

# Digital Marketing Services

WEBSITE

SEO

SMM



  
**callbox**  
LEAD MANAGEMENT SOLUTIONS

“The best marketing doesn't feel like marketing.

— Tom Fishburne, CEO, Marketoonist

We think Tom said it best. Though he may have been talking about Content Marketing in particular, we believe this works for Digital Marketing on the whole. Marketing is at its best when your target audience does not feel like it's being marketed to, when your message isn't forced on them. And Digital Marketing, when done right, comes the closest to achieving that.

### **Digital Marketing is for All Companies, Big and Small**

It used to be that marketing was something only big companies had a budget for. With Digital Marketing, smaller businesses can join the game and go after their slice of the online market.

### **Digital Marketing is Real-Time and Targeted**

Gain insight on what your customers really want and engage more effectively as you get to interact with them at the exact times they have interest and questions about your product.

### **Digital Marketing is Mobile**

Never miss an opportunity to be there for your audience. With Digital Marketing, you are always within arm's reach of your target audience, literally.

## Build. Attract. Engage.

### Website Design and Development

With your website, you hold the power not just to inform but to provide an experience. In the B2B market, over 90% of buyers research online before making their decision. And they decide based not only on how your website looks but how easy it is to use as well. Product information, if not intuitively accessible to your website visitor, might as well not be there at all. Navigation and function are critical to conversion of that highly valued website traffic into leads or sales.

### Search Engine Optimization

After spending all that time and effort on building, you now have a user-friendly website packed with great content. Congratulations! The next crucial step is to make sure your site generates the right amount and the right kind of traffic. That's where search engine optimization (SEO) comes in. SEO makes your website visible to search engines like Google, so that prospects looking for your product or service can easily find you. Keep in mind that 93% of B2B decision makers start their buying journey with a search engine query, so you can't afford to ignore SEO.

### Social Media Marketing

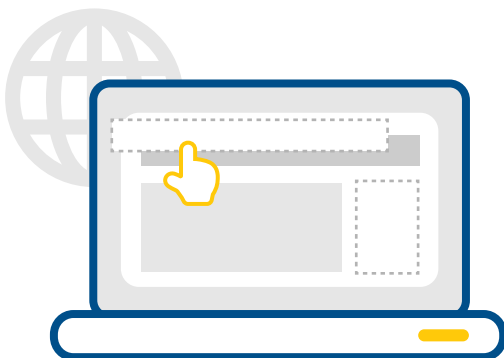
Now that you've established an online presence, it's time to proactively reach out to your target audience. Social media marketing gives plenty of opportunities for you to interact with prospects and customers, from promoting your content, all the way to building a community around your brand. It's an effective way to boost your online visibility and develop relationships with prospects, especially since 72% of B2B buyers use social media when researching a solution.

## Website Design and Development

We can't say enough how crucial your website's design is to your success. A research study of online health sites revealed that when it comes to factors that cause an audience to mistrust a website, 94% of respondents cited design elements over content as more influential of their mistrust. This should come as no surprise because we know that before anything else, we buy with our eyes.

This isn't to say that having a website that looks good is enough. Website design is more than just colors and cool graphics. Good website design takes into account the visitors' experience. Apart from impressing your guest with how great everything looks, we make sure your guests get around with ease, finding what they want when they need it. An effective combination of great aesthetics and usability translates to successful web design.

With decades of experience, our talented team of web designers and developers are proficient in the website creation process and know what makes for good website design and a great website-browsing experience:



1. Full client collaboration
2. Intuitive navigation and usability
3. SEO-friendly site structure
4. Responsive design for devices
5. Ease in updating via CMS

## WEBSITE DESIGN AND DEVELOPMENT

### We design with a purpose - YOUR purpose.

We are here not just to build your website for the sake of having it up and running by the deadline. We build it to answer the challenges you face and help you establish a solid and lasting online presence for years to come.

