include identical, crawlable mentions of your Company Name, Address and Phone Number.

VERIFIED LISTINGS:

- If you're in business long enough, you will eventually have listings in most if not all of the top local search directories including Google Places. Typically, these listings are rather generic and certainly not keyword optimized.
- Owner-verified listings provide the ability to include additional optimization and RANK better.

CITATIONS:

- Citations consist of any reputable third-party local business listing referencing your brand.
- The number of citations is a big factor in ranking in Google Places.

REVIEWS:

Many local search directories including Google Places and Yahoo! Local include the quantity of reviews in their ranking formula. In fact, companies with at least 5 reviews on Google Places will have the 5 star rating show in the search results - and it stands out!

Local Listings Service

We measure the online performance of your company's locations. Our enterprise-level local marketing platform gives you the most accurate picture of your company's local search profile. Our web crawlers scan millions of relevant sites to provide you with the most comprehensive representation of your local search performance. We monitor your brand, your locations, your industry, and your competitors - providing you with powerful data and analytics for your:

- Listings
- Reviews
- Keyword rankings

Findability is the key to turning online searches into offline conversions. Business listings are your practice's calling card in the world of location-based marketing. We'll increase your findability and help you manage your online presence to drive brand engagement. Our local marketing platform will increase the coverage and accuracy of your online listings, and will create and claim important listings to optimize and increase your local search ranking. We also help you manage your online reputation, by monitoring and helping you to respond to your customers' reviews.

DigitalCoast Marketing does the heavy lifting for you, allowing you to more effectively market across multiple online channels.

- Listings management
- Review management
- Local content syndication
- Duplicate suppression

The sheer number of online local business directories is expanding almost daily, making it tough for you to know which searchable directory is the best place to list your business. We've identified the **top sites to list your local business**. We make sure your business is listed just about anywhere and everywhere people are looking for products and services. We update our list constantly to offer the most accurate selection of directories to fit your business and enable you to reach the top of the rankings on:

- **Search engines** - Google, Yahoo!, Bing
- **Local online directories** - Yelp, Angie's List, Foursquare
- **Mobile devices** - iPhone, Android, etc.
- **GPS & navigation systems**
- **Social media sites** - Facebook, Twitter, Foursquare, etc.
- **411 directories**

In addition to listings on the top local directories, we provide many related services that contribute to your ongoing Internet marketing success.

- Social media profiles (Google+, Facebook Business page, and Twitter to name a few)
- Citations to push your Google My Business ranking
- Robust listings with complete detail-oriented profiles (photos, office hours, business description, video, etc.) and as much info as we can add is submitted into each listing we create
- Strong local backlinks leading to your website
- Professional search engine optimization (includes checking that your full name, address, and phone number are present on all submissions)
- Claiming of existing listings - and of course we optimize them
- Submission to the top data aggregators like InfoGroup, Localeze, and Factual

Content Development

We can't overemphasize the importance of content marketing. In fact, of all the strategies available to businesses to market themselves online, such as search engine marketing, social media marketing, and pay-per-click campaigns, content marketing is perhaps the most important aspect of any successful digital marketing strategy.

Unfortunately, the web is full of poorly written and superficial content that provides no helpful information or answers. This type of content not only fails to convert prospective leads into customers but actually alienates visitors to your website who feel duped by empty content that conveys little, if any, helpful information. Google is increasingly penalizing websites with this type of generalized basic information. Google considers the quality and volume of a website's content as the single most important factor in search rankings. Don't take our word for it; **here's exactly what Google has to say about your website's content vs. your visibility online:**

"One of the most important steps in improving your site's ranking in Google search results is to ensure that it contains plenty of rich information that includes relevant keywords, used appropriately, that indicate the subject matter of your content.

However, some webmasters attempt to improve their pages' ranking and attract visitors by creating pages with many words but little or no authentic content. Google will take action against domains that try to rank more highly by just showing scraped or other cookie-cutter pages that don't add substantial value to users."

