



Digital Marketing Access

Digital Marketing Access, LLC

eZ Access...For Less

Platinum Access Package

SEO Enhancements

- Keyword Research Home Page Plus 4 Sections
- Meta Content Creation & Implementation Home Page Plus 4 Sections
- Content Optimization Home Page Plus 4 Sections
- Canonical Optimization
- Sitemap.xml Creation & Submission
- Google Analytics Goals and Conversions, Google Webmaster Tool & Robots.txt Optimization
- Outbound Links Optimization, 404 & 301 Redirects
- Mobile Responsiveness & Conversion Optimization
- HTML Schema Implementation
- Geo & KML Sitemap Integration
- Algorithmic Impact Analysis
- 2 Monthly Blog Posts starting in Month 5
- 20 Business Profile Setups
- 20 Multimedia Content Distributions, 10 Citations,
- Distributions to 400+ Paid PR Sites month 2 & month 6

Presence Enhancement:

- NAP Confirmation & NAP Consistency Check
- Local Business Profiles – Google, Yelp, Bing
- NAP Consistency Check
- GPS Listing
- Up to 7 Monthly Niche Citations (starting in month 2 or 3)
- 8 Hyper Local Citations
- 7 Review & Local Sites
- Local Classified Ad Creations
- 15 Business Profiles at Classified Sites
- 15 Local Classified Ad Posting

Search Engine Listing & Claiming Samples

- Google
- Bing
- Yellow Pages
- Judy's Book



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Data Aggregators

- Acxiom
- Factual
- Infogroup
- Localeze

Main Reputation Monitoring

- Facebook
- Yelp
- Google Places

Social Media Advancement Access

- Dedicated Social Expert
- Creation/Optimization of Social Media Networks - Facebook + Twitter + LinkedIn + Pinterest (if applicable)
- Facebook Fan Page Creation/Optimization (Month 1)
- Twitter, Pinterest, Instagram Profile Creations, Customizations, Optimizations (Month 1 or 2)
- YouTube Channel Creation & Customization (Month 4)
- Google Page Speed Optimization 80+
- 6-8 Monthly Facebook Updates with Images
- 6-8 Monthly Tweets
- 3 Monthly Pin Image Creation & Addition and Posts
- 3 Monthly Instagram Posts
- Additional Local Creation/Optimization Content Development – informed updates with effective call to actions, links, and images.... Facebook, Twitter, LinkedIn additional posts 4,5 + 4,5 + 4,5 weekly, additional 16/20+16/20+16/20 monthly, additional Pinterest posted 1 weekly, 4 monthly, if applicable.
- Resharing & Commenting Trending Posts on Communities, Adding Industry Specific People to Facebook Profile Page, Joining Relevant Facebook Business Groups, Resharing & Commenting Trending Posts on Facebook.
- 20 Business Profile Setups, 20 Multimedia Content Distributions, 10 Monthly Citations
- 10 Image Sharing
- Content Graphics – images are custom designed, or customer provided.
- Reputation Management – Social Review, Monitor & address negative reviews and comments on Facebook, Yelp, Google My Business, Twitter, LinkedIn, & Pinterest
- **Customer Engagement.** Find & Connect with customers; engage manually with personalized Direct Messages and ask to share.
- **Community Ambassador Management** – Join or Create relevant communities & interact on Facebook, Twitter, LinkedIn.....4+4+4 Monthly



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- **Sweepstakes - Engage Customers with contests and award prizes for participating.**
- **Social Deals - Generate New and Renewal Customers with Social Deals**
- **Banner Ads - Follow customers to link back to your site.**
- **Social Media Analytics Reporting – Monthly, distributed contents and analytical data, impressions, reach, etc.**

VIDEO CREATION & MARKETING

- **Multiple Video Creations, Minimum 2, a 3rd if needed**
- **15 Custom Video Channels**
- **15 Video Distributions**

WEBSITE HOSTING, EMAIL & MAINTENANCE

Although we may not host or maintain your web site, we are happy to save those incremental costs and do those changes for you, manage your site, and host the site for free to include email, if it will save you time and energy and money.

FREE PROGRESSIVE WEB APP MANAGEMENT

If your company purchases a Progressive Web App, dM@ will give you all the tools necessary within this app to create loyalty, get current customers to come more often, share with their friends and grow your business. We will take over that management tool for you FREE! This is a savings of \$495 monthly!

Minor Tweaks may be technically deemed necessary so this is extremely accurate but may not be exact depending on your needs.