	SMALL BUSINESS	BUSINESS STANDARD	ECOMMERCE
	1 Pager, Brochure-type	Max of 8 Sub Pages	Includes Basic Plan
	<b>\$ 1,000.00</b>	<b>\$ 2,500.00</b>	<b>\$ 3,500.00</b>
	PROMO RATES		
New Client Less 20%	<b>\$ 800.00</b>	<b>\$ 2,000.00</b>	<b>\$ 2,800.00</b>
Current Client Less 30%	<b>\$ 700.00</b>	<b>\$ 1,700.00</b>	<b>\$ 2,400.00</b>
	Hosting & Domain	Header	Blog
	Graphic Designs	Intro / About	Email Optin
	Video Editing	Products / Services	Gallery / Slider
	Search Engine Optimization	Social Media Links	Portfolio
	Social Media Marketing	Contact Form / Map	Shop / Pricing
	Support & Maintenance	Support & Maintenance	Testimonials

## Search Engine Optimization

Our SEO Services bundle centers around your web crawler perceivability for predictable activity and increase in potential clients. It also involves your rank on Google as well as your opposition within the same specialty, market, or niche as yours.

With our SEO service, you'll soon leave your rivals behind. We include the following:

- Month to Month Reports
- Site Analysis
- Blog Setup (if necessary)
- Search Engine Optimization Writing
- Quality Backlinks
- Google Analytics Report

	3 MONTHS	6 MONTHS	ANNUAL
	\$ 4,500	\$ 6,000	\$ 11,000
	PROMO RATES		
New Client Less 20%	\$ 3,600	\$ 4,800	\$ 8,800
Current Client Less 30%	\$ 3,150	\$ 4,200	\$ 7,700

## Search Engine Optimization

Specifics	Description
ANALYSIS AND ON-PAGE SEO	
<b>Website Content Analysis (One Time Set-Up)</b>	Comprises 20-25% of the Google algorithm
<b>Accurate Meta Data Analysis</b>	Analyze Metadata (Target Keywords) based on search engine guidelines
<b>Sitemap Integration</b>	Submission of Sitemap to Search Engine Sites like Google
<b>Website Structure Analysis</b>	Analyze The Structure of the website that includes the uniformity of the navigation and responsiveness when viewing the site using mobiles and tabs
<b>Detailed Competitor Analysis</b>	Review of the websites of top competitors
<b>Inclusion to Webmaster Tools</b>	Adding the website to webmaster tools which is part of search engine features
<b>Google Analytics Installation</b>	Installation of Google Analytics which records the visitors and the pages being viewed
<b>Comprehensive Keyword Research</b>	Thorough research of words to be used to attract and convert website visitors
<b>Google Map Listing for your Business/Services</b>	Adding of our business website to Google Maps/Internet Maps
<b>Online Reputation Check</b>	Checking of the website's reputation to know if the site is being banned by search engines (Google, Yahoo, Bing, etc.)
<b>Historical Backlinks Check</b>	Gathering of backlinks from the very beginning up to the present
<b>Search Engine Submissions</b>	Submitting of website to some of the biggest search engines worldwide (Google, Yahoo, Bing)
<b>Google Maps Inclusion</b>	Adding address to Google Maps so it will become visible in search results

## Search Engine Optimization

Specifics	Description
<b>Website Image Alt Tagging</b>	Tagging the images you used on the website to improve visibility when searching for related images
<b>Domain and Page Authority Indexing</b>	Inclusion of the owner of the website in the search engine results whenever the site is indexed in the results
<b>Your choice of words to be linked</b>	Choosing of Keywords (words) that you want to be linked to a website
<b>OFF PAGE SEO</b>	
<b>Social Bookmarking</b>	Submission of the website to high PR bookmarking sites like Delicious, Reddit, Google Bookmark
<b>Directory Submission</b>	Through Directory Submission, we can improve link popularity of the client's websites. So everyone will find high PR (page ranking) directory submission site list to improve their site ranking plus link popularity
<b>Unique Article Writing</b>	Writing of article(s) based on website offerings and search engine guidelines <i>*maximum of 8 articles per month</i>
<b>Article Submission</b>	Posting of articles on website and submission to high PR article sites like ezines to rank higher
<b>High PR Press Release Submission</b>	Submission of the website to high PR press release sites like PRBuzz to help with ranking & bring instant exposure <i>*maximum of 4 PR per month or as needed</i>



## Search Engine Optimization

Specifics	Description
<b>Marketing Infomercial Video Postings</b>	Posting and submitting videos to Youtube and other streaming sites for marketing purposes *as needed
<b>Forum Profiling</b>	Creating profile bio with link going to website
<b>Web 2.0 Submission</b>	Submission of content via Hubpages, Squidoo, blog sites, etc.
<b>Content Conversion and Sharing</b>	Vital technique of SEO whereby we convert online and offline content to PDF, DOC or PPT files and submit them to file sharing sites
<b>Blog Commenting on Related Niche Sites</b>	Commenting on related blog sites with attached links
<b>Profile Backlinking</b>	Registering to sites with account profile in order to insert links going to website
<b>Photo Sharing</b>	Submitting of website photos with detailed title and description to photo sharing sites like Flickr

