

# SERPCOM

A Search Engine Results Page **COM**pany

## Platform & Service Overview



## Fundamentally Better Online Marketing

- ✔ Professional SEO (Search Engine Optimization)
- ✔ Elegant Web Design & Development
- ✔ Secure, Reliable & Fast Web Hosting
- ✔ Full Range of Digital Marketing Services

## Hosting & Server Management

High performance cloud servers / best-in-class WordPress platform / layers of security



Fast & Powerful  
Linode Cloud Servers

Reliable  
Linux Cloud Hosting



Secure  
SSL Hosting

SSL Certificates  
Included with All Sites



Anti-Malware  
Security & Firewall

Malware Scans, Firewall  
& Brute Force Login Protection



Premium  
WordPress Hosting

The Leading CMS Solution,  
& Platform of Choice for  
30% of the Web



Daily Site  
Backups

Automatic Daily  
Site Backups



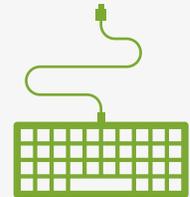
WordPress  
Software Management

Actively Monitored &  
Managed Plugin & Software  
Updates



Database & Site  
Optimizations

Best Practices & Tools  
Used to Maintain Optimal  
Site Speed and Load Times



Service  
& Support

Multiple Levels  
of Service & Support

SERPCOM sites are secure, fast, and actively managed, always keeping up with the latest updates, patches, and best web practices.

## Search Engine Optimization

We build websites, and we drive traffic there



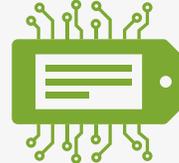
### Keyword Analysis

Full Keyword Research & Analysis by Highly Experienced Principles



### Optimized Site Strategy

Google Will Understand What You Offer, and Reward You Accordingly



### Maximized SEO Implementation

Integrated SEO into the Structure of Your Website for Maximum Search Presence



### Content Publishing System

Publish Your Content Easily on Site, and Out to the World



### Google Analytics

Analytics Set Up, Reporting & Monitoring



### Webmaster Tools

Including Real-Time Site Map Generation



### Social Media Automation

Automatically Post Your Content to Your Social Media Channels



### DIY to Managed Service Options

Multiple Levels of Service to Fit Your Business

SERPCOM maximizes the value of your site, infusing SEO into its DNA, which is the first step to being found online, and making the web work for you.

## Professional Design & Development

Beautiful front end design paired with elegant back end coding



### Passionate Designers

Experienced Designers with a Passion for User Experience



### HTML5 Design & Coding

Responsive, Mobile-Ready Web Design



### WordPress Platform

WordPress-based sites, the platform responsible for 30% of the web



### Premium Plugins

Suite of Premium Plugins Included



### Newsletter Automation

Integration for Automated Campaigns



### e-Commerce Ready

Woocommerce-Ready Sites; the Most Popular eCommerce Solution on the Web



### Inbound Marketing & Lead Generation

More Than Websites, SERPCOM Sites are Built to Drive Leads



### Event & Sales Calendar Solutions

Event, Sales & Calendar Posting

Your website is the heart of your online presence. We create great-looking sites that are a whole lot more than pretty.

# SERPCOM

## Digital Marketing

Complete digital marketing and advertising services for search & social media



### SEO Content Publishing

Improve Organic Rank Position and Drive Leads from the Search Engines



### Social Media Publishing

Maximize Social Media to Drive Leads from Social Channels



### Social Media Concierge

Social Engagement, Reputation Management, Influencer Engagement



### Social Media Advertising

Managed Boosts & Paid Ads



### Search Engine Marketing

Full Pay-Per-Click (PPC) Service & Strategy



### Display Advertising

Professional Display Ad Placement, Management & Ad Design Services



### Display Ad Prospecting

Geographic & Behavioral Targeting, IP Targeting, Site Targeting



### Display Ad Retargeting

Website Retargeting, CRM Retargeting, Creative Retargeting

SERPCOM offers multiple digital marketing solutions if you're looking to generate leads or grow your online authority at a more rapid rate.

