

WILLIAM E. HESCH Law Firm, LLC



CINCINNATI ALLERGY & ASTHMA CENTER



RESTAURANT



ELSCO TRANSFORMERS



INDY HONEYCOMB



A group of people are celebrating, with confetti falling around them. There are blue balloons in the background and a banner that says "CHEERS TO 20 YEARS". The people are wearing dark shirts with "webFEAT" on them.

*Since 1999*  
*webFEAT Complete*  
*&*  
*webFEAT Hosting*

*Achieving Online Success For Our Customers*

**CHEERS TO 20 YEARS**



One of the Top Ten Reasons  
Why Businesses Fail, is That  
They Do **NOT** Have A  
Strong Online Presence





# It's Important to Work with an Expert Digital Agency

More certifications= more knowledgeable experts on staff= Better Products & Service



# Our Competitive Advantage

- 85% of all companies say they would pay up to 25% more to deal with an experienced company
- Competitive advantage is a matter of adaptability. To stay relevant in today's constantly changing competitive landscape requires the capacity to continually learn, evolve and grow into a better—more valuable—version of what we were yesterday.



*Our services are backed by our experience and our expertise.*



Adapted since

1999



webF**EAT**  
complete™

# The “COMPLETE” Digital Agency



- *Website Design & Development*
- *Ecommerce Development*
- *Search Engine Optimization*
- *Search Engine Marketing*
- *Hosting*





# Website Design

- *WordPress is 76.4% of all CMS website*
- *1.48 Billion Plugin downloads in 2018- help keep costs down*
- *WordPress is written in PHP and MySQL*
- *High profile brands use WordPress*



# Ecommerce Development

- *Ecommerce will hit \$4.5 trillion in 2021.*
- *In 2020- Millennials make 54% of all purchases online.*
- *Ecommerce is growing 23% YOY*





# SEO/SEM- Digital Marketing Agency

- *Digital agencies save you time and money.*
- *Digital analysts are trained and certified*
- *Most digital plans can be scaled over time*
- *Digital agencies have the right tools for processes, results and reports*







