STRATEGY POINTS

Our 5 Point Theory Plan

A good plan requires an idea and ACTION.

#01 Website Audit: Review your website, pages, content, images, links, and social media.

#02 Security & Vulnerability: Check your website for necessary updates, identify malicious code, optimize load speed, performance, and backup.

#03 Analytics installation and/or review. Identifying referring links, inbound traffic, lead generation. Social media influence and popular content.

#04 CTA: Create and Optimize your call to action. Ensure lead generation using "free offer and capture" campaigns.

#05 Lead Generation: Effectively utilize your mailing list in conjunction with CTA and lead generation on your website.

WEBSITE AUDIT

When is the last time you reviewed your website and its content?

Did you know that old content can make a potential customer immediately leave your website for a competitor?

#01

SECURITY & VULNERABILITY

Is Your Website Safe From a Potential Hack?

Hackers use brute force attacks to inject code into your website to harm not only your business but others across the internet

Easiest Fail Points:

OUTDATED CMS CORE FILES AND PLUGINS

#02

It's Time You Knew Your Numbers

Is your content working for you? Are people finding you based on relevant keywords properly used on various pages of your website?

We provide monthly reporting outlining how many leads you're getting, where they're coming from, and what you should be doing about it.

#03

Offer Value, and Make it Free

Prove the value in your products and services by offering something for free. Potential customers will freely give you their contact information for something they deem worthwhile. In return you receive a qualified lead that you KNOW is interested in your business.

#04

Your clients and potential customers need to hear from you. Are you telling them about your unique services and time saving products?

Don't let your competitor swoop in and grab your audience's attention for a lessor value product or service.

#05

Mailing Lists & CTA's That Work

We also offer a great range of small business services

AUTOMATED VIRTUAL CHAT - engage every web visitor with a 24/7 chat bot that sends leads directly to your inbox. Chat bots are the newest lead generation tool being utilized by small businesses.

ACCOUNTABILITY & PARTNERSHIP - Getting started is easy, finishing is what separates the successes from the failures. All of our accountability clients create a vision statement, receive a strategy plan, week by week plan, and follow up meetings to ensure success.

LAUNCH / CAMPAIGNS - From start to finish we can help you promote and successfully launch your product or event.

PROMO VIDEOS - We can create stylish, audience engaging promo videos for your products and services.

GRAPHIC DESIGN - We build brands. Logos, print media, business cards. You name it, we can design it.

It's easy to get in touch with us

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Web Design & Business Strategy

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