



**Digital Marketing Access**

**eZ Access ... For Less**

### **SILVER ACCESS ROLL OUT**

**Phase 1.** Creation of Facebook-Twitter-Instagram-Pinterest-LinkedIn-Google Plus, NAP Confirmation, Local Business Profiles– Google + Bing + Yelp, NAP Consistency Check, GPS Listing, Keyword Research Home Page + 2 Sections, About Company Content, Meta Content Creation & Implementation, Content Optimization, Canonical Optimization, Sitemap.xml Creation & Submission, Google Analytics, Google Webmaster tool Optimization, Robots.txt Optimization, Outbound Links Optimization, 404 & 301 Redirects, DMOZ listing

**Phase 2.** Conversion Audit, Algorithmic Impact Analysis\*, Google Page Speed Optimization 80+ Home Page, Mobile Responsiveness, HTML Schema Implementation\* Home Page + 2 Sections, Geo & KML Sitemap Integration\*, Website Health Analysis, 5 Niche Citations\*, 5 Hyper Local Citations\*, Press Release Marketing 250 Media Outlets

**Phase 3.** Review & Local Sites - 5, Multimedia Creation, 15 Business Profile Setup\*, 15 Multimedia Content Distribution, 10 Local Classified Ad Creation, 10 Business Profiles at Classified Sites, 10 Local Classified Ad Posting, Social Bookmarking, Facebook 4 posts with 2 Images, Twitter 4 posts with 2 Images, Google 4 posts with 2 Images

**Phase 4.** Enhanced Social Media Branding - 3, YouTube Channel Creation & Customization, Video Creation, Professional Voiceover, 10 Custom Video Channels, 10 Video Distribution, 5 Review & Local Sites, 10 Image Sharing, Facebook 4 posts with 2 Images, Twitter 4 posts with 2 Images, Google 4 posts with 2 Images, Pinterest 2 Pins, Instagram 2 Images, LinkedIn 2 Images

**Phase 5.** Review & Local Sites - 5, 2 Blog Posting, Local Classified Ad Creation, 10 Local Classified Ad Posting, 10 Content Sharing, 10 Image Sharing, Joining Business Relevant Groups/Communities, Adding Industry Specific People to FB & G+, Following Industry Specific People on Twitter, Facebook 4 posts with 2 Images, Twitter 4 posts with 2 Images, Google 4 posts with 2 Images, Pinterest 2 Pins, Instagram 2 Images, LinkedIn 2 Images

**Phase 6.** Review & Local Sites - 5, 2 Blog Posting, Video Creation, Professional Voiceover, 10 Custom Video Channels, 10 Video Distribution, 10 Content Sharing, Joining Business Relevant Groups/Communities, Adding Industry Specific People to FB & G+, Following Industry Specific People on Twitter, Facebook 4 posts with 2 Images, Twitter 4 posts with 2 Images, Google 4 posts with 2 Images, Pinterest 2 Pins, Instagram 2 Images, LinkedIn 2 Images



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### **Silver Access Continued**

Services from phase 7-12 will continue with the same and similar services and/or different services, if needed, depending on the maintenance and other necessary tweaks to keep your business organically and competitively relevant.

#### **Explanation of Some Services include but are not limited to:**

- HTML Schema Implementation\*: Implement latest Schema Structure to Respective Pages.
- Geo & KML Sitemap Integration\*: Create KML sitemaps with accurate co-ordinates for Google Earth, Google Maps, and Google Maps for mobile.
- Algorithmic Impact Analysis\*: Analyze and identify any impact on the website by Google Algorithmic updates.
- Niche Citations\*: Industry Specific Citations from Popular Citation Sources.
- Reputation Monitoring\*: Monitor reviews, ratings etc. on review sites, Social media and report.
- Facebook Updates with Images\*: Create and post engaging Facebook posts with Images, Industry trends facts etc.
- Google+ Updates with Images\*: Create and post engaging Google plus posts with Images, Industry trends facts etc.
- Hyper Local Citations\*: Location based citations with consistent NAP at City, State region specific citation sources.
- NAP PR Listing\*: Get 350+ NAP listings from popular media outlets with published news URLs
- Distribution to Paid PR Sites\*: Distribution of your press releases to paid sites such as PR Buzz, etc.
- Business Profile Setup\*: We will setup 100% complete business profile in popular document sharing sites such as Scribd.com, SlideShare.net, Issuu.com & more!
- Keyword Density Analysis and fix
- Duplicate Content Check
- NAP Consistency
- Crawl & Index Analysis
- Google Analytics Check
- Backlink Anchor Text Audit

\*\* This is a typical rollout schedule. Projects are subject to change based on pertinent needs of the business.