Here are the advantages to publishing content:

1. Unlike paid advertising, blogs are evergreen content for your website
2. Other forms of marketing, chiefly television commercials, can be very effective. However, television commercials can't be shared. Because of sharing via email, print, or social media, your content can have extraordinary, long-lasting marketing reach
3. There's no better way than blogging to establish your company's online authority over your competitors

Our experienced and knowledgeable writers create content that is informative, addresses real issues and suggests substantive solutions and guidance to consumers. Effectively written content for your website or blog should accomplish all of the following:

- Discuss interesting topics that attract visitors to your website
- Employ key word phrases designed to promote SEO
- Be well written and easy to understand

- Be well written and easy to understand
- Communicate both your product, service, or brand in a clear, straightforward and understandable way
- Reflect the true "voice" of your company

Content Services

You may elect to do as many or as few posts as you like. Here are the deliverables for our content writing service:

- Articles produced within a a week to ten days to allow time for writing, reviewing, proofing, and posting.
- Posting to your site to include a custom image for each post (optimized for file size), and SEO meta title and descriptions for each post.
- Using Google Webmaster Tools, a request for Google to "fetch" and index your post as soon as possible.

Google Adwords

Primary Goals

Ninety-seven per cent of Google's revenue comes from online pay-per-click advertising. While the minimum bid per keyword is 5 cents in AdWords, the high cost keywords are nowhere near that. Because you are paying for each click, we implement only the best practices that include:

- **High Quality Scores:** High AdWords Quality Scores can lower your CPC and help you pay less for the most successful keywords. We divide keywords into appropriate campaigns and ads and use targeted ad text to improve Quality Scores and better keyword rankings.
- **Specificity:** We don't take a "shotgun" approach to Adwords. We target very specific and limited in each campaign.
- **Negative Keywords:** Irrelevant keywords result in costly clicks that will never drive conversions, and when bidding on the most expensive keywords, negative keywords are absolutely essential. We use negative keywords to ensure that your ads don't show up for searches that are unrelated to your marketing goals.
- **Landing Page Optimization:** While most AdWords conversion rates stay around 2%, we will often see landing pages convert at 20% or even 30%. We design and optimize landing pages for maximum conversion rates.

The primary goals of the Google AdWords campaign are to drive targeted traffic to your site and to generate revenue through increased conversions. Your minimum monthly budget with Google per campaign will be \$1,000.00.

Our Approach

Find affordable keywords used most often by consumers searching for your products or services

- We find keywords used most often by potential customers searching for your products or services are tied to keywords that individuals use in searches. The more popular (frequently used) a keyword, the more it costs to display an ad linked to that keyword in a favorable position on search results pages. We strike a balance between keyword popularity and your campaign's budget. Also, some keywords may attract clicks from users who are actually searching for something else. We implement negative keywords and careful keyword selection are necessary to eliminate these unprofitable clicks.

Continuous optimization of ads to achieve the highest click-through rates - We continuously optimize ads to achieve the highest click-through rates. Getting the best results requires managing keyword bid price and relevance to achieve the most cost effective ad position, as well as modifying ad copy and testing multiple ads to attract more clicks.

Measurement to guide site enhancements that improve conversions - We measure performance to guide site enhancements that improve conversions. Google Analytics will be used to measure visitor behavior tied to conversions. These measurements will help guide changes to the site over time to increase conversions.

Keyword Research

Keywords used for advertising will be derived from a thorough analysis of the online space for your products or services. The deliverables for this phase of the project are:

- **Campaign goals & budget** - Campaign goals are the metrics you want to achieve in terms of click-through rate, cost per lead, conversion rate, and cost per conversion. A maximum monthly ad spend budget will be defined.
- **Conversion strategy** - The conversion strategy defines what a conversion means for you - e.g. a specific type of contact that results from clicking an ad. It also entails defining the specific pages of a site which will serve as landing pages for these ads and the steps a visitor takes to effect the conversion after landing on the web site.
- **Keyword list** - Keywords used for ads will be derived from an analysis of searches used for the types of products or services provided by you. This includes monthly search volume and estimated bid prices. This list will serve as the foundation for the keyword ad groups defined during campaign setup.

Campaign Setup

During campaign setup, we will do the following:

- **Configure campaign parameters** - We will configure.
 - Campaign name
 - Campaign budget limits
 - Client general and billing information
 - Keyword bids and preferred placement on the page for each ad
 - Geo-targeting for each ad in alignment with the appropriate geographical range
 - Ad placement in the Google Content Network and Search Network
 - Time of day and days of the week keyword ads will be scheduled to run
 - Ad rotation
 - Keyword combinations in the ad group
 - Keyword ad headlines
 - Keyword ad copy
 - Keyword landing pages

- **Create ads and ad groups** - Configure all the elements of each ad group in the campaign, including:

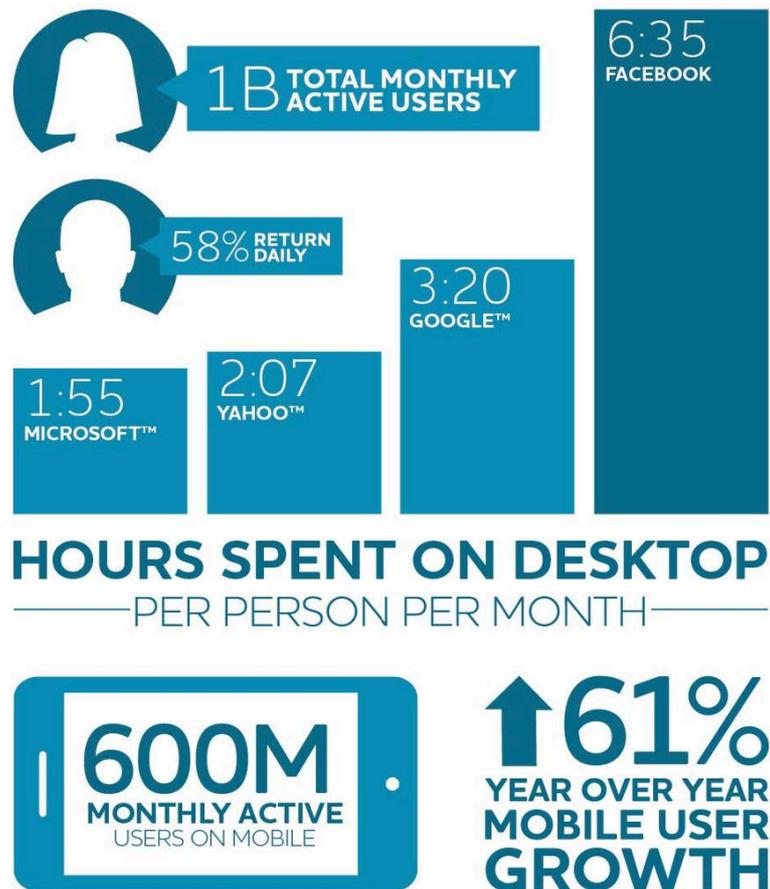
Campaign Management

To be effective, keyword advertising requires frequent monitoring and adjustment. As part of campaign management, we will perform the following:

- **Bid price adjustments** - This plan defines the specific goals are the principal actions you want visitors to take on the site, which show increasing levels of interest and commitment. For example, such actions could include downloading a document, signing up for a newsletter, etc.
- **Ad adjustments** - Ad copy may need to be changed from time to time to increase response for given keywords. Multiple ads will be run in rotation and the under-performers will be replaced by new ads. In this way, ads in the campaign will consistently increase their effectiveness at generating clicks from prospects.
- **Landing page adjustments** - A keyword's relevance score is calculated by Google and can affect the price you must pay to achieve favorable position for an ad associated with that keyword. Relevance is defined in large part by the alignment of copy on the landing page for the ad with the keywords and copy used in the ad. We will periodically adjust the landing page copy to ensure a high relevance score from Google for each keyword.
- **Reporting** - A report will be provided monthly to allow you to track visitor conversions over time. We will provide a monthly report with an analysis of important trends.

Facebook Ads

Reach more people, on more devices, more often than anywhere else.



