



Setup and Strategy Service
Essential to Online Marketing Success

Setup and Strategy

- Why Setup and Strategy?
- How Does it Help Your Business
- Examples of Success
- Details of Service

Why Setup and Strategy?

Your referrals and customers search for you online everyday.

Anchor your referrals and make it easy for your current customers to find you.

Why Setup and Strategy?

75% of all clicks on search engine results pages go to organic results.

DID YOU KNOW?



That 93% of the online experiences begin with a Search Engine?



That search still is the #1 driver of traffic to content sites?



That 75% of users never click past the first page of search results?



That 70% of the links users click on Search are Organic?



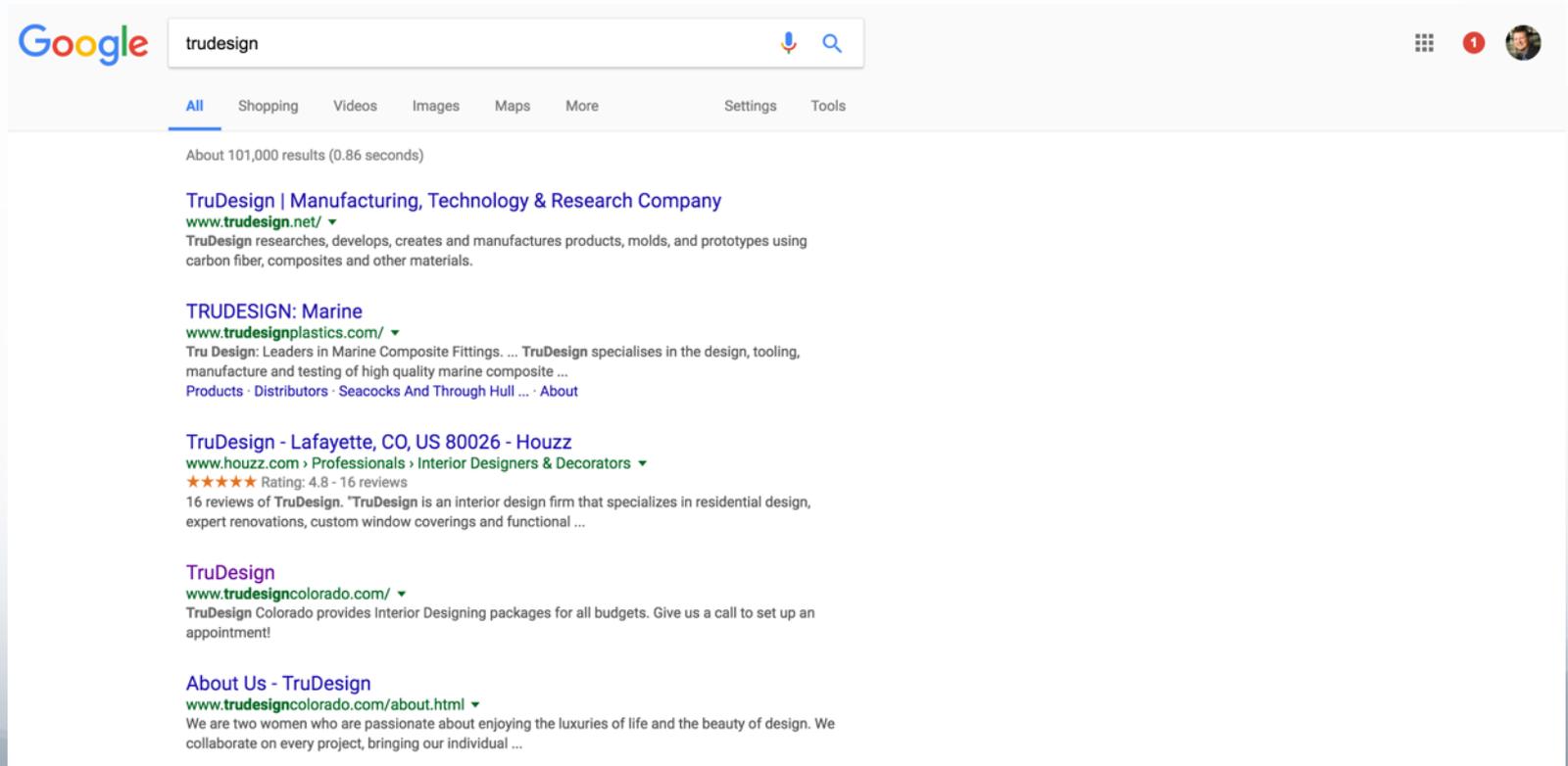
That Content Marketing brings up to 2000% increase in blog traffic and 40% increase in ROI?



That over 39% of customers today come from Search?

Why Setup and Strategy?

Web presence WITHOUT SSP: Is this the right company?