## Search Engine Optimization

Specifics	Description
<b>Micro Site Submission</b>	Submission of links with concise persuasive description
<b>Podcast Submissions</b>	Recording audio and submitting it podcasting sites like iTunes and Soundcloud for link building & reputation building purposes <i>*Limited to basic editing only</i>
<b>Complete PDF Report</b>	A full report of the website's status and its ranking to be sent via email
WEBSITE SUPPORT	
<b>Website Audit</b>	A thorough website audit and report regarding current website health
<b>Website Error Fix</b>	Fixing critical website errors that might permanently harm the website's online reputation

 *Minimum of 3 Months Subscription*

## Social Media Marketing

Long range informal communication - otherwise known as social media - is, as of now, one of the most used online, with Facebook having recently toppled Google as the world's most visited website. Networking by way of social media is an easy decision, as far as digital advertising is concerned. There's no doubt that social media networks can help build your image as well as your brand.

Our social media marketing service ensures that individuals on Facebook and Twitter learn what your organization is about, what items you're offering, what your organization is up to and what they can receive in return.

It empowers your organization to enter the person-to-person communication network and easily share information, so you become an established authority in your field.

### Our service includes the following:

#### Facebook Ad Campaign Management

- Target market research
- Facebook ads analytics report
- Facebook engagement

#### Facebook Page Account Creation and Management

- Facebook page or group creation
- Facebook group or page status updates
- Integration with Twitter account
- Integration with company website

#### LinkedIn Page Account Creation and Management

- LinkedIn page or group creation
- LinkedIn group or page status updates
- Integration with Twitter account
- Integration with company website

#### Twitter Page Account Creation and Management

- Twitter profile creation
- Status updates
- Integration with company website

#### Google+ Page Management

- Google+ Page Creation
- Page Optimization
- Google+ Page wall monitoring
- Integration with company website
- Page posting and company updates

#### Monthly Reports

- Monitoring
- Engagement
- Recommendations

## Social Media Marketing

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	PROMO RATES		
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Current Client Less 30%	\$ 2,800	\$ 3,900	\$ 7,400

Specifics	Description
<b>LinkedIn or Facebook Page Setup</b>	Includes setup, profile content writing & timeline design
<b>Unique Social Media Posting</b>	LinkedIn or Facebook updates *1 post per account
<b>Group Sharing</b>	Sharing of social posts to social groups
<b>Social Connection</b>	Target number of connections and followers per month
<b>Social Commenting</b>	Engage in conversation on highly related social channels
<b>Video Posting / Submissions</b>	Posting of related videos or if provided, adding your own created video (video created from subscribing to any SEO package) *2 video postings per month if subscribed to SEO plan
<b>Facebook and/ or LinkedIn Ads Management</b>	LinkedIn and Facebook Ad Spend or extra and will be billed directly by Facebook and/or LinkedIn *optional

 Minimum of 3 Months Subscription

 Twitter, Google+ and other social media channels available upon request at custom rates

## SEO and SMM Bundle

	3 MONTHS	6 MONTHS	ANNUAL
	\$ 8,500	\$ 11,500	\$ 21,500
	PROMO RATES		
New Client Less 20%	\$ 6,800	\$ 9,000	\$ 17,000
Current Client Less 30%	\$ 5,900	\$ 8,000	\$ 15,000

## Value Added Services

### SEO / SMM Reporting

Analysis Report

Activity Report (weekly & monthly)

Rank Status Report

Maintenance	Description
<b>Content</b>	
Page and Posts	Adding, removing and updating content
Image and Video Editing	Editing images or videos provided by the client
<b>Optimization</b>	
Google Insights	Checking available optimization on javascript, css and images
GTNetrix	Checking speed of website loads and available optimization
WPMUDEV	Checking website performance and security
<b>Security</b>	
BackupBuddy	Scheduled backup using backup buddy
iThemes Security	Improving Wordpress website security
Wordfence Security	Protecting website from hacks and malware
Sucuri Site Check	Checking website for errors and out-of-date software

 Custom rates for all services are available based on actual website analysis and recommendations.

**CONTACT US TODAY AND  
LET'S EXPLORE WAYS  
CALLBOX CAN GET YOU  
MORE DEALS.**

**CONTACT US**

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