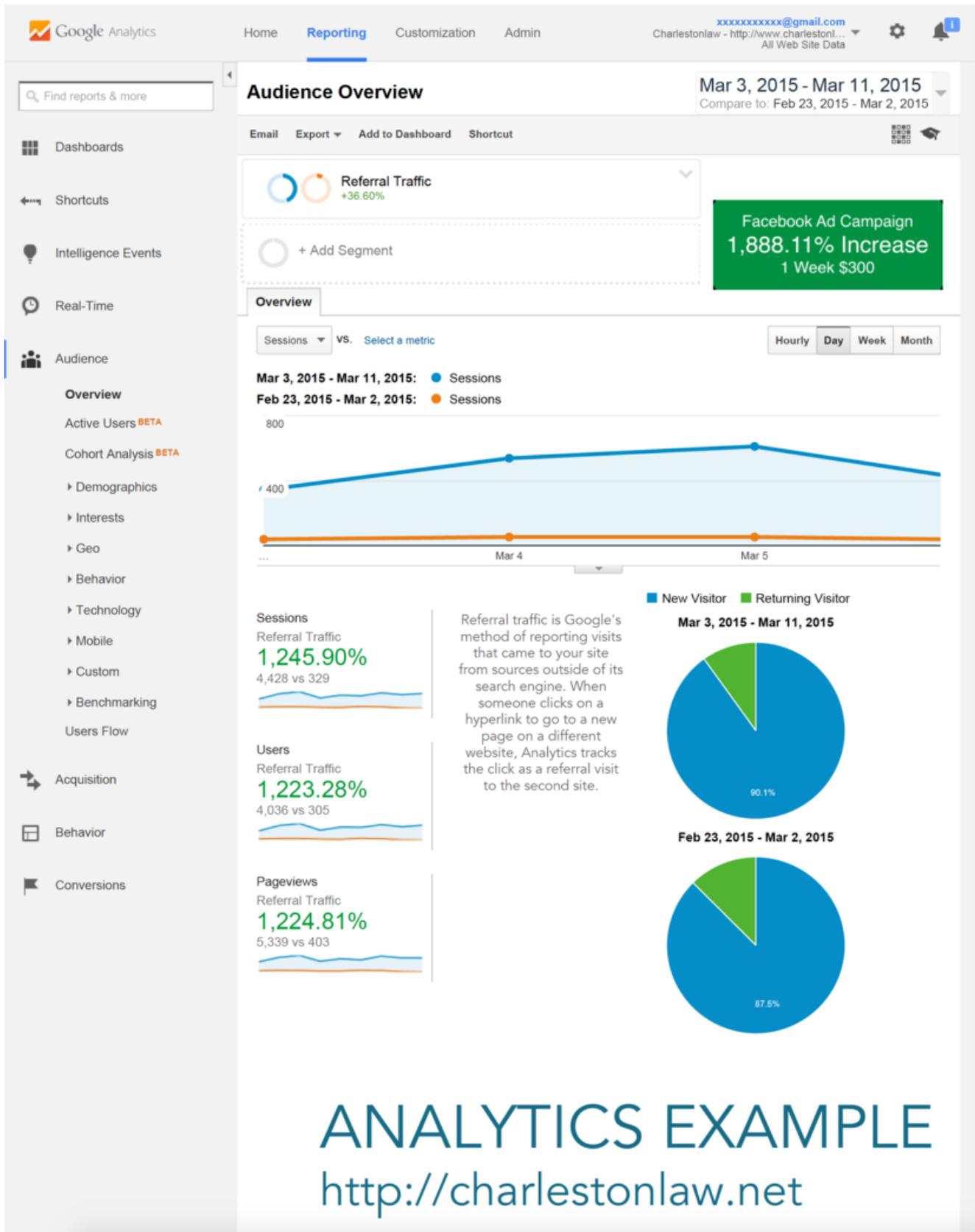
Why Advertise on Facebook?

- Find your ideal target customers among the billion people who are spending time on Facebook.
- Promote your television commercials with Facebook's powerful targeting parameters.
- Increase brand awareness and user engagement by increasing your Facebook following.
- Increase traffic to your website through Facebook's News Feed and Right Column Ads.

Benefits of Partnering with DigitalCoast for Facebook Advertising

- Seamlessly reach a larger audience with the digital expertise of DigitalCoast.
- Work directly with our Facebook experts to develop the best strategy to reach your ideal customer.
- Receive detailed analytics reporting outlining the performance of the campaign and improvement opportunities.