The image shows a Google search interface with the query 'trudesign'. The search results are as follows:

About 101,000 results (0.86 seconds)

- TruDesign | Manufacturing, Technology & Research Company**
www.trudesign.net/ ▼
TruDesign researches, develops, creates and manufactures products, molds, and prototypes using carbon fiber, composites and other materials.
- TRUDESIGN: Marine**
www.trudesignplastics.com/ ▼
Tru Design: Leaders in Marine Composite Fittings. ... TruDesign specialises in the design, tooling, manufacture and testing of high quality marine composite ...
[Products](#) · [Distributors](#) · [Seacocks And Through Hull ...](#) · [About](#)
- TruDesign - Lafayette, CO, US 80026 - Houzz**
www.houzz.com > [Professionals](#) > [Interior Designers & Decorators](#) ▼
★★★★★ Rating: 4.8 - 16 reviews
16 reviews of TruDesign. "TruDesign is an interior design firm that specializes in residential design, expert renovations, custom window coverings and functional ...
- TruDesign**
www.trudesigncolorado.com/ ▼
TruDesign Colorado provides Interior Designing packages for all budgets. Give us a call to set up an appointment!
- About Us - TruDesign**
www.trudesigncolorado.com/about.html ▼
We are two women who are passionate about enjoying the luxuries of life and the beauty of design. We collaborate on every project, bringing our individual ...

Why Setup and Strategy?

Web presence WITH SSP: Easy access to correct information for your referrals and customers.

Easy to find services.

Easy to contact.

Easy to get directions

The image shows a Google search for "stratex digital marketing". The search results include several links to Stratex Digital Marketing's website, LinkedIn, Facebook, and local business listings. On the right side, there is a Google My Business profile for Stratex Digital Marketing, which includes a profile picture, contact information, address, phone number, hours, and a map showing the location in the River North Art District of Denver, CO. The profile also shows a 5/5 star rating from Facebook and 4 Google reviews.

Google stratex digital marketing

About 5,790 results (0.78 seconds)

Stratex Digital Marketing: Home
<https://stratexdigitalmarketing.com/>
Nov 20, 2015 - Our experts provide you with the knowledge and tools you need to develop, implement and manage the ideal digital marketing strategy for your ...

Meet Our Team
Meet our exceptional team of experts. ... her an incredible ...

Testimonials
Read testimonials from our customers, employees, partners ...

Training
Digital Marketing Training. Why is training vital to your digital ...

Contact - Stratex Digital ...
Stratex Digital Marketing, Home - Consulting ... We are easy to ...

About Us
Witness what they are talking about and talk to us today on ...

Consulting
Digital Marketing Consulting From Top Experts. Confused and ...

[More results from stratexdigitalmarketing.com >](#)

Stratex Digital Marketing | LinkedIn
<https://www.linkedin.com/company/stratex-digital-marketing>
... at Stratex Digital Marketing. Join LinkedIn today for free. See who you know at Stratex Digital Marketing, leverage your professional network, and get hired.

Stratex Digital Marketing | Facebook
<https://www.facebook.com> > Places > Denver, Colorado > Advertising Agency
3461 Ringsby Ct, Ste 435, Denver, CO 80216 ... Stratex Digital Marketing, Denver, Colorado. 27 likes · 25 talking about this. The Experts at Stratex have over 20 years of experience helping businesses...

Stratex Digital Marketing - South Metro Denver Chamber
web.bestchamber.com/Marketing/Consultants/Stratex-Digital-Marketing-22329
Stratex Digital Marketing | 3461 Ringsby Court, Denver, CO, 80216 |

Stratex Digital Marketing | Denver Metro Chamber of Commerce ...
www.denverchamber.org/Internet/Marketing/Stratex-Digital-Marketing-23388
Stratex Digital Marketing | 3461 Ringsby Court, Suite 435, Denver, CO, 80216 |

Stratex Digital Marketing - Marketing - 3461 Ringsby Ct, Northwest ...
<https://www.yelp.com> > Professional Services > Marketing
(303) 945-7400 · 3461 Ringsby Ct Ste 435, Denver, CO 80216 ... Since 2001 the experts at Stratex have been providing digital marketing consulting and training ...

Stratex Digital Marketing in Denver, CO - 303-945-7400 - Whitepages
www.whitepages.com/business/stratex-digital-marketing-denver-co
303-945-7400 · 3461 Ringsby Court Suite 435-A · Denver, CO 80216 ... Find Stratex Digital Marketing at 3461 Ringsby Court Suite 435-A, Denver, CO 80216.

Stratex Digital Marketing on Google
Edit information
Add photos
Do more with Google My Business

Stratex Digital Marketing ★
Marketing Consultant
Website Directions

Address: 3461 Ringsby Court, Suite 435-A, Denver, CO 80216
Phone: (303) 945-7400
Hours: Open today · 6AM-6PM
Suggest an edit

Reviews from the web
5/5 Facebook · 1 vote

Reviews
4 Google reviews
Write a review Add a photo

Send to your phone Send

Why Setup and Strategy?

Set the foundation for all of your digital marketing efforts.

You remove any obstacles to gain new clients.

If you have an established business you may start ranking right away.

