

FUNDED GROWTH *Initiatives*



We enjoy collaborating with Manufacturing Extension Partnership (MEPs) to provide these 5 individual programs as part of grant funded initiatives to drive business growth.

Our programs provide extensive design and development expertise in each of these five individual categories; **eCommerce Website, WordPress website, SEO, Sales, and LinkedIn Social Media**. These programs are offered individually, or combined, based on grant funding opportunities..



SEO

A strategic SEO approach which includes:

- A comprehensive website audit
- A Google Ranking Assessment
- Recommendations for copy, image and page title updates, and implementation of findings

The **DELIVERABLES** of this program include:

- Site Audit + Google Ranking Assessment Report, including SEO best practices on existing:
 - Copy
 - Images
 - Page titles
 - Keywords
- Implementation of findings:
 - Optimize images
 - Update page titles
 - SEO-rich content updating with client collaboration
- Ongoing SEO recommendations for consideration:
 - Customized SEO monthly program
 - Social media content review
 - Paid advertising
 - Webinar-based training

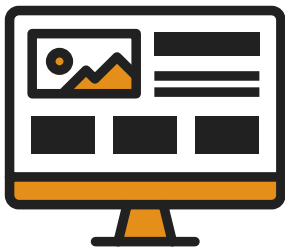
ADDITIONAL PROGRAMS AVAILABLE



eCOMMERCE WEBSITE

A 3-Part eCommerce Website Upgrade Development Plan to:

- Assess Existing Resources
- Recommend Design, Content, Navigation Aspects, and Cart Functionality
- Implement the Recommendations



WORDPRESS WEBSITE

A Website Development plan to:

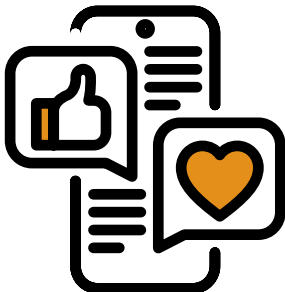
- Assess Existing Resources
- Recommend Design, Content, and Navigation Aspects
- Implement the Recommendations



SALES

A 3-Part Perfecting Your Sales Pitch Plan which includes:

- Company Brochure/Sell Sheets
- Capabilities PowerPoint
- 15 Minute Sales Pitch



LINKEDIN SOCIAL MEDIA

A strategic LinkedIn approach which includes:

- Assessment Report
- Company Page Development
- Facebook Business Profile Development (optional)
- Content Calendar with 12 posts
- Training