

# Social Media Service Descriptions

Service	Description
Social Media Set-Up	Our graphic designers will create stunning, on-brand headers and profile pictures that resonate well with your audience. Your profile information, bio, and descriptions will be search engine optimized to increase leads and customers for your business. We'll also make sure that everything is working properly and ensure your website is integrated with your social profiles.
Social Profile Management	We'll manage your social media accounts on a daily basis so that you can spend time focusing on growing your business. We make it easy by managing everything from developing a detailed, written content marketing strategy outlining your goals and objective, to identifying target audience profiles, developing content promotion ideas, posting on your social accounts and interacting with your audience when they engage
Content Creation (Video + Photos)	Our talented graphic design team will use the leading-edge tools to create unique and original content that highlights the distinctions of your brand and connects with your community. Content may include video, photos, music, icons, patterns, and graphic templates.
On-Site Visits + Event Coverage	Every other week, we'll visit your location to check in to make sure we're meeting your expectations. At that time, we'll also collect any additional photography or video footage we need. If you ever have an event happening, let us know and we'll be sure to be there to collect any content that you want!
Local Influencer Outreach Program	We will conduct research to identify and select relevant organizations and influencers within the local market and proactively build mutually beneficial relationships to reach new audiences. We'll then handle all of the communication and coordination with the influencers to launch guest blogging, guest posting, and social media sharing campaigns to help drive promotions and brand awareness
Content Calendar /w Weekly Posting Schedule	Using the curated content that our team develops, we'll post to each of your social accounts on a weekly basis. The best part? We give you an extra level of clarity with your own online account with us. You'll be able to see everything we're doing, scheduled ahead of time with our industry-leading social management platform, Sprout Social.
Brand Reputation + Monitoring	Do you have a plan in place for when a user leaves a bad review on your social profiles? We provide ongoing monitoring and risk management of user reviews that can harm a business's reputation. We start things off with an in-depth workshop to gather all of the brand, customer service, and business information we need to address things as they come up
Community Engagement	Includes daily management of all Comments, Shares, Follows, Direct Messages, Twitter Chatter, and Retweets. We'll also identify and interact with influencers in your industry and geographical market to help reach new audiences that haven't yet been exposed to your brand.
Digital Advertising	Digital advertising includes creating, monitoring and optimizing your social media, search and display advertising campaigns that target potential buyers to 1) connect with your brand or 2) go to your website or 3) drive sales.

# SEO Service Descriptions

Service	Description
SERP Analysis + Rank Tracking	Our first steps will be to sync your Google Search Console account with your existing Google Analytics account. This will give us a deeper perspective on your conversion to ranking ratio, and allow us to track progress in the future.
Keyword Strategy Implementation + On-Page Optimization	We'll perform a deep analysis of relevant keywords in your industry, compare your site's current authority with that of competitors, then determine the highest-converting keywords for which your site will be able to rank. These will be the primary target keyword phrases for any proceeding link-building and content marketing campaigns. We'll match these keyword phrases with the page that best represents the phrase, then optimize the page accordingly.
URL Rewrites	Once pages are optimized for their respective keywords, we can alter their slugs and/or directories to better reflect their intended target.
Internal Linking Structure	Each optimized page will have a relationship with a primary keyword phrase and some variations of that phrase, but there are typically many synonymous phrases that also draw numerous clicks. For these slightly less valuable variations, we'll create a roadmap of how blog posts can utilize these keywords and funnel visitors to the top converting pages.
Sitemap Generation + Submission	With your site fully optimized, we'll proceed to inform the search engine about its new content/structure and how to prioritize its pages. To do so, a sitemap will be generated for your site which lists the details of every resource and highlights the most important pages. This sitemap will be submitted to Google and Bing.
Local Business Directory Audit + Update	We'll begin by checking your existing directory citations for inconsistencies or missing information, then provide you a detailed list of suggested changes. We'll then create 50 profiles on high authority directory sites with backlinks to your site. Every profile will be filled out with consistent, accurate information directing customers to your business. You will be provided with login credentials for each site. Using 10 of your branded or keyword-targeting photos, we'll also attach geolocation data to each one and upload them to photo-sharing sites. This signals search engines that your location is one of importance and deserves the attention of their users. In addition, we'll create 5 simple, whiteboard / slideshow-style videos from your photos. These videos will be geo-tagged as well and uploaded to video sharing sites.
Contextual Link Building	For our contextual link-building campaign we will construct a series of simple blog sites using subdomains of blogging powerhouse platforms (ex. "The Flooring Specialist" on Blogger, WordPress, Joomla, etc.) to pass their immense Domain Authority to your site. Each blog site will contain 3 articles with in-content links for a variety of your keyword variations in both "do follow" and "no follow" contexts. Our Contextual Link campaign will create approximately 45 links introducing 15 new keyword variations. This sends strong signals to search engines about the overall context of your targeted pages, allows you to boost rankings for targeted keywords, and further builds your link diversity.