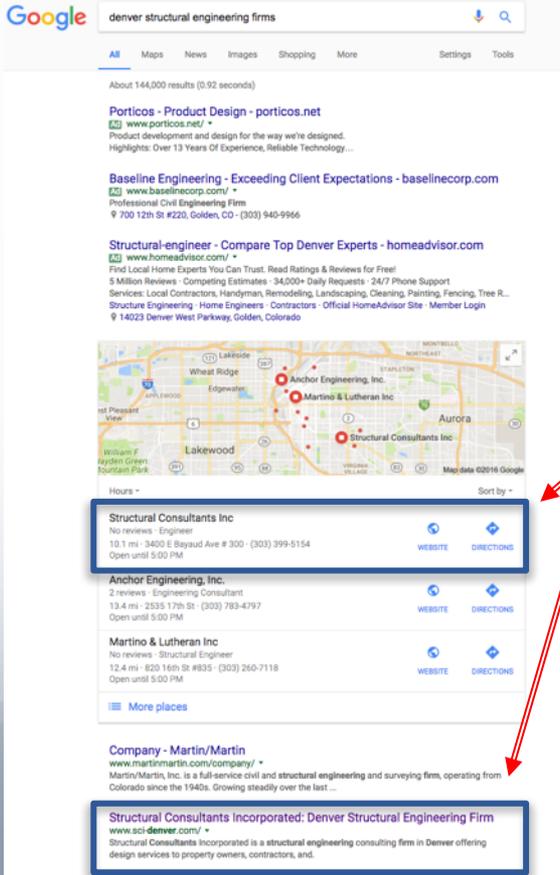
If you are a new business or in a very competitive market you will set the foundation and remove obstacles for future marketing efforts and results that drive new prospects to your website.

Bottom Line: You have a **website** and **web presence** that helps you **grow your business** and **acquire more of your ideal clients**.

Why Setup and Strategy?

Established business ranked at the top immediately:

As soon as this new website launched, this client moved to the top of the search results:



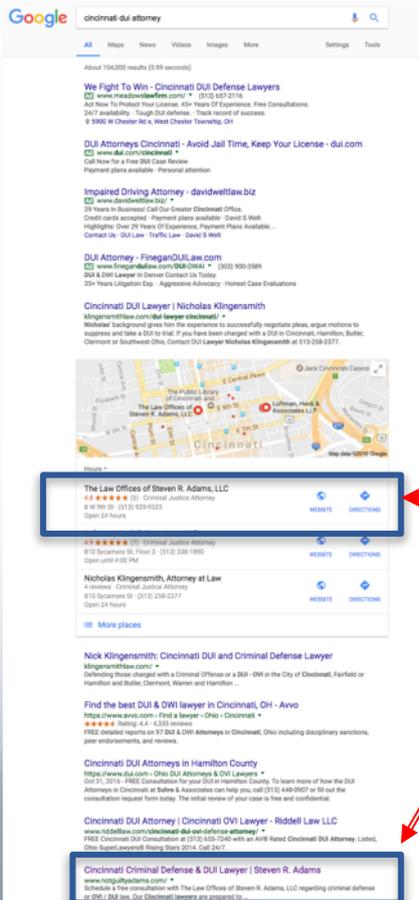
- **Rankings improved by well over 100 positions on target keywords on Google.**

- Now on the first page twice at the top.
- More time and work required to move the rest of the search terms to the top 2.

Generated: 9th Dec 2016	Google	Google Mobile	Google Maps	Yahoo!	Yahoo! Local	Bing	Bing Local											
Keywords	Rank	Last	Type	Rank	Last	Type	Rank	Last	Type	Rank	Last	Type	Rank	Last	Type			
structural engineer denver	9	48	Org	9	49	Org	-	30	n/a	Org	-	40	29	Org	12	7		
structural engineering denver	7	24	Org	7	23	Org	24	4	18	27	Org	-	19	5	Org	12	5	
structural engineering firms denver	2	3	Loc	2	3	Loc	2	3	1	2	Org	-	7	7	Org	7	n/a	
structural engineering consultants denver	2	1	Loc	2	2	Loc	2	1	-	-	-	-	1	1	Loc	1	1	
denver structural engineer	6	50	Org	4	n/a	Org	-	30	13	Org	-	31	23	Org	13	7		
structural engineers denver	29	48	Org	10	40	Org	28	9	28	39	Org	-	34	22	Org	27	8	
structural engineering firms denver co	3	1	Loc	3	1	Loc	3	1	3	n/a	Org	2	n/a	Org	6	8	Org	-
denver structural engineering firms	2	2	Loc	2	2	Loc	2	2	-	-	-	-	5	5	Loc	-		

Why Setup and Strategy?

SSP Foundation + SEO Efforts Over Time



- Attorney dominates Google in very competitive market
- Now on the first page twice on first page.

