

# MEET MARCCX MEDIA

## OVERVIEW

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### ■ How discoverable is your brand?

Modern digital marketing is more complex than ever before, and that complexity is likely to continue. Today, marketers must choose from SEO, SEM, paid social, PR, video, mobile, display, affiliate, email, content marketing, and native advertising - to name a few.

Multi-channel marketing is giving your customers more ways - both direct and indirect - to connect with you.

With so many channels and changing technologies it's easy to see why business owners and in-house marketers could use some extra help. If you agree that specialized expertise is required on a per-channel basis, an in-house team that wants to run SEO, SEM and display advertising needs a minimum of three people just to keep up. Many marketing teams have concluded that the only way to better serve their clients across multiple channels is to outsource some of their online marketing to agencies like Marccx Media.

### ■ Marccx Media Specializes in Search Marketing

Search Engine Optimization (SEO) and Search Engine Marketing (SEM) are two of the most measurable forms of performance marketing, and cornerstones of any digital marketing effort. For any business - small or large, B2B or B2C - showing up on the first page of major search engines for a targeted set of keywords can lead to higher brand awareness, more online traffic and revenue growth.

SEM, also known as paid search or pay-per-click (PPC), are the sponsored text advertisements that appear on top of or below organic search results. SEO focuses on the ten "free" search results per page and it's how businesses set themselves apart by appearing #1 on search engines like Google. Together, SEO and SEM create more real estate for your brand and additional opportunities to promote your products and services on search engine results pages.

# OUR SERVICES

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## ■ About Us

Founded on search principles and focused on performance-driven digital marketing, Marccx Media is your multi-channel marketing partner. We believe in serving our clients, growing your customer base and driving more conversions for your business. Our primary digital marketing services include Search Engine Optimization (SEO), Search Engine Marketing (Paid Search) and Content Marketing.

Marccx Media is your data-driven, search marketing partner.

## ■ How We Help

### SEO

Your customers are online searching for solutions to their problems from companies capable of addressing their needs. Whether they're surfing at home or accessing the Internet from their mobile device, we want you to be the brand they see. As SEO Experts, we create customized strategies for our clients that help you earn the visibility you deserve. From technical audits and keyword research to optimizing meta tags and citation development, our SEO strategies are guided by three phases: assess site architecture, build backlinks and create content.

#### 1. Assess Site Architecture:

Your website must function efficiently enough for search engines to find and assess the content you create. We review the structure of your website and suggest on site optimizations to improve your content, code and credibility in the eyes of Google.

#### 2. Build Backlinks:

The top ranking factor across all search algorithms are external links to your site, also known as backlinks. Search engines view external links as a "vote of confidence" for a specific page, and the more votes you have the higher your website will rank. We work with influencers, bloggers and other websites in your industry to build backlinks that enhance your authority.

#### 3. Create Content:

Once a search engine's crawlers land on your site, they review the URL, title tags, headlines, and on-page content to identify the most relevant keywords. By understanding how to optimize the content on your website, our content marketing team works with you to plan, produce and promote content that increases your search rankings.

## ■ SEM

More and more, consumers shop on websites instead of in stores; download eBooks and guides instead of venturing to the library; and they install apps instead of opening a magazine or purchasing gaming consoles. If you're not targeting your audience where they shop, read or "hang out" online then you're missing out on an opportunity to connect with your customer. Our paid search team puts your advertising messages in front of the right audience, at the right time. From keyword research and bidding strategy to behavioral targeting and remarketing, our SEM strategies control budgets and increase conversions by following three pillars of paid search: audience development, building campaigns and creating creatives.

#### 1. Audience Development:

We create targeted, research-based audience segments and identify your customers across the most trusted advertising networks, including Google AdWords.

#### 2. Build Campaigns:

We focus on constructing ad groups with only a few focused keywords in order to serve highly targeted ads and landing pages to distinct customer segments. The results lead to higher conversion rates and improved keyword quality scores.

#### 3. Create Creatives:

With less than 35 characters, the paid search copy we write presents a clear and targeted offer that aligns with your landing page. The more compelling our copy and the clearer the call to action, the more conversions we can expect.

## ■ The "Secret" to SEO & SEM Success

There are no secrets in SEO & SEM. The power to drive online traffic lies in data and a commitment to monitor, test and measure. At Marccx Media we believe that proven techniques influenced by real-time data analytics lead to clicks, conversions and astonishing ROI across organic and paid search campaigns.

# RETAINER

Drive targeted traffic to your website and increase conversions with our SEO services and SEM management.

	Plus (SEO Only)	Pro (SEO+Content)	Premium (SEO+SEM+ Content)	SEM Only
<b>Initial SEO Audit &amp; Analysis</b>				
Website Analysis	✓	✓	✓	
Competitor Analysis	✓	✓	✓	
Keyword Research	✓	✓	✓	
Backlinks Analysis	✓	✓	✓	
<b>On Page Optimization</b>				
Meta Tags Optimization	✓	✓	✓	
SEO Friendly URLs Check	✓	✓	✓	
Internal Linking & Anchor Text Optimization	✓	✓	✓	
Broken Link Check	✓	✓	✓	
Google Search Console Monitoring	✓	✓	✓	
Google Analytics Monitoring	✓	✓	✓	
<b>Link Building</b>				
Keyword Targets	5	5	5	
Guest Blog Submission	✓	✓	✓	
Keyword Tracking	✓	✓	✓	
Monthly Reporting	✓	✓	✓	
<b>Content Marketing</b>				
Keyword Research		✓	✓	
Topic & Title Generation		✓	✓	
Article Writing		4	4	
Words Per Article		500	500	
Search Engine Submission		✓	✓	
<b>Search Engine Marketing</b>				
Account Audit			✓	✓
Conversion Code Consultation			✓	✓
Keyword Research			✓	✓
Bid Management			✓	✓
Campaign Setup			✓	✓
Ad Extension Setup			✓	✓
Behavioral & Interest Based Targeting			✓	✓
Remarketing			✓	✓
Ad Copywriting (Text Ads)			✓	✓
A/B Ad Testing			✓	✓
Landing Page Consultation			✓	✓
Google Analytics Analysis			✓	✓
Bi-Weekly Email Reports			✓	✓
Monthly Account Review Call			✓	✓

\*Fees paid to us do not include your monthly ad budget billed directly to you by Google AdWords. All fees are per website.