

**POWER PLAY**  
**INTERNATIONAL**  
Carrying your message around the world  
**YOUR SOCIAL MEDIA MARKETING AND WEBSITE DESIGN AGENCY**



**Power Play International** is a premier social media marketing agency. If you're considering social media marketing services, then you should hire the true social media experts. Social media is right for small business owners and fortune 500 businesses as well. Social Media Marketing for business owners can be an additional source of untapped revenue. Social Media is extremely important when doing business in the 21st century, in order to be effective at it - you should consider hiring the top social media marketing experts, with a track record in social media marketing services, providing effective social media marketing services, providing effective social media solutions by certified social media specialists with effective, social media strategies that deliver measurable online success.



## Recent Clients



## Websites PPI Designed & Developed

Below is a selection of websites that Social Media Surfers. Ideas for each design comes from our team here at Social Media Surfers: Our creative strategist, Web Developer, our Graphic Designer, and an online marketing specialist. The team here at Social Media Surfers is responsible for making your next great business decision and help more success to your company.

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## How We Can Help You

- Design a clean & Professional Website
- Use Word Press as the platform for your website
- Content Management System (CMS)
- Search Engine Optimization (SEO)
- Efficient Service when developing your site
- Allow your clients to easily access your product information
- Provide a great online user experience
- A more visible web presence



### Why Adobe Flash is BAD for a Website

- **Apple products** like the Iphone and the Ipad do not support flash a and will not open them
- Flash only websites are missing the certain tags that diminish your SEO
- Flash only websites don't usually provide unique URLs for different site "pages".
- Necessary for bookmarking, sharing links, inbound linking, detailed web analytics tracking...
- Flash sites are almost always slower to load - because of the size of the video and the load time of the player

## WHY WORDPRESS?

### Climb the Search Results

WordPress also makes it easier to optimize your search engine results.

### Easy to Manage

If you've got any computer savvy, WordPress is easy to use. If you can send an e-mail, use Microsoft Word or set up a Facebook account, then you can use WordPress.

### Large Community

Millions of web designers use WordPress, and there is a vibrant development community around the open source software.

### What Google Places Can Do For You

- Get Found on Google searches for free
- 97% of consumers search local businesses online
- Google Places allows you to offer coupons promotions, and more



### Why Integrate Social Media

- Social media provides information on demand
- Provides your network with an informal way of connecting with each other
- Keeping your following in the know

## SEO is constantly changing... Is your company ready for Google Penguin

As with the latest Google Penguin algorithm update, designed to weed out Internet pollution and spam, Google is getting more specific about how websites are judged on quality

### The Freshness Factor

Google has altered the way search results are prioritised, giving greater visibility to sites that have been updated recently

### Content Visibility

Google decided to pull more snippets from page content as opposed to from titles or header text

### Algorithm Changes

The cross-language information retrieval has also been improved recently



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### Website Design & Development

Online presence is vital to the success of any business nowadays, which is why we can create a very user-friendly and attractive website to virtually represent your business.

### Branding

Constructing a distinguished brand doesn't occur by chance. It is a purposeful endeavor that is rooted in the combination of skilled discipline, strategic thinking and unique originality.

### Print Design

Your print advertising materials will be one element of your company given to potential clients and customers. Make sure that your printed collateral makes a lasting impact. We create Business Cards, Brochures, Post Cards, Displays, Annual Report, Print Advertising, Direct Mailing, Catalogs

### Logo Design

Our logo design methodology ensures that your logo will not only deliver your brand message, but also make you stand out from the competition.

### Mobile Development

We are here to look over your mobile development needs, whether that be a responsive website, a stand-alone mobile website, or develop an app for either Blackberry/iPhone/iPad/Android devices.

### Online Marketing

Social Media Surfers will help assist you make you more visible online, increase conversions, and help to provide repeat visitors – whether it be through Google, social media, email, mobile, banner ads or the latest Web 2.0 platform.

### Search Engine Optimization (SEO)

Social Media Surfers is a professional Internet marketing consultants and SEO experts stay up to date with the latest algorithm updates, local SEO, behavioral search patterns, link building, social engagement, onsite and offsite optimizations that ensure your company success.

### Social Media Marketing

Social Media Surfers is a social media management, web development, and marketing firm that manages, monitors, and drives marketing campaigns for all types of businesses. Social Media Surfers was created with the goal in mind of providing exceptional suite of services at an affordable price for every small business owner.

### Reputation Management

Manage your image and success on the Web. Enhance visibility of positive mentions of your business.

### Digital Banner & Video Advertising

Find the route for the most effective return on investment with an Online Marketing Strategy

### Email Marketing

Take full advantage of your set of subscribers through an optimized e-mail marketing strategy.

### Conversion Optimization

Raise your website visitors and turn them into leads.

# Search Engine Optimization

**Power Play International** is a professional Internet marketing consultants and SEO experts stay up to date with the latest algorithm updates, local SEO, behavioural search patterns, link building, social engagement, onsite and offsite optimization that ensure your company success.

**Search Engine Optimization** is a process involving creating authoritative content, which

is useful to visitors of your site, which positions your web site above the rest as a resource within your industry. Effective pre-site optimization, on site optimization, and off site optimization using techniques that high ranking on search engine results pages, which turn into valuable, converting traffic.

## Social Media Marketing

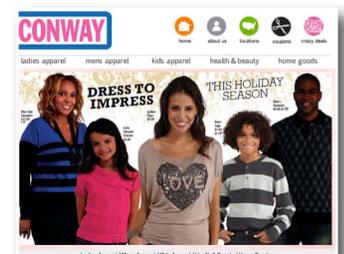
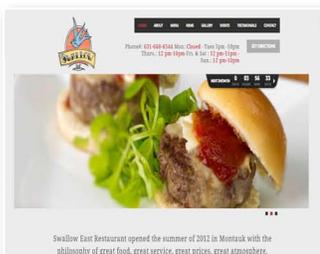
**Power Play International** is a social media management, web development, and marketing firm that manages, monitors, and drives marketing campaigns for all types of businesses. Social Media Surfers was created with the goal in mind of providing exceptional suite of services at an affordable price for every small business owner.

Take your social media and website development on the fast track!

- Facebook Design/Proper Cover Photo/Twitter Design background
- Posting plan for Facebook and Twitter
- Fast Response to Posts & Direct Messages
- Monthly Insights and Analytics Reports



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## Our Video



[Click here to watch](#)

## Testimonials

"Dean did a great job on our company's website and he continues to make upgrades as we go. He is someone you should get in contact with to upgrade and better your existing website or if you need a new one."

**-Vikki S. Ziegler**  
[WWW.VIKKIZIEGLER.COM](http://WWW.VIKKIZIEGLER.COM)

"Dean Spinato is a dynamic individual with innovative ideas to market and present a business or brand in the best possible light. He is a hard working and determined individual with a drive for results. I highly recommend Dean as a business partner you can trust and count on to deliver what he promises."

**-Joanie Ruge**  
[WWW.JOANIERUGE.COM](http://WWW.JOANIERUGE.COM)