Facebook Ads Case Study



LinkedIn Advertising

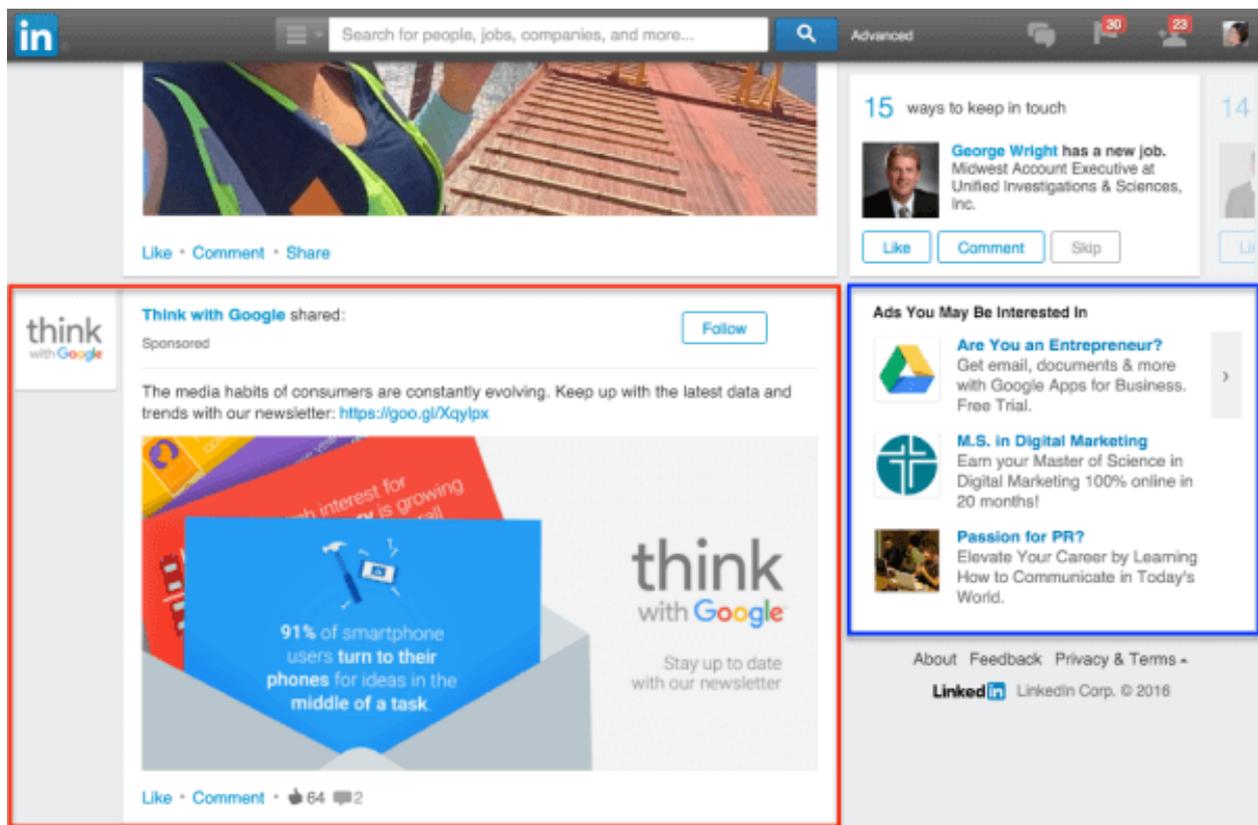
With a user base of over 400 million working professionals and a significant amount of highly relevant information on each user, LinkedIn advertising solutions have become powerful tools for B2B marketers. By advertising on LinkedIn, you can reach nearly everyone surfing LinkedIn and some of their partner sites. The partner sites, called the LinkedIn Audience Network, are mostly high-end media sites, some of which are also part of the Doubleclick exchange and the ad network Collective Media. Some of their partners are:

- New York Times
- BusinessWeek
- CNBC

You also have the ability to target your audience through demographics such as company size, title, industry and geographic targeting.

Sponsored Ads & Text Ads

Depending upon your goals, we will create either **sponsored updates ads, text ads, or both**. Both of these allow you to send visitors to your website. The differences between the two are where they are displayed. Below you can see one sponsored update in the LinkedIn news feed in the red box and three text ads in the blue box.



The screenshot displays a LinkedIn news feed interface. At the top, there is a search bar and navigation icons. The main feed contains several items:

- A post featuring a construction worker in a high-visibility vest, with interaction options: Like, Comment, Share.
- A sponsored update from "think with Google" (highlighted with a red box). The text reads: "Think with Google shared: Sponsored. The media habits of consumers are constantly evolving. Keep up with the latest data and trends with our newsletter: <https://goo.gl/Xqylpx>". Below the text is a graphic with the statistic: "91% of smartphone users turn to their phones for ideas in the middle of a task." and the "think with Google" logo. Interaction options: Like, Comment, 64 likes, 2 comments.
- A section titled "Ads You May Be Interested In" (highlighted with a blue box) containing three text ads:
 - "Are You an Entrepreneur?" with a Google Apps for Business logo and text: "Get email, documents & more with Google Apps for Business. Free Trial."
 - "M.S. in Digital Marketing" with a cross logo and text: "Earn your Master of Science in Digital Marketing 100% online in 20 months!"
 - "Passion for PR?" with a person logo and text: "Elevate Your Career by Learning How to Communicate in Today's World."

At the bottom of the page, there are links for "About", "Feedback", "Privacy & Terms", and the LinkedIn logo with "LinkedIn Corp. © 2016".