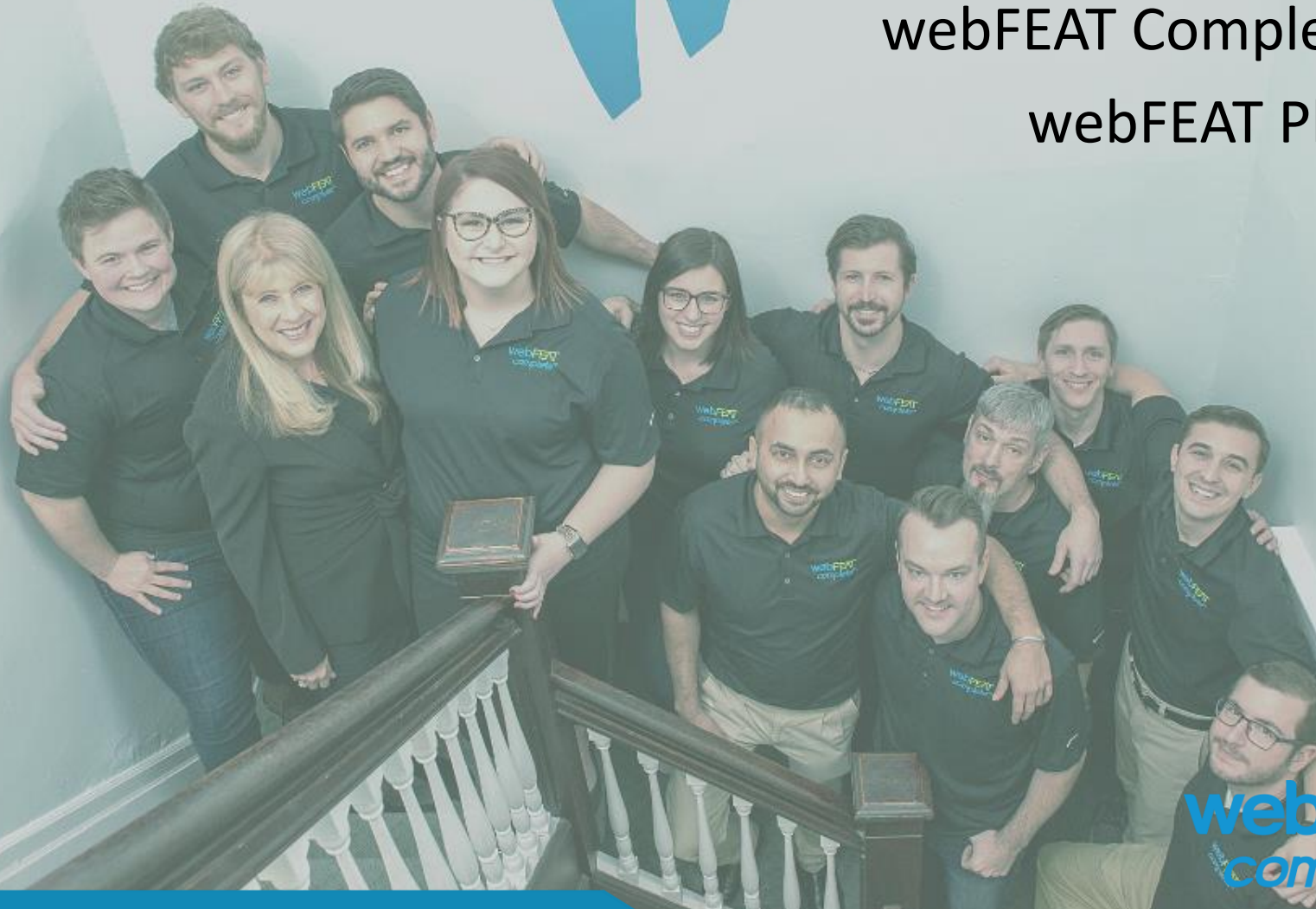
# Website Hosting & Email

- *There are over 1 billion websites.*
- *30,000 websites are infected with malware every day.*
- *It takes only ten minutes to hack a website with a six digit lower case password.*
- *What is the cost of a hacked website in lost sales, lost files and lost data.*



# wFC Plans Will Get You to the Top!

webFEAT Essentials  
webFEAT Complete  
webFEAT Plus





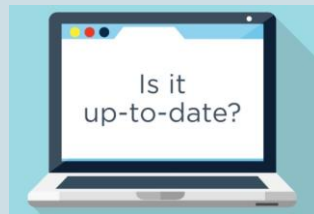
# Essentials Program

## Unlimited Content & Design Changes

- Save money with the Essentials Program
- Set a budget for website changes
- Enables you to focus on keeping your content fresh
- Get two day turn around on all changes.



*Ongoing updates show Google that you are maintaining your website.*



# The “Complete” Program

## Unlimited Content and Design Changes and SEO

- We become your marketing and web partner
- Ongoing focus on increasing ranks on key phrases
- Our SEO analysts become a member of your “staff”
- Customize your program to add other features like social, content and reputation





# The “Complete Plus” Program

- Unlimited design & content changes
- Ongoing SEO
- Customize your SEO portion of the program



# Decisions... Decisions

STEP 1

## SELECT A PLAN

- wFC Essentials
- webFEAT Complete
- webFEAT Complete Plus

STEP 2

## SELECT YOUR DIGITAL CHANNELS

- Content & Design Changes
- Organic SEO
- Social Media Management
- Content Management & Blogging
- Reputation Management
- Google Ad Management





# Do You Rank on **Page One** of Google? Your Competitor Does!

- 75% of users never click past the first page of search results
- 60% of clicks go to the top three websites in search engine results
- The first ranking position in the search results receives 42.25% of all click-through traffic
- 18% of local smartphone searches led to a purchase within a day



# Organic Optimization

## Getting Your Site to Talk to Google

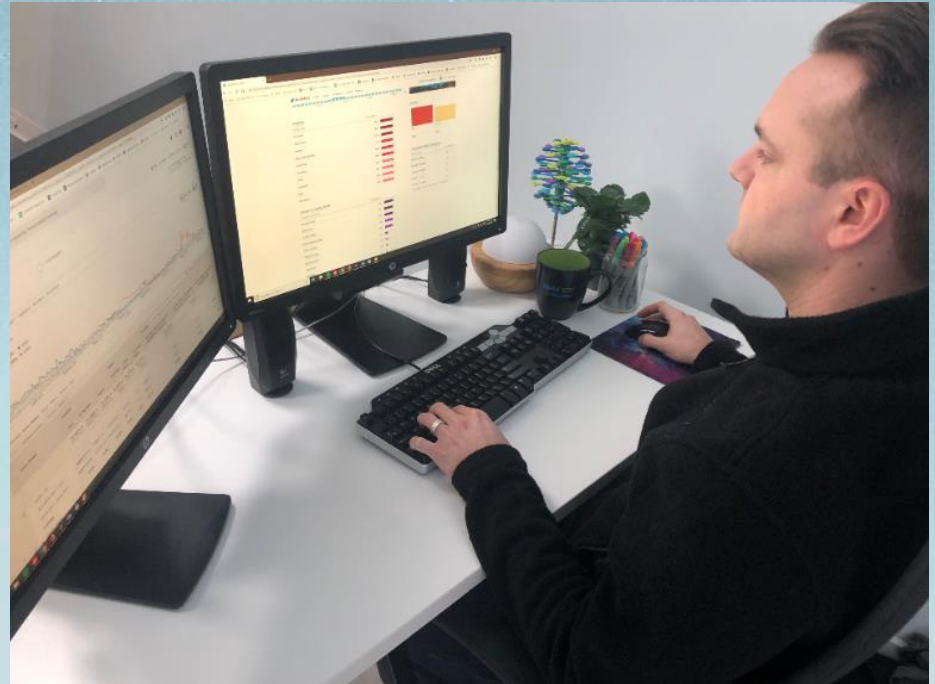
- 89% of customers begin the buying process with a search.
- Websites on page one of Google take 91.5% of all traffic.
- SEO increases website visibility, user traffic, conversion rates and ROI.





