



Digital Marketing Access

eZ Access ... For Less

SILVER ACCESS ROLL OUT

Phase 1. Creation of Facebook-Twitter-Instagram-Pinterest-LinkedIn, 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

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, 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, 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, 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.
- 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.