Generated: 9th Dec 2016	Google			Google Mobile			Google Maps		
Keywords	Rank	Last	Type	Rank	Last	Type	Rank	Last	
dui attorney cincinnati	1 A	n/a	Loc	1 A	n/a	Loc	1	n/a	
	9	n/a	Org	9	n/a	Org			
cincinnati dui lawyer	1 A	n/a	Loc	1 A	n/a	Loc	1	n/a	
	7	n/a	Org	9	n/a	Org			
cincinnati dui attorney	1 A	n/a	Loc	1 A	n/a	Loc	1	n/a	
	8	n/a	Org	10	n/a	Org			
dui attorney cincinnati oh	1 A	n/a	Loc	1 A	n/a	Loc	1	n/a	
	8	n/a	Org	8	n/a	Org			
dui lawyer cincinnati	1 A	n/a	Loc	9	n/a	Org	1	n/a	
	8	n/a	Org	10	n/a	Org			
cincinnati ovi attorney	2 B	n/a	Loc	2 B	n/a	Loc	2	n/a	
ovi attorney cincinnati	3 C	n/a	Loc	-			3	n/a	

Why Setup and Strategy?

SSP Foundation + SEO Efforts Over Time

OZ Architecture Dominates Denver, and now we are moving nationwide.
Organic Traffic is Up and to The Right

denver architecture firms

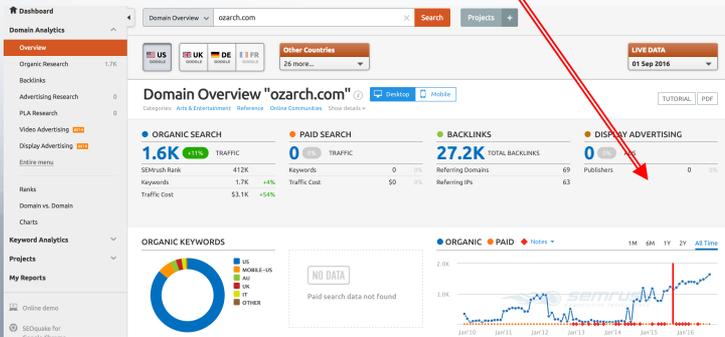
About 670,000 results (0.70 seconds)

OZ Architecture
1 review · Architect
3003 Larimer St · (303) 861-5704
Opens at 8:00 AM

BOX Studios
No reviews · Architect
1761 N Emerson St · (303) 864-1700
Opens at 8:00 AM

Gensler
No reviews · Corporate Office
1225 17th St #150 · (303) 595-8585

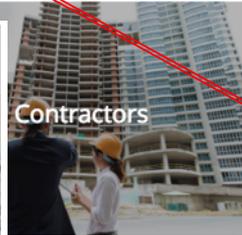
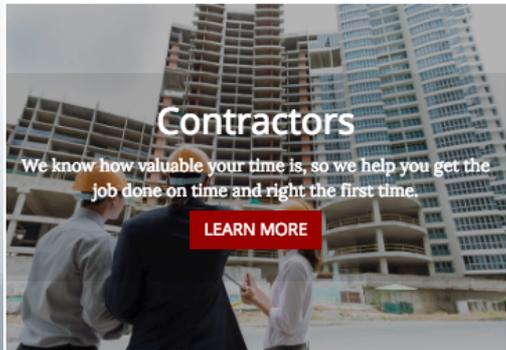
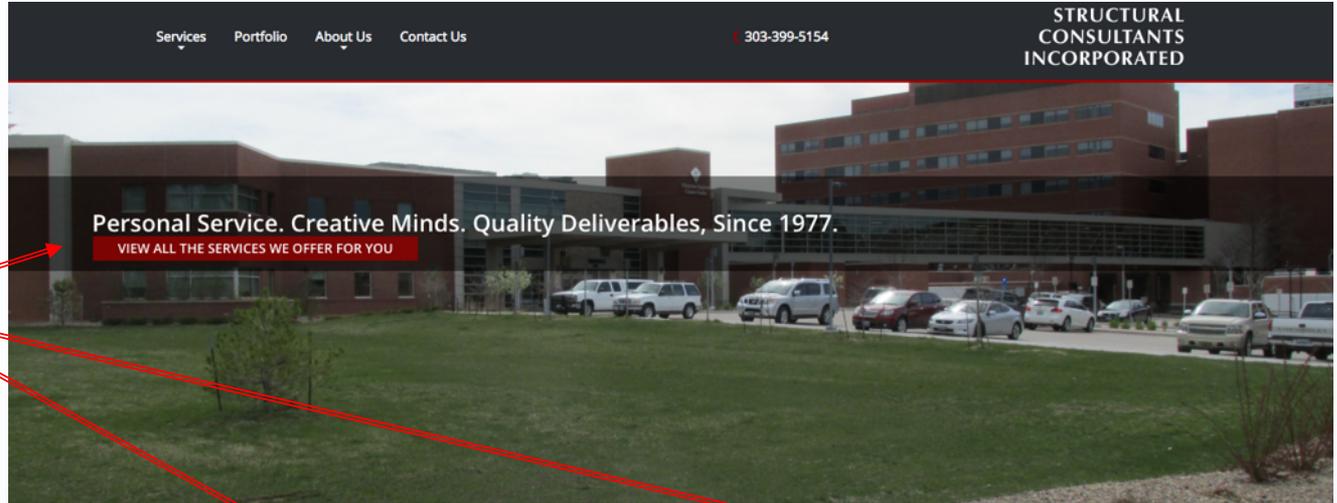
OZ Architecture | Colorado Architectural Design Firm
ozarch.com/ ✓
We're an award-winning Colorado architectural design firm with a diverse portfolio of projects. Our reach is wide yet focused on a collaborative process.



