



# Website Services

## Content Management

Optimized Content Management is best created and utilized when its goals are clearly defined. **We answer the following questions:**

Where the content should be used to establish the desired results.

We create call-to-action, informative, and compelling content.

We grow audience development expansion and track those results.

In addition, the visuals align with company branding which gives it the POW!

## Branding

Brand Building is an integral part of personal and business development. It gives identity and worth of the brand while also increasing consumer and public awareness.

**We will – Define Your Brand.  
Position Your Brand.  
Personalize Your Brand.  
Mission + Values + Vision**

## Optimized & Responsive Websites

95%+ of your viewers will be viewing your website and social media platforms from the phone and tablets. It's essential that it's functioning precisely with committed branding and design.

## ADA Compliance

Over 58 million persons in the US are operating electronic devices. Legally and morally companies need to become inclusive and make sure their websites are user-friendly to a wide range of the population with varying abilities. We offer web accessibility testing and website development/design services to implement the needed changes.

**All services are customized to the style, mission, and goals of your business.**

Data – Driven Websites

e-Commerce/Shopping Carts/Online Payment

Splash/Landing Pages

Business Directory/Listing

Monthly Website Management

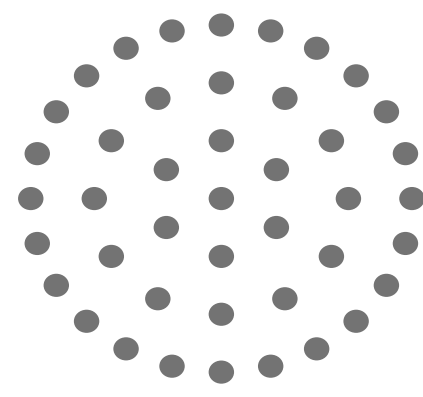
CMS · PHP · Wordpress · SquareSpace · Hosting

Mobile-Friendly

Graphic design that assures all visuals capture the vision, deliver the message and hits

**the target!**

# Social Media & Paid Advertising



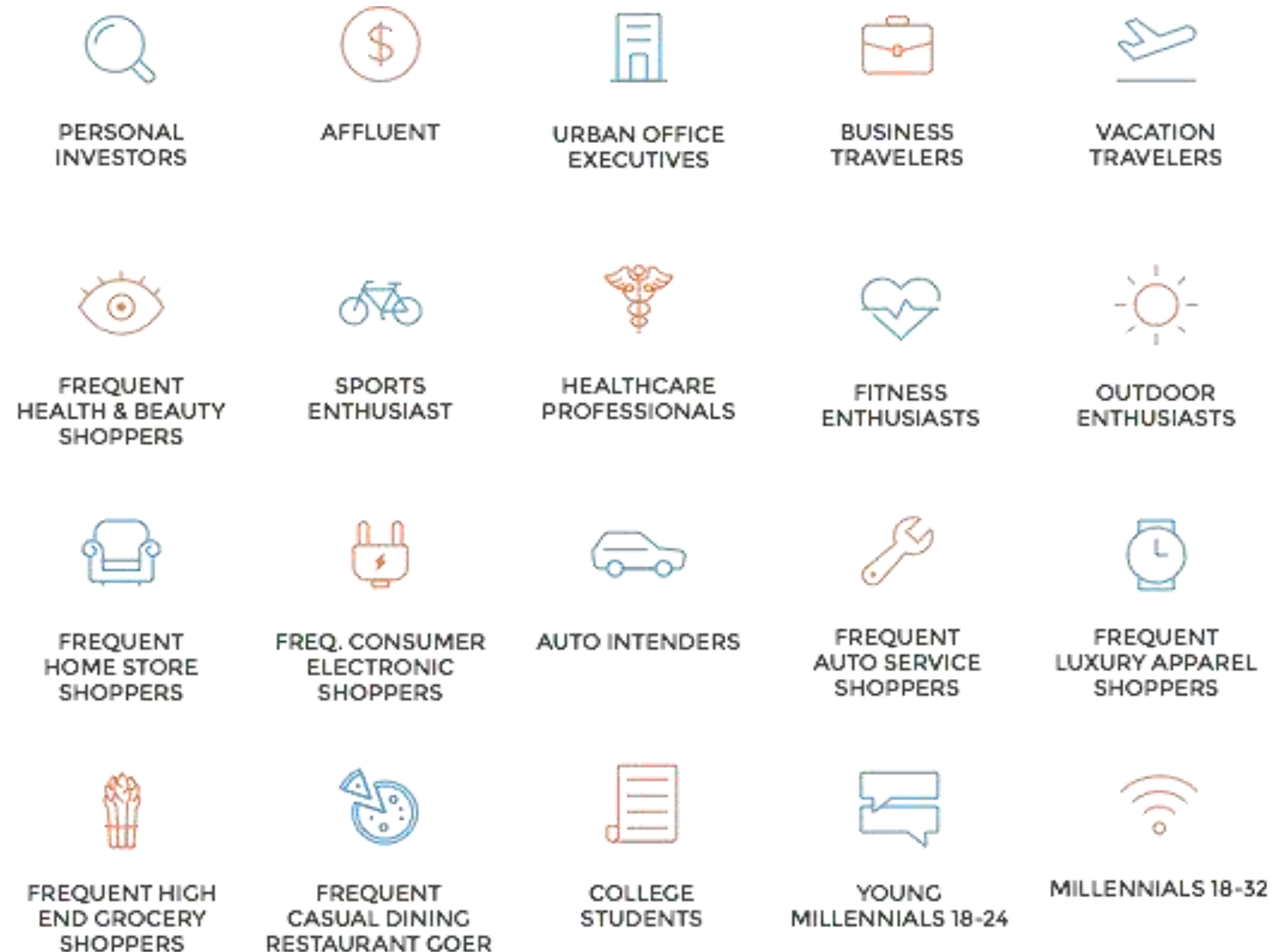
## **Audience Development**

### **Targeting Demographics at Professional & Household Levels**

Targeting companies/professionals/residents, based on data such as age, sex, race, income, profession, home, location, spending/buying habits and interests.

