



WEBSITE + KEYWORD ANALYSIS

- Website Audit
- Basic Keyword Review
- Yoast Installation & Setup (WordPress Only)
- Updated Meta Descriptions
- Updated Title Tags
- Google Search Console Setup
- XML Sitemap Upload
- Monthly SERP Report including:
 - Website Traffic Analysis
 - Google Search Console Report



CUSTOMER INSIGHT INTERVIEWS

- Customer Insight Report including:
 - Priority Initiatives
 - Success Factors
 - Perceived Barriers
 - Decision Criteria
 - Buyer's Journey



WEBSITE MESSAGING

- Updated Content with Customer Insight Messaging + Optimized Keywords for these pages:
 - Home Page
 - Capabilities
 - About Us
- In-Page Image Optimization



LinkedIn OPTIMIZATION

- Updated LinkedIn Company Profile
- Recommendations for Key Team Member LinkedIn Profiles
- Posting Etiquette Workshop

Details + FAQ



WEBSITE + KEYWORD ANALYSIS

AT A GLANCE

SEO, or Search Engine Optimization, is the process of improving your website's performance and cooperation with search engines such as Google, Yahoo!, and Bing. Our Website + Keyword Analysis includes SEO services which improve your website "crawl" success in search engines, improving your website page display in relevant searches.

COMMON QUESTIONS

Q: Shouldn't I be putting my keywords into the copy as much as possible to improve my ranking?

A: In short, no. This is called keyword stuffing and is a dated process that can actually hurt your website's performance on search engines.

Q: Will optimizing my website for search engines make me the top result?

A: Optimizing your website alone will not make your website the top search result. While there are some ways to trick a search engine in the short term, these tactics have a long-term negative impact on your website which can be hard to overcome moving forward. Optimizing your website will put you in a position to succeed on search engines — but does not guarantee a top search result.

Q: So, why bother with SEO?

A: While optimizing your website for search engines might not make you instantly shoot up the search results page, implementing SEO across your website will help your long-term search results as well as prevent penalties from the search engines. Ensuring your website is easy to navigate and read for search engine crawlers makes sure you won't be left behind and buried on the results page. Also, many SEO practices are beneficial to keeping your website healthy and running smoothly. This makes sure your users are able to easily use your website and don't get frustrated with long load times, broken pages, links, or images, or error messages while navigating your website.



CUSTOMER INSIGHT INTERVIEWS

AT A GLANCE

Development of a Customer Insight Report includes conducting interviews with key customers and gathering insight which highlights priority initiatives, success factors, perceived barriers, decision criteria, and the buyer's journey.

Ideally, the best customers for an interview are those who have recently bought your product / solution as well as those who bought from a competitor - or chose to buy nothing at all. Key here is our ability to speak with a customer who can provide us with insight into their choice - positive and negative - with regard to your solutions and those of the competition. This report focuses on buying insights, not demographic or psychographic profiles of your customers.

COMMON QUESTIONS

Q: Will I need to coordinate the interviews?

A: No. We create an initial email, blog and/or social media post which you can use to communicate with your customers, to let them know how much you value their opinions. We follow up with separate emails to these customers, and include an automated calendar function, allowing your customers to easily schedule their interview time. We conduct the interview via phone, using Zoom, which will record the interview for transcript. We then print, review and annotate transcripts to prepare the Report.

Q: How do we communicate the value of these Customer Insights to my team, especially the Sales team?

A: The sales team is one of the primary beneficiaries of the insights you will gain about your customers through the interviews. We recommend you share those insights through a customized presentation that tells sales which types of buyers will want to meet with them, which will not, and why.

We can assist you in communicating the importance of understanding your customers better; as a tool to help the sales team, to improve their messaging, campaigns and sales enablement strategies. A key result of a Customer Insight Report should be the production of higher quality leads for the sales team to follow.



WEBSITE MESSAGING

AT A GLANCE

Great websites clearly explain your capabilities, attract prospective customers and convince visitors to contact you for more information. By understanding how current customers made the decision to do business with you, the content on your website (both the copy and images) can address questions from the perspective of visitors in different stages of the buying cycle.

In our process, we pull the “voice of the customer” viewpoint from the Customer Insight interviews, along with the relevant keyword data from our SEO research, and apply these crucial messaging details to your website content.

COMMON QUESTIONS

Q: I updated my website not long ago, why do I need to review the content?

A: Consider this: your website should act like a salesperson, navigating visitors through your capabilities and highlighting the areas which set you apart from your competition. Does your website do this? If the answer isn't a resounding YES, you have a great opportunity to improve your digital presence and create an experience which reinforces your brand and makes it easier for prospects to do business with you.

Q: Our website has a lot of pages, which ones really matter?

A: The purpose of your website is to provide an easy, informative experience for visitors interested in learning about your company. These are the key pages which are crucial in optimizing your digital presence.

Homepage: is the “curb appeal” of your website. This page should give a great first impression, so visitors will continue to navigate through the rest of your website. The content here should explain what your company does, and how to move throughout the website to learn more.

Capabilities: provide the details of your products and services. As a general rule, your content on these page(s) should include specific proficiencies, your equipment list, and customer recommendations for this work.

About Us: explains what sets you apart from the competition. Include details about company culture, history and sustainability. This is a great place to include certifications and accreditations as well



SOCIAL MEDIA

AT A GLANCE

LinkedIn is the premier social media platform where professionals search for industry news, make business connections and provide current details on company capabilities.

COMMON QUESTIONS

Q: We don't have time for social media - it's confusing and what's the value added for my company? We have a website!

A: Prospects now search online and make decisions about whether or not to even consider a company BY THE COMPANY'S DIGITAL PRESENCE before reaching out for more information. Your company's online profile must be current and reflect your capabilities where prospects are looking — and they are looking on LinkedIn. Search engines like Google are great tools to send prospects to your website, but professionals are now using LinkedIn as their “inside track” to search other industry-specific professionals, and businesses. Your company's LinkedIn profile is a critical part of your digital presence. (Your key team members should also have up-to-date LinkedIn profiles.)

Beyond the initial profile review and updating, keeping your company's LinkedIn presence current can be streamlined to a 15-30 minutes per week commitment with consistent posting. We show how a content calendar provides an easy path for producing highly-engaging content for your company's LinkedIn page.



To determine **MARKETING** project viability for your company, we will need:
Quick Start

- Access for any existing analytics and website backend
- Preliminary review of company website to determine platform and analytics already established



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