Target your Ideal Clients

After:

Targeting ideal prospects with the right message.



prehensive design and consulting services to owners, architects, developers, fabricators, and contractors. We have extensive experience in commercial projects including retail buildings, hotels, schools, financial institutions, hospitals, laboratories, warehouses, medical office buildings, and parking garages. We provide unique services in the areas of investigations, renovations, rehabilitation and specialized medical facilities that house sophisticated equipment like MRIs, Gamma Knives, and Linear Accelerators.

Outline of SSP

- **Step 1:** Business Needs Analysis & Messaging Development
- **Step 2:** Keyword Research
- **Step 3:** Competitive Analysis
- **Step 4:** Website & Social Media Setup, Including Local Setup (If Applicable)
- **Step 5:** Initial On-site Optimization & Content Writing
- **Step 6:** Initial Off-site Optimization
- **Step 7:** On-going Strategy Development for Off-site Optimization
- **Step 8:** On-going Strategy Development for On-Site Optimization

Outline of SSP

What results can you expect from this program?

- A website loved by people AND the search engines.
- Company messaging you can use in all of your on and off-site marketing and PR activities.
- Improved organic site rankings for targeted terms on Google searches within 4-6 weeks.
- A properly established foundational web presence to help you execute a successful digital marketing strategy.
- Optimized Google Local, Bing Local pages and 100 other directories.
- A strategy and roadmap for implementing and maintaining on going on-site optimization methods, including, Web Page Content, Blog Posts, and Downloadable Content
- A strategy and roadmap for implementing and maintaining on going off-site optimization methods, including Link building, Local citation building, and Social media
- A strategy and roadmap for implementing and maintaining Pay-Per-Click programs.
- This is all delivered to you in an easy to understand format that you can implement yourself or hire professionals to implement and manage for you.

Messaging Development

Messaging Development - Utilizing our comprehensive messaging platform, we interview the principles in your business to develop the right message that drives the best clients for your business.

- Buyer Persona
- Engagement Message
- Solution Message
- Reinforcement Message
- Value Message
- Positioning Statement
- Home Page/Landing page Content Development
- Call to Action Recommendations
- Lead Capturing Recommendations

Messaging

Step 1 Many Businesses Ignore: Messaging Development

- **Established Your True North**
- Keeps You Focused
- You Hire The Right People
- Happier Customers
- Happier Employees
- Happier YOU!
- Redo Yearly



Messaging

What do we mean by messaging?

Knowing Your Target Buyers

- Psychographics, NOT just demographics
- What problems do they have that you can solve?
- What solutions are they looking for that you can provide?
- Why do they buy?
- What are their pet peeves?
- **“Niche”**



Messaging

What do we mean by messaging?

Positioning

- How do solutions match up with your target buyers problems?
- How do you make your customer's lives better?
- How do you service them better than any of your competitors?
- What is your 60 second elevator pitch?
 - Everyone in you company needs to know it



Messaging

Example:

Positioning

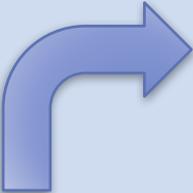
- How do solutions match up with your target buyers?
- How do you service them better than any of your competitors?
- What is your 60 second **elevator** pitch?
- Everyone in your company needs to know it



Messaging Example

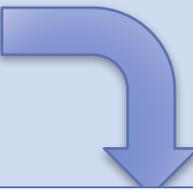
Denver Structural Engineering Firm
with 3 Target Buyer Personas

Target Audience: Architects



Engagement Message

You can't afford to work with an inexperienced structural engineer who won't deliver what you need in a timely and efficient manner. You can't waste time with designs that are incomplete, inefficient, or require constant change orders. If your structural engineer fails to deliver the right solution on time it will cost you money, and most importantly: your reputation



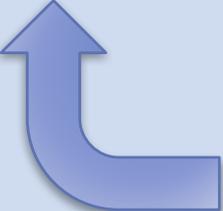
Value Message

You had an enjoyable experience working with Structural Consultants Incorporated. As a result of working with SCI, your project was implemented on-time and at or under budget. Your work was exactly what the customer needed and they are impressed with the results. You didn't have to worry about change orders or being called back to redo work because it was done right the first time. Your reputation was enhanced as a result of your decision to work with SCI. You did not have to worry about communications breaking down between your design team, structural engineers and builder.

Structural Engineering Consultant

Solution Message

You need an experienced structural engineer who will deliver efficient designs on schedule and on budget. You need a structural engineering team that is responsive, has excellent communication skills to ensure your projects are finished on time, within your budget, meet all of your design requirements, as well as the safety and code requirements. Your structural engineer needs to be able to work seamlessly with your team, and deliver the quality of work that will make you and your firm look like heroes. You need a structural engineering firm that will make sure your design needs are met and communicated accurately with the construction team. You need someone with experience in successfully guiding project communications between your designers and your builders.