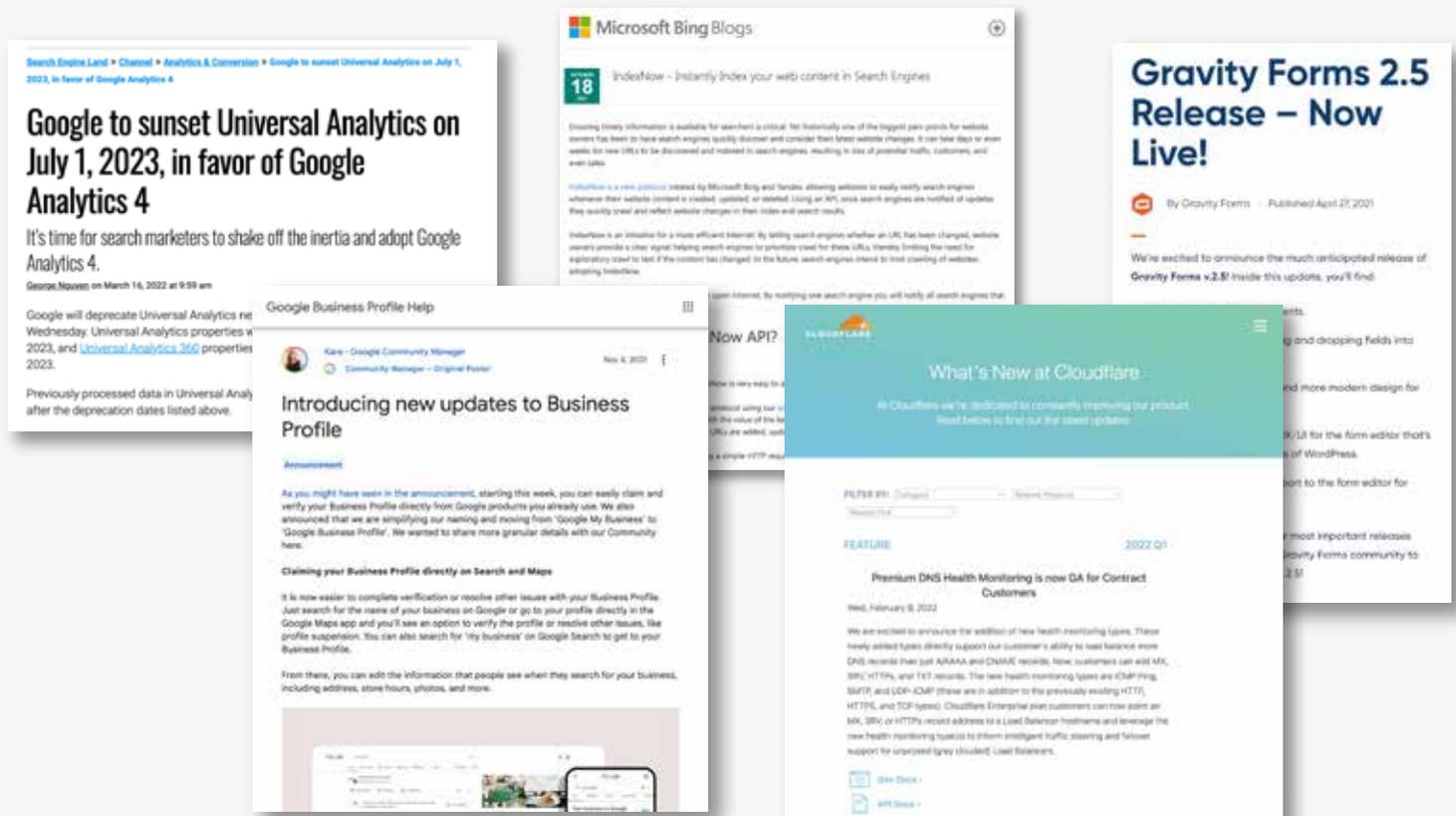
## Monthly Management, Tools, Support & Maintenance

So, what do we mean when we talk about the monthly tools and support?

Your monthly costs go towards the real world costs of servers, hosting and bandwidth. They defray the costs we pay for premium licenses for plugins and off-site tools that are used to create and maintain your website, and to power your content publishing system.

They also cover the time that our developers spend on a monthly basis updating WordPress, associated plugins and services, and all code bases that power your server and your website. There are always new security patches and plugin updates to keep up with. Sometimes, these updates maintain your site and your SEO; sometimes, they improve it. We actively keep up with the changing landscape of the web to keep your site and your SEO running at an optimal level.

The internet doesn't stay still. We make sure your site is keeping pace.





## Monthly Management of Your Website & SEO

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Many times, keeping things up to date is smooth, but periodically, a service makes a big change. Here are some examples:

- As of this writing, Google has announced that it is deprecating Universal Analytics and switching to Google Analytics 4. Our team is performing this update across all of our sites, ensuring historical analytics data is retained, and that our sites are using current best practices.
- In 2021, Gravity Forms made a big upgrade, and declared that certain features of the plugin would be considered “legacy” features. In 2022, they announced that these legacy features would not be supported in the next update. Our team performed a review of all forms across our clients’ sites and made the appropriate switches, behind the scenes, so there was no disruption of service.
- We use Cloudflare for a variety of services, from managing DNS, to providing speed optimizations and firewall and security features. When an upgraded speed optimization feature or security tool is rolled out that’s a good fit for our clients, we roll it out.
- In late 2021, Bing announced the IndexNow protocol, to allow websites to easily and quickly notify search engines whenever the site is updated. We rolled this feature out across our sites.
- Google Business Profile (formerly Google My Business) continues to evolve. When Google adds specific features for specific business types, we make sure our clients’ Google Business pages take advantage of them. When Google allowed posts on Google Business, and our publishing tools became able to publish to Google Business, we added this ability to our clients’ content publishing system feeds.

In short, the internet doesn’t stay still, and your monthly costs go towards our team managing your site to keep pace. Your fees go towards hosting and software costs, towards SEO content publishing automation tools, and towards active upkeep and management and upgrades performed to maintain, and continue to improve the performance of your site.