**We reach your target audience in an efficient and accurate manner with monthly reports that show results and state strategies and adjustments for maximum results.**

# Audiences



Marketing & Advertising based on real-world behaviors and demographics to ensure you're reaching your target consumer accurately and efficiently while thinking in and around the box.







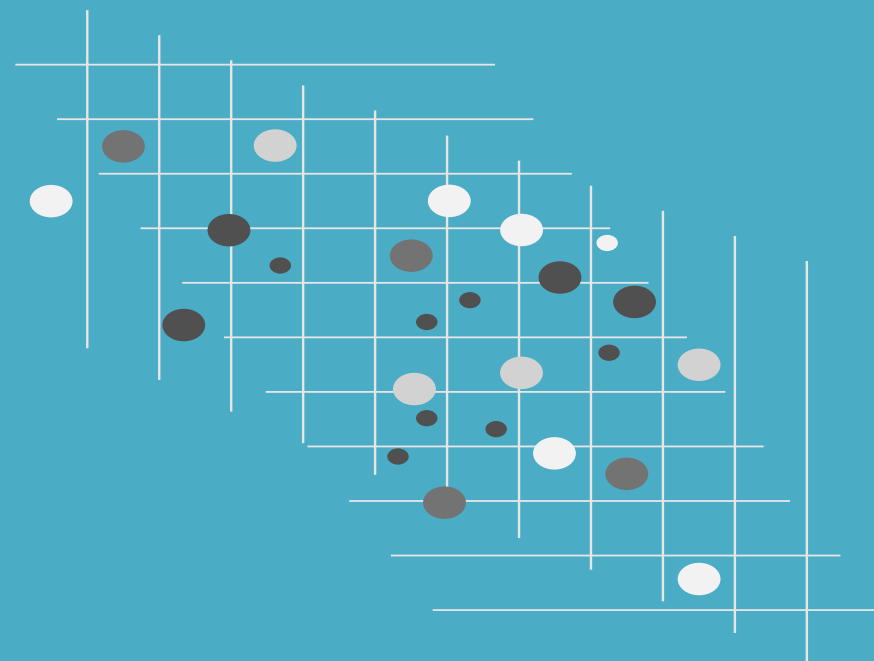
- **Growing Audience** - Many targets millennials but they are the growing % of the population who do not have cable TV and are actively looking at “cutting the chord.” How will you reach them?
- **Millenials and Gen Z** care about these primary things - the planet, the people, the animals and how you’re contributing to both with either with your services, products and business philosophies and actions while providing the best .
- **Gen X** has begun to more care about the above concerns but items and services that also relate to retirement, health, healthcare, safety take a focus.

**Social Media Platforms** can accomplish a variety of things: Drive in-store sales, increase on-line sales, help launch a new product, build awareness, promote an event and more. ALL platforms can target your audience by location, behavior, demographics, connections, interest and even custom and lookalike audiences. We also make sure all the RIGHT platforms are opened, optimized, growing and capturing the attention of the RIGHT audience. **Budget Base Min: \$599 monthly**

### How We Do It

We create ads that achieve real results, whether that means connecting with more people through your page, finding the right customers for your app, or driving sales on your website or in your store. Our team targets the right audiences for your business and tracks the results!

**Budget Base Min: \$650 monthly + Ad spend**



**Facebook  
reaches 89%  
of it's intended  
audience**

**Depending on target audience(s) it's best to air posts 3-5 weekly with hashtags strategies and continual ads running.**



Over **1 BILLION** people connect via  
Facebook & Instagram

Over **2.3 BILLION** people access  
YouTube monthly

Tik Tok has over **73.3 million** Users

LinkedIn has over **740 million** Users  
from **200 countries** and **55 million**  
registered companies. ref: statistics.com

# SEO Services



 GetLagosNow

# SEO Search Engine Optimization Strategies & Targeting

You need to get your website in front of as many potential clients as possible. Our SEO services give you long lasting results to achieve better rankings on search engines, increased site traffic and more sales. Our SEO experts will work with you on establishing and accomplishing your business's goals. We research your industry, your competition, keywords and your target area. In addition, we provide transparent work and reporting so you understand what we are doing to accomplish your goals successfully.

SEO Optimization is Internet Marketing that involves the promotion of the site by increasing visibility in the search engines through optimization, and advertising. Ideally, these actions and campaigns are tracked with analytic tactics to secure ROI as the increase of traffic, by qualified leads increases inquiries, sales, and branding.

**Google-Certified · SEO · Technical · Organic**

**\*Consider requesting a Website Optimization Analysis that will include ADA Compliance and SEO recommendations.**

## Website Evaluation

Key word analysis & research

Local business directory & social  
bookmarking submissions

Detailed on-site optimization

Effective SEO include strategic marketing

Meta data & tagging additions

Custom blogs, articles & content writing

Local search - business profile creation &  
optimization management

Local maps optimization

Addl: points: Content, visuals,  
URL parameters, page load speeds,  
website functionality recommendations

**Budget Based**

**Min:**

**\$599/month**







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*WBE & ESB State Certified #11991*