Company Positioning Statement

Structural Consultants Incorporated is one of the only structural consulting engineering firm that provides a project management team with a principal leader on every project, so that you can rest assured knowing your project is being handled by an experienced and knowledgeable structural engineer. Unlike other firms that may hand off projects to less experienced engineers, SCI provides you with direct access to your principal project leader, who ensures that your project will be handled with highest standard of customer service. Our projects utilize multimodal communication processes that include emails, PDFs, and 3d models, resulting in responsive, personalized service and efficient designs that are delivered on time.



Target Audience: Owners/Property Managers

Engagement Message:

You cannot afford for your business to be shut down because your building is not up to code, or hampered by a construction project that drags on.

You don't want to waste time with an inexperienced structural engineer that delivers designs late, or designs that need to be altered and require change orders.

Value Message

Your building needs were assessed and/or repaired as quickly and cost-effectively as possible. Your business is back up and running at full steam as quickly as possible. You don't have to worry about change orders or calling back your contractor to redo work because it was done right the first time, on time and at or under budget.

Case Studies
Testimonials

Structural Engineering Consultant

Solution Message

You need your building to be assessed or repaired in an efficient and cost effective manner so that it is safe and up to code enabling you to get back to running a successful business.

You need an experienced structural engineer who will deliver efficient designs on schedule and on budget. You need a structural engineering team that is responsive, has excellent communication skills to ensure your projects are finished on time, within your budget, meet all of your design requirements, as well as the safety and code requirements.

Company Positioning Statement

Structural Consultants Incorporated is the only structural consulting engineering firm that provides a project management team with a principal leader on every project, so that you can rest assured knowing your project is being handled by an experienced and knowledgeable structural engineer. Unlike structural engineering firms that may hand off projects to less experienced engineers. SCI provides you with direct access to your principal project leader, who ensures that your project will be handled with highest standard of customer service. Our experience in a broad array of structural systems and material types means we can assess your challenges efficiently and provide creative, cost effective, solutions.

Target Audience: Contractors

Engagement Message:

You can't afford to waste time with an unresponsive structural engineer, change orders, delays and structural engineering designs that don't work. You don't want to work with a structural engineer who is inflexible and will not listen your needs.



Value Message

As a result of working with SCI, your construction project was implemented on-time and at or under budget. Your work was exactly what the customer needed and they are impressed with the results. You don't have to worry about change orders or being called back to redo work because it was done right the first time, on time and at or under budget.

Case Studies
Testimonials

Structural Engineering Consultant

Solution Message

You need a structural engineer who will provide accurate and efficient designs that work the first time, so you can do your job in an efficient and timely manner.

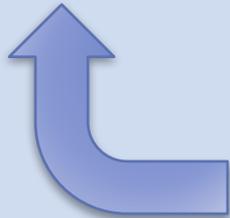
You need a structural engineer who will partner with you, listen to your needs and develop a design that fits within the requirements of the project. You need designs that are delivered on time and meet the practical, efficient and economical needs of your customers. You need designs that meet or exceed building codes and safety standards.

You want a structural engineer who will get you your designs on time and respond in a timely manner when you have questions or need important answers.

You need someone who will work with you and your design consultant to develop a coordinated solution to minimize detailing and fabrication issues with minimal down time.

Company Positioning Statement

Structural Consultants Incorporated is the only structural consulting engineering firm that provides a project management team with a principal leader on every project, so that you can rest assured knowing your project is being handled by an experienced and knowledgeable structural engineer. Unlike structural engineering firms that may hand off projects to less experienced engineers. SCI provides you with direct access to your principal project leader, who ensures that your project will be handled with highest standard of customer service. Bottom line is we make sure projects are done on time and right the first time, and we are fluent in BIM and VDC processes.



Strategy Development



Keyword Research

- Targeted Terms
- Highest Search Volume
- Current Rankings

Why are keywords important?

Keywords are the foundation for most your online marketing efforts. It tells the search engines and the searchers/visitors to your web properties on which topics you should be considered an authority.

1. On-Site SEO

- Word
- Pictures
- Videos
- Title Data
- Meta Data
- Heading tags
- Schema
- Structured Data

2. Off-Site SEO Content

- Guest Blogs
- Editorials
- Press Releases
- Video
- Infographics
- Slideshares
- Social Media
- Local Directories

Paid Advertising

- Adwords
- Display
- Programmatic

On-Site Optimization

- Conversion Factors
- Other SEO Factors

How do we use keywords?

On site SEO encompasses traditional “SEO factors” as well as “user experience” (UX) factors.

Traditional On-Site SEO Factors:

These encompass all of the things that “signal” the search engines for what topics you should be considered an “industry authority”.

Without optimal on-site SEO you may confuse the search engines and more importantly, your prospects-even if they find your site.

1. Content visitors can see and read.

1. Words
2. Pictures
3. Graphics
4. Videos
5. New or “fresh” content

2. Content the search engines can see and read.

1. All of the content people read
2. Title, Meta and Heading Tags
3. Domain Name & URLs
4. Schema/Structured Data
5. Alt-Tags
6. Video Tags

Content Conversion Factors

On site SEO encompasses traditional “SEO factors” as well as “user experience” (UX) factors.