# SERPCOM

## Monthly Management of Your Website & SEO

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An overview of what goes into your management tools and support



### WordPress & Site Plugin Updating

The WordPress core application, theme, and plugins are updated, patched, and improved on a regular and ongoing basis by the core WordPress team, theme developer and plugin developers. SERPCOM manages and watches these updates. It's important to keep them up to date to optimize the site's security and performance.

Rarely, an update of any of these things could temporarily cause an issue or a conflict, and our staff is there to troubleshoot / fix / manage / prevent these issues. Our experienced developers can help.

We've customized the settings to all work together and complement each other, and we're highly experienced in managing and maintaining them. It's this that makes the environment more than just a simple WordPress site.



### Content Publishing System & Offsite Link Building for SEO

This is the main engine that powers your site. It's what allows you to create posts, content and have them connected and pushed to your social media channels, creating a web of backlinks from high quality sites.

We've assembled a suite of tools and service and created flows for them to work together. Some of them are paid tools using agency accounts, and part of the monthly fees goes towards these licenses.



### Automatic Real Time XML Sitemap Generation & Submissions

This is a basic method of pushing content out to Search Engines when you publish. This includes leveraging the IndexNow protocol.



### Anti-Spam Component

As your site is found more on the web spammers also find you as well, so this is a constant battle to block bots and spammers from aggravating you with spam and worse.

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### Hosting & Server Management

We use Linode cloud servers to host our websites. On Linode, we are able to build and maintain the custom modules in an environment that is more flexible, fast, and efficient than the common GoDaddy-type “shared” hosting plans. We continuously monitor and maintain the software and security patches. Much of the monthly cost goes to server costs, and we invest a lot of time in this work.



### SSL Certificates

We provide 2 SSL certificates, one on the origin server, and one on the Cloudflare server, providing redundant “end to end” security.



### Server Backups

Linode Backups is a managed service used to automatically back up our servers at regular intervals for extra peace of mind.



### Anti-Malware, Firewall & CDN

This is important and part of our Cloudflare Content Delivery Network (CDN), which includes our advanced caching, security firewall system, and DNS management. This is a huge add-on benefit that is rarely used by ordinary hosting/development companies. Cloudflare has been actively adding features that have improved site security and speed, and when they are right for our sites, we have periodically rolled them out. To learn more, visit [cloudflare.com](https://cloudflare.com).

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### Google Business Profile Management & Configuration

SERPCOM optimizes and maintains your Google business page, which is perhaps as important as your site itself. We create keyword optimized service listings, keep up to date with Google changes and improvements, and periodically review autogenerated service information submissions to the listing to make sure they are relevant and right for your SEO goals, and not “watering down” the focus and optimization of the listing.



### Google Analytics

We set up and manage your analytics and goal tracking to track your site’s overall performance. When Google updates its platform, we follow through and update accordingly.



### Goal Tracking & Conversion Tracking

By setting up goal and conversion tracking, you’ll know where your leads are coming from so you can effectively know where marketing dollars are being spent and accurately track the source of your leads before they get to your website, whether that be from organic search, social media, third party sites, search marketing campaigns, etc. We set up audience pixel tracking integration for Google, Facebook, and LinkedIn.



### Google Search Console & Bing Webmaster Tools

We connect and manage your search console (formerly known as Webmaster Tools), which is used for measuring performance month over month on Google. It’s a very important part of managing and tracking your SEO, content and traffic. We in turn connect this to our reporting tools (Data Studio, info below).



### Google Data Studio Dashboard

We create an advanced, automated real-time reporting dashboard for you that connects to your Google Search Console, Analytics, and social media for keyword tracking and more.

# SERPCOM

## Monthly Management of Your Website & SEO

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### Tech Support

You have the SERPCOM team on retainer for tech support for your site. We maintain a ticketing system that sends to our lead principles so we're all in the loop and available to help.

You can always reach out and ask us to perform small updates on your site, when your team updates, when you have new photos, or need a small addition. If it's a larger project, or time-intensive, we're available for hourly work, but we're generally here to help out with small upkeep on your site.



### Premium Plugins

SERPCOM has agency licenses and access to many plugins and services, including Elegant Themes, Gravity Forms, WPMUDev suite of plugins, The Event Calendar Pro, All in One SEO Pro, Elementor Pro, Shutterstock and many others.



### Expanded Online Directory ("Citation") Listings Management\*

SERPCOM offers tools to connect to 40+ local on-line directories, where you can manage and sync your listings. This creates a set of quality backlinks valuable for SEO. \* Available on \$299 & up plans.



### Reputation Management Dashboard\*

SERPCOM offers tools to monitor and respond to online reviews on Google, Facebook, Yelp and TripAdvisor. \* Available on \$299 & up plans.

In summary, there are ongoing investments in cost and time spent by veteran designers, developers and search engine marketers managing and maintaining the server and environment, in addition to the "Software as a Service" element, representing the combined power of the suite of services, tools and software powering your site.