

# Digital Economy

## Program Menu

A Digital Needs Assessment will help your Digital Service Squad develop a tailored plan for your business.

Here are some of the services you may be able to receive.

### Ads & Analytics

#### KEYWORD SEARCH **2 HRS**

Providing adequate keyword tips in order to rank higher on Google.

#### ANALYTICS ANALYSIS **2 HRS**

Looking over analytics and providing actionable tips.

#### COMPETITOR ADS **3 HRS**

Providing lists of competitor ads in order to plan/optimize current ads.

#### COMPETITOR FUNNEL ANALYSIS **4 HRS**

Looking at competitors' funnels & evaluating for potential optimization.

#### CREATING AN AD **CONTACT**

Assisting in the creation of a (Google/Facebook) ad/campaign - looking into competition and industry standards & discussing potential content that can be created in order to compliment the sales funnel.

### Social Media

#### SOCIAL MEDIA AUDIT (BRANDING STRATEGY) **2 HRS**

Teaching and guiding to ensure logos, banners, bios, posting cadences and handles are consistent with your brand guidelines.

#### CONTENT CREATION STRATEGY SESSION **2 HRS**

Teaching strategy on how to increase social media engagement.

#### SET IT UP **2 HRS**

Assisting in setting up one of the social media accounts of your choice.



### **CUSTOMER AVATAR CREATION**

**1 HR**

Identifying and defining 3 Digital Customer Avatars to better help target your ideal customers online.

### **CREATING A FACEBOOK AD FROM YOUR PAGE**

**2 HRS**

Guiding you through the basics of creating a Facebook Ad from your business page from start to finish.

### **SOCIAL WRITING AUDIT**

**2 HRS**

Auditing and editing the copy of the about sections and descriptions on your various social media channels to ensure copy is clear and compelling.

## **Website & SEO**

### **EXISTING WEBSITE AUDIT**

**2 HRS**

Auditing your websites sitespeed, and domain authority and learning actionable steps to improve them.

### **ON PAGE SEO**

**2 HRS**

Analyzing your overall SEO rank, and providing recommendations for improved performance.

### **USER EXPERIENCE AUDIT**

**3 HRS**

Assessing your website, the structure and the overall user experience.

### **COMPETITOR AUDIT**

**4 HRS**

Researching up to 2 competitor websites, and assessing how your website compares.

Please note:

The hours indicated are estimates only. A Digital Service Squad member will recommend a work plan for your business, upon completion of a Digital Needs Assessment.