Monitoring Ad Costs

We will monitor your campaign's cost in 2 ways:

- Setting budgets (the maximum total amount you want to spend per day).
- Setting bids (the maximum amount you want to pay for each click or every 1,000 impressions) via either bidding for pay-per-click (CPC) or bidding on pay-per-1,000 impressions (CPM).

LinkedIn's Minimum costs to advertise in Campaign Manager are as follows:

- \$10 daily budget: Per campaign.
- \$10 total budget: Per campaign (an optional feature for Sponsored Updates).
- \$2 minimum bid: For CPC or CPM.
- *Note:* The minimum CPC or CPM bid for Sponsored Updates varies depending on the audience you target.
- Your campaign isn't guaranteed to spend your daily budget each day. LinkedIn charges you for the actual amount of activity your campaign receives.
- *What determines how often your ads display:*
- Your CPC or CPM bid.
- Performance history of your campaign (CTR). LinkedIn bills periodically for the impressions or clicks that your ad incurs. You'll continue to be billed through the end date of the campaign or until you manually turn it off.

Social Media

You need a social media strategy - don't let anyone tell you any different. And we're not talking about posting a cute cat video once a week on Facebook with the hope that your customers think you're as adorable as said cat. We'll find your target audience on major social networks such as Twitter, Facebook, and Google+.

We also need to make sure your brand message is one that will resonate with your target market on social media. What information are they looking for? What problem can you solve for them? And where do they want to find the solution? Finally, we'll uncover which social media channels are the best match for your website's conversion process. The real goal is to get a consistent traffic of customers headed to your site so we want to make certain that we're catching your target at time when they're likely to view your message and make it easy for them to do so, wherever they are.

Step 1: Everybody's a Somebody

Social media and its effects impacts all areas of your business. That's why no one person should be crowned king of social media in your company. To be really effective you need to be more representative - create a team to maximize their experience and perspective on your social media strategy. This will also make sure everyone knows what's going on when it comes to your online activity.

Step 2: There's a Time to Be Quiet and Listen

And that time is now. Being a good listener is an invaluable tool and never more so than in social media. You can learn a lot by listening to what your clients are saying - not just about your business but about your competitors, and other things they value or are turned off by. And speaking of competitors, it's also important to listen to what messages they're pumping out and where they're turning up.

Step 3: Stay Focused

You can't be all things to all people nor can you accomplish all your goals in one campaign. You'll be far more effective if you choose one goal, maybe two, TOPS, for your social media strategy. Do that, do it well. Then move on to slay the next dragon.

Step 4: Are We There Yet?

To figure out how successful we've been with our social media strategy, we need to define what success really means to your business. Is it more sales? Is it sign-ups? Downloads? Likes? How will you measure return on investment?

Step 5: Know Thy Customer

We need to know who your target audience is if we're going to find them online. It's crucial to understand their demographic, their wants, needs, challenges, and interests. Then we can craft a message they're going to hear loud and clear in a place where they want to hear it.

Step 6: People first

Social media is just that, social. That means people interacting with other people, so to be successful you need to be sure your company is acting like a person, not a corporate entity. It's important to start thinking about how you can express the human elements of your company.

Step 7: Create a Channel Plan

Once we understand your audience and your message, we need to create a tactical plan to reach out to on social media. Seven days a week, once a day, we will post messages on Facebook, Twitter, and Google + using your voice, your message, and targeted to your potential customers.

Web Hosting

We provide best-in-class web hosting services for WordPress sites. Our servers are blazingly fast, scalable, customizable, and highly reliable. We provide service 24 hours a day, 7 days a week, 365 days a year. Your site is backed up daily. Also, to prevent any attacks on your site, we'll install iThemes Security Pro, the best WordPress security plugin available, on your site for free!

Also, we provide a CDN (content delivery network) using Amazon's CloudFront. A CDN is a large distributed system of [servers](#) deployed in multiple data centers across the Internet. Our CDN serves your content (pages, images, media files, etc.) to your end-users with high availability and high performance. In other words, your site LOADS FAST on both desktop and mobile devices.

Also, for those of you who like to tinker with your site, we provide support for your WordPress site's theme in the event there is a problem with plugins or theme computability.

Web hosting services include:

- 24x7 Monitoring with 30 Minute Live Response Time
- 24x7 Security
- 24x7 Emergency Support
- File Transfer Protocol (FTP) Access
- cPanel Access
- 250GB/month Outbound Public Bandwidth
- Unlimited Inbound Public Bandwidth
- iThemes Security Pro
- Support for WordPress Themes
- Ongoing Patching & Security Updates