User Experience Factors

1. Engaging content...

1. ...that keeps people from bouncing off of your site immediately and spending more time on your site
2. ...that keeps people visiting more pages on your site
3. ...that gets people to take action/convert

2. Trust Signals:

1. Testimonials
2. Awards
3. Certifications

3. Site Load Speeds:

Long page load times
= bad user experience.

4. Click Through Rates in Search Results:

When you appear in the search results, do more people click on your site than your competitor's sites?

Bottom line: *Bad user experience will have a negative impact on your rankings and the results you get from any traffic.*

Messaging Example

Denver Structural Engineering Firm
with 3 Target Buyer Personas

Setup for Success

- Local Properties
- Google Properties
- Social Media Properties

Setup for Success

Google Properties Setup and/or Optimization

- Google Analytics
- Google Webmaster Tools/Search Console
- Sitemap Submission
- Custom Reports Creation
- Google Plus Page Setup

Local Site Setup and/or Optimization:

Make sure your local presence is optimized and matches your website presence...

- Google Places/Plus Local
- Yahoo! Local
- Bing Local
- Yelp!
- Submit Your Website to The 3 Main Local Aggregators for Citations

Social Media:

Make sure you have your presence established and optimized on relevant social media sites.

- Facebook
- Twitter
- LinkedIn
- Youtube
- Others

Off-Site SEO

- Links
- Citations
- Social Media

Off Site Optimization

Why Off-Site Optimization?

**In a competitive market*

- Cannot rank a site without it*
- Needs continuous effort
- BAD link building can kill your rankings
- Need a consistent & natural looking approach



Off Site Optimization

Link Profile Is Not So Simple...Needs to be Balanced

Good Links?

- Branded
- Naked
- Keyword Text Links
- Follow
- No-Follow
- Not Sitewide

Bad Links?

- Keyword Text Links
- Follow
- No-Follow
- Sitewide

Off-Site Factors

What Does Google Want?

- The best experience for the searcher...
- ...so they come back.

Backlinks Are a Vote/Reference

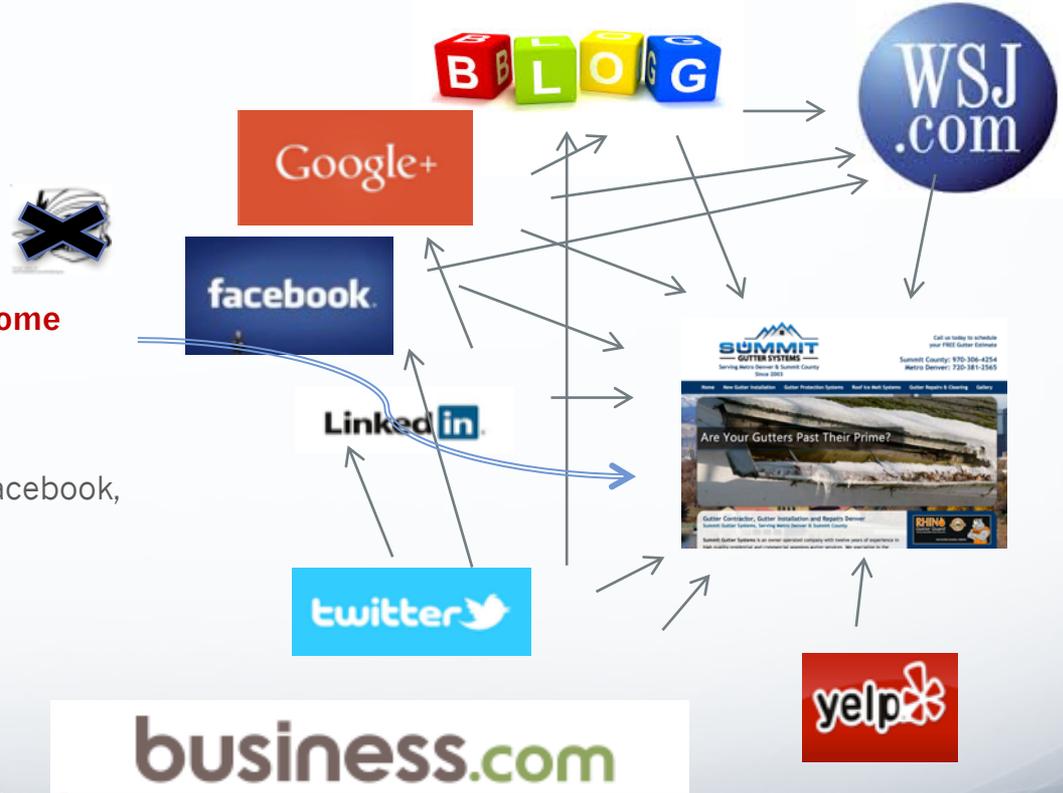
- From Quality Sites
- From Relevant Content
- From Relevant Websites
- **Bad Backlinks Can Be Difficult to Overcome**
- **Tier 2 & Tier 3 Links may help**

Social Media

- Are you setup on Google My Business, Facebook, LinkedIn, Twitter and others?
- Are you active in social media?

