



## Web Marketing Strategy Audit

### Packages & Pricing

Product Feature	Tier 1	Tier 2
Initial Interview & Consultation	√	√
Review & Analysis of all Internet Marketing Capabilities	√	√
Technical Findings	√	√
Strategic Findings (e.g. use of calls to action, offers)	√	√
Search Engine Optimization Findings (appropriate tags, structure)	√	√
Inbound Links (a key factor in attributed "Authority")	√	√
Use of Internet Marketing Best Practices	√	√
Overall Rating & Rating Scale	√	√
Detailed, Written Report (PDF file, emailed)	√	√
Printed, Color Report (up to 3 copies, mailed)		√
20-minute Phone Review of Findings	√	
Written Strategic & Tactical Marketing Recommendations		√
60-minute In-Person Meeting to Discuss Findings & Recommendations		√
<b>Price</b>	<b>\$695</b>	<b>\$1,295</b>

#### Additional Services:

- 1. Implementation of Recommendations:** We can implement everything we recommend, and more.
- 2. Web Traffic Needs Analysis:** A custom analysis based upon your web traffic and conversion rates to determine traffic generation requirements, in relation to your sales and new customer acquisition goals. This will help you see exactly how many visitors you will need to reach my revenue goals?
- 3. Marketing Campaign Management:** Engaging our professional team can be more cost effective than using your employees. Ask us how we can help your team, or be your team!
- 4. Closed Loop Marketing Strategy and Campaigns:** We develop new campaigns, build the tools, write and distribute new content and monitor online activity. We monitor performance and report back earned ROI.

**Request Your Web Marketing Strategy Audit TODAY**

See [www.web-marketing-audit.com](http://www.web-marketing-audit.com) or call 518.250.9035