# Social Media Management

- In 2019, there will be 2.77 billion social media users
- 90% of all businesses use social media for marketing.
- 79% of all Americans have a social media profile.



**YOU MEAN THAT I HAVE  
TO CREATE CONTENT**



**TO GENERATE  
LEADS?**





# Content Management & Blogging

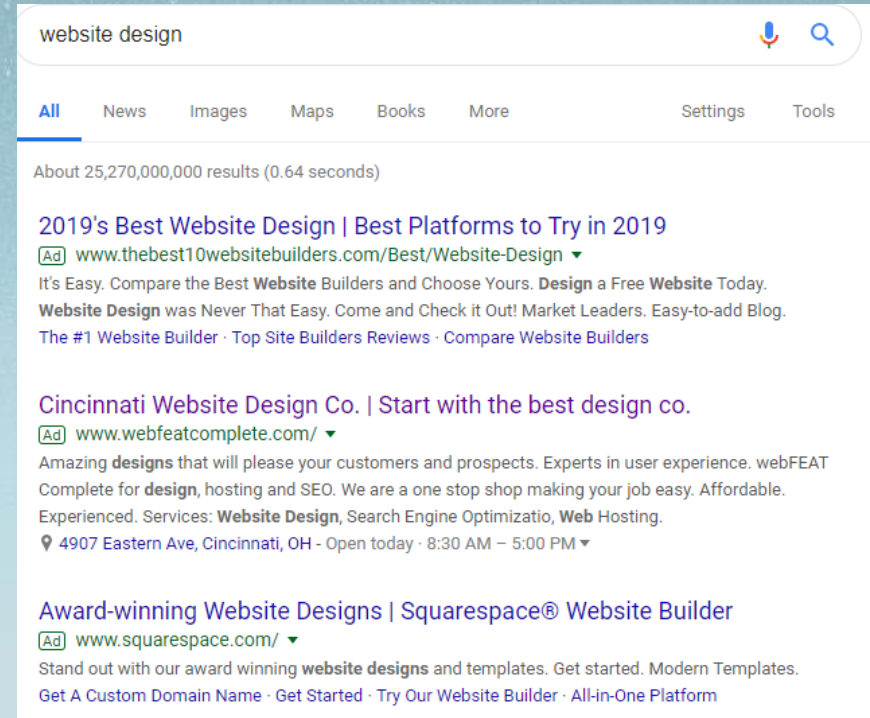
- Increase brand value by 20%
- Obtain three times more leads than paid search (dollar for dollar)
- Good content gets around the ad blockers
- Updating and republishing blog posts with new content and images can increase organic traffic by as much as 111.37%
- Obtain 126% more lead growth with a good blog



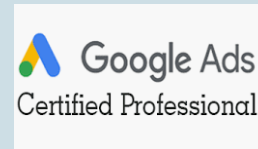
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# Google Ads- Paid Search

- **Google Ads** is an efficient way to tell people about your brand.
- **Google Ads** works faster than SEO
- **Google Ads** allows you to reconnect with your website visitors.
- You can **control your own budget** and spend.
- Google has over **6 billion searches per day** that represent potential customer needs.
- Reach motivated and targeted users who are **actively looking for what you have to offer.**
- Google Ads **dominate search results page**



Quality Score= combination of URL, ad content, landing page content and keywords used.





# Reputation Management

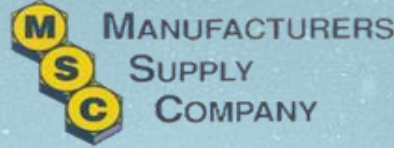
- Over 80% of people say that positive reviews encourage them to do business with a company.
- If a bad review is seen once per day for 10 years, and your product sells for \$10, that equates to \$36,500 in lost revenue.
- 70% of your customers will leave a review if asked.







# Our Clients - Design & Ecommerce





# How Can We Help You?



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# Our Process







A large, stylized logo consisting of the letters 'win' in a light blue, rounded font. The letter 'i' has a green oval dot above it. The logo is positioned in the background, centered horizontally.

*Achieving Online Success for Our Customers*