webFEAT complete™

DIGITAL STRATEGY

CUSTOM DIGITAL PLANS

Our expert analysts have created a digital strategy plan that will provide the best ROI for your business. Our goal for you is to create a plan that will help you build your business through better positioning in Google search results and in positioning your company as a thought leader in your industry.

Plans differ greatly for businesses that are B2B vs B2C. Existing sites versus new sites will also have different needs. We would love to meet with you to discuss your business goals and create a customized digital strategy that will increase sales and ROI.

Our goal for you.. change to, Our goal is to…

Essentials Plan
Complete Plan
Complete Plus Plan
Blogging
Social Media Management Core Channels –
- Facebook
- Instagram
- Twitter
- LinkedIn

"THE ESSENTIALS PLAN"

This plan is typically recommended for companies who need ongoing content changes and minimal design changes for the website. This plan does not include direct optimization BUT remember that frequent site updates do enhance your content and attractiveness to Google.

The webFEAT Complete Essentials plan provides unlimited design and content changes for your website.

What We Do

As a webFEAT Complete ESSENTIALS plan member, you receive priority service for your requested changes. Excellent and proactive communication is our specialty and you can expect this for all of your work.

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GUIDING OUR CUSTOMERS TO ONLINE SUCCESS

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DIGITAL STRATEGY

"THE COMPLETE PLAN"

The plan includes ongoing organic it includes ongoing organic optimization as well as unlimited site design and content changes. It is our most popular plan that provides the highest and fastest results. Changes are unlimited and these are all included in your monthly rate without extra invoices! And- as a plus- your requests are given priority in the production queue so that you get excellent service and response time!

What We Do

Your website is reviewed monthly by one of our SEO analysts. They will assign work to the production team for items that they know will increase your Google rank. The focus of our organic SEO work includes keyword/search phrase analysis to create tiered attack plans. Organic optimization is based on what your target audience is searching for, related information they're searching for, and how your website can provide them with a solution. From there, we improve the fundamentals of your website (meta information, heading structure, performance, etc.), move into more advanced work like link acquisition, outreach, user experience (UX) work and more. We also assist with content recommendations to support all of the above. Quarterly reporting and annual marketing reviews are included. This is a twelve-month plan with a 60-day written cancelation after the 12-month period.

"THE COMPLETE PLUS PLAN"

Need a new website AND a digital strategy plan- talk to your market manager about the Plus Plan. If you qualify, you may be able to combine the site design costs into your monthly strategy plan and amortize the costs across twelve months. See you manager for more details.

BLOGGING- CONTENT CREATION

Blogging is an excellent way to add valuable content to your website. Content is critically important to ranking improvements. Its purpose is two-fold- to add keyword rich content that Google will index in its search results AND to position your company as a thought leader within your industry. Blog posts are often indexed by Google and provide valuable site visits from prospects who might soon become your most valuable customers. Great blogs are helpful with earning backlinks, promoting exposure, and ultimately traffic conversions that increase sales and ROI.

Note that great blogs will typically require anywhere from four to eight hours to create. Time is impacted by the technicality of your product or service. This time is reflected in your overall plan investment. While it does add to costs, it also will significantly impact your ROI and business online success.

What We Do

The webFEAT SEO staff will conduct keyword/search phrase analysis and then utilize those keywords in content additions through blogs. Includes research, writing in your corporate "voice", tweaking, selecting images and integrating the blog into the website with appropriate SEO. Blogs will be sent to you for your input and approval before they

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