

RevSolutions™

More Traffic – More Leads – More Sales

Re✓Builders
Build Your Business to Dominate

14540 John Marshall Hwy, Suite 208
Gainesville, VA 20155
877.496.5560
RevBuilders.com



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RevSolutions™

Dominate Your Competitors Online and Get More Traffic, More Leads, & More Sales

The following services are available to our RevSolution™ clients. The time allocated to each service will vary based on your specific needs and goals. Our breakthrough solutions provide flexibility and put you in control. We listen to your problems, understand them, and then get to work to create a WOW experience. You deserve nothing less.

Our Services:

- ✓ **RevStrategy™**
Who are your best customers? Who, exactly, is in need of your product or service? Which customers will return the best profits? These are the questions every business owner asks. Our RevStrategy™ service addresses these core questions and develops strategies to reach your business' target audiences, online and/or offline.
- ✓ **RevOnline™**
We understand that everybody's online marketing needs are different. That is why our RevOnline™ marketing service is individually tailored to your company. We offer a wide array of services depending on the needs of your company: organic search engine optimization, paid search management, link building, local search, multivariate testing, conversion improvement and web analytics just to name a few. Whether your company's online presence is already established or nonexistent, our dedicated SEO experts will be the ally you need to dominate your online world.
- ✓ **RevSocial™**
Facebook and Twitter aren't just for personal use anymore. Today, more and more companies are using these sites as well as blogs to extend their online marketing presence further. Let us help you develop a strong social marketing strategy for your business. We will provide your staff the tools and training they need to maintain their newfound marketing muscle. Whether you are in need of a complete strategic initiative and social media management service, or simply looking for some support for an existing social media strategy, we are here to help maximize your social media presence.

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- ✓ **RevDesign™**
Dominate the competition with a clean, professional company image. Whether you need an effective blog, a trustworthy social media presence, some attractive fan pages, a cleaner Twitter background, a full website design or redesign, or any combination of professional materials, RevBuilders is your complete online branding service.
- ✓ **RevEmail™**
With all of the different aspects you need to manage for your business, email campaigns are an important part of marketing which often goes either ignored or hastily put together. Let us manage your email marketing so that you can focus on what matters to you: running your business. We will manage your mailing lists, develop and integrate web forms and create emails. Campaign report delivery is also available for an additional fee.
- ✓ **RevWriting™**
Dominating a market with your web page requires frequently updated web content. We staff several writers who will write content which will keep your company at the top of its market. Whether you need website content, articles, white papers, press releases, blog posts, social posts, email content, ad content, books, e-books, or any other kind of marketing or informative content, our writers are available to provide the content you need to move your business forward.
- ✓ **RevTracking™**
What good is having a marketing campaign without knowing how effective it has been? While an increase in sales might be noticed, the details are important to the savvy business owner. Call tracking and website analytics are crucial to figuring out the effectiveness of an online marketing campaign. Let us manage and/or create your Google Analytics account. We will customize your account so that you can track the results of all of your different marketing campaigns.
- ✓ **RevManage™**
We offer complete project management solutions: Launch your marketing program, begin an SEO program, implement social media campaigns, launch email campaigns, place ads, launch the webinar, pitch the story, schedule the workshops, start any initiative and make any adjustments necessary to any of them. RevBuilders does it all, enabling you to focus on running your business, not managing your marketing.

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The following is a sample list of task for our RevSolution™ clients. Your plan would determine how quickly these tasks would be accomplished.

1. BUSINESS ANALYSIS& STRATEGIC PLAN DEVELOPMENT

- ✓ Review current marketing tactics and strategies
- ✓ Review marketing messages and offers.
- ✓ Review website from conversion and marketing aspect

2. GOAL ASSESSMENT

- ✓ Develop the benchmarks

3. WEBSITE & ONLINE COMPETITIVE ANALYSIS

- ✓ Technical evaluation of website
- ✓ Competitive review of online competition.

4. KEYWORD RESEARCH AND RECOMMENDATIONS

- ✓ Develop baseline keywords
- ✓ Establish keyword expansion recommendations

5. SITE OPTIMIZATION

- ✓ Title & meta tag optimization
- ✓ Anchor text optimization
- ✓ Robot.txt optimization
- ✓ Sitemap development
- ✓ Link structure optimization
- ✓ Home page optimization
- ✓ Inner page optimization
- ✓ ALT text for images
- ✓ Minor text edits of existing pages.

6. QUALITY CHECK

- ✓ Periodic website code review to maintain quality standards.

7. SITE SUBMISSION

- ✓ Major search engines
- ✓ Top directories

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8. LINK BUILDING CAMPAIGN

- ✓ Link exchange with relevant sites
- ✓ One way links
- ✓ Social bookmarking

9. SEO GROWTH & MAINTENANCE

- ✓ Add new keywords as needed
- ✓ Analysis and continued optimization
- ✓ Regular code updates
- ✓ Continual submissions to search engines
- ✓ Analysis of algorithms
- ✓ Continued link building campaign
- ✓ Quality checks
- ✓ Adjust to changing search engine company algorithms

10. PAID SEARCH DEVELOPMENT & MANAGEMENT

- ✓ PPC campaign account(s) set up
- ✓ Competitive analysis
- ✓ Keyword research & analysis
- ✓ Targeted keywords & phrases
- ✓ Create ad groups
- ✓ Custom write unlimited ads
- ✓ Campaign optimization
- ✓ Bid management
- ✓ Monthly analysis of ad groups
- ✓ Updating ad group
- ✓ Daily campaign monitoring & maintenance

11. LOCAL LISTINGS OPTIMIZATION

- ✓ Google listing
- ✓ Bing listing
- ✓ Yahoo listing

12. SOCIAL MEDIA CAMPAIGN

- ✓ Develop business Facebook page
- ✓ Develop blog schedule
- ✓ Develop Twitter schedule
- ✓ Training

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13. EMAIL CAMPAIGN

- ✓ Review in-house list
- ✓ Research buying list
- ✓ Develop promotions and offers
- ✓ Brainstorm newsletter ideas
- ✓ Create email account

14. CONTENT WRITING

- ✓ Website content
- ✓ PR
- ✓ Articles
- ✓ Stories
- ✓ Blog Post
- ✓ White Papers

15. DESIGN

- ✓ Re-design website
- ✓ Design email Templates
- ✓ Design Twitter background
- ✓ Design Facebook page
- ✓ Design Blog

16. TRACKING & REPORTING

- ✓ Google analytics
- ✓ Call tracking
- ✓ Benchmark review
- ✓ All Reports provided monthly after 4th month
- ✓ Quarterly strategy meeting