Google & Other Properties

- Google Plus
- Google Authorship
- Local Directories: Google, Yelp, Yahoo!, Bing & Others



Competitive Gap Analysis

- On-Site
- Off-Site

Domain Authority Defined

Domain Authority is a score (on a 100-point scale) developed by Moz that predicts how well a website will rank on search engines. Use Domain Authority when comparing one site to another or tracking the “strength” of your website over time. We calculate this metric by combining all of our other link metrics—linking root domains, number of total links, [MozRank](#), [MozTrust](#), etc.—into a single score.

To determine Domain Authority, we employ machine learning against Google's algorithm to best model how search engine results are generated. Over 40 signals are included in this calculation. This means your website's Domain Authority score will often fluctuate. For this reason, it's best to use Domain Authority as a competitive metric against other sites as opposed to a historic measure of your internal SEO efforts.

Page Authority vs. Domain Authority

Whereas Page Authority measures the predictive ranking strength of a single page, Domain Authority measures the strength of entire domains or subdomains.

Competitive Gap Analysis

What is YOUR domain authority vs. your competitors domain authority?

- On your website.
- Off of your website.

Recommendations

On Going Recommendations

- On-Site Strategy
- Off-Site Strategy
- Promotion

On Going Strategy

On-site Optimization: On-Going Strategy Development **Why?**

Without regular content updates to your site you will continue to fall behind your online competitors. All things being equal search engines prefer a site that has fresh, new content vs. one that does not. How often you need to update your site from an SEO perspective often depends on how often your competitors are updating their sites.

- **Keyword focused updates** to your site can be very helpful in achieving your SEO goals.
- **Frequency of site updates:** Some sites can get away with being updated once a year to stay competitive, others need to be updated once a day, and it could be anything in-between. The competitive analysis helps to determine how often your site needs to be updated.
- ***We develop an editorial calendar for you to follow to meet your goals***

Off-site Optimization: On-Going Strategy Development: **Why?**

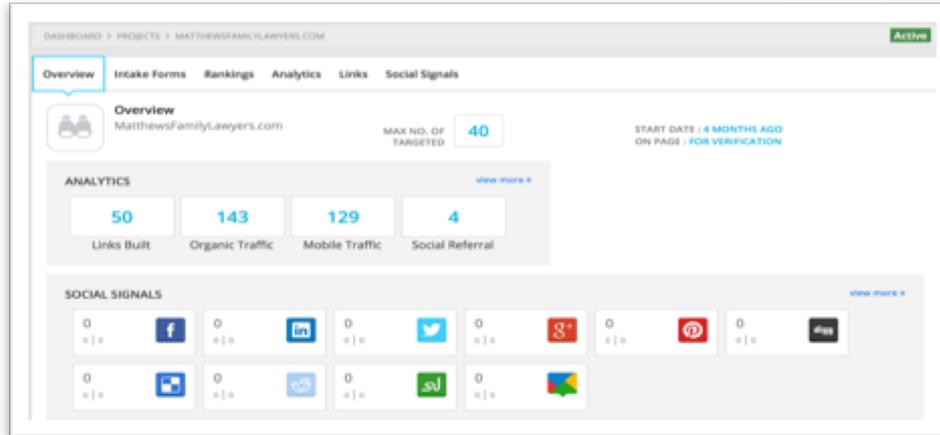
If you do not establish and maintain efforts to improve your web presence off of your website you will fall behind your online competition. A strong off-site web presence is a huge factor in determining whether or not you will compete or dominate your competition for your search terms. The aggressiveness of your strategy is based on the gap between you and your competitors.

- Content distribution and link building strategy.
- Social media strategy.

Reporting

Dashboard, Weekly & Monthly Reports by Email

- Conversion Reporting (Calls & Form Submissions)
- Ranking Reports
- Google Analytics
- Google Search Console
- Citation Development
- Content Distribution/Link Acquisition



Links section showing a table of links. The table has columns for Link, Type, and Date Posted. The links listed are:

Link	Type	Date Posted
http://artemarin.com/2015/03/going-divorce-3-things-need-kn...	Editorial Publication	Mar. 14, 2015
http://www.cactusontheblue.com/life-single-parent-can-handle...	Guest Blog	Mar. 14, 2015
http://paradigmcare.net/managing-child-custody-visitation-in-...	Guest Blog	Mar. 10, 2015
http://www.primeadvantagelegal.com/discussions-you-can-expec...	Editorial Publication	Mar. 09, 2015
http://www.practicalsustainabilitylaw.com/2015/03/a-postn...	Editorial Publication	Mar. 09, 2015
http://www.lawlogic.co/experts-panel/its-on-your-page-how-so...	Editorial Publication	Mar. 07, 2015
http://www.ehf2012.org.uk/what-makes-a-high-conflict-divorce...	Guest Blog	Mar. 07, 2015

