

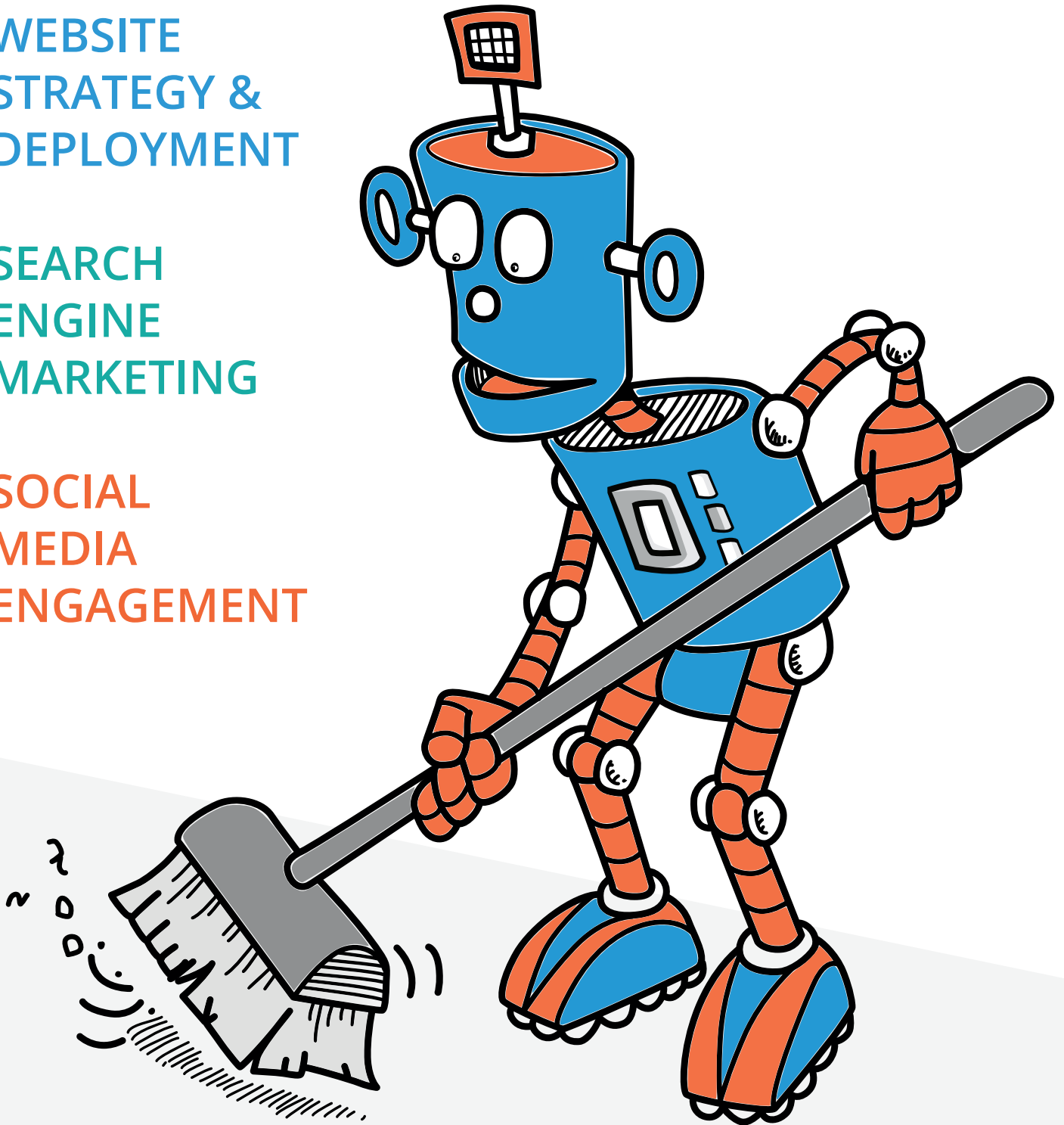
OPEN THIS GUIDE IF YOU WANT ...



WEBSITE
STRATEGY &
DEPLOYMENT

SEARCH
ENGINE
MARKETING

SOCIAL
MEDIA
ENGAGEMENT



TO SWEEP AWAY YOUR COMPETITION!

LETTER FROM THE FOUNDERS

Every partnership starts with a “how we met” story. Here is ours ... My mother-in-law inadvertently introduced me to Michael 20 years ago. She called me and said, there’s this guy who needs a job for himself and 2 other people, you should hire them. That’s what I did.

Michael was actually one of the 2 other people.

I know this sounds unconventional, but I had just gotten my first company funded and I wanted to hire people getting started in their professional careers. Michael was a perfect candidate because he had just started college and was looking for a job to pay his tuition and living expenses.

Our relationship matured in ways neither of us expected. He quickly transitioned into becoming the resident expert on SEO and pay-per-click ads management. If social media had existed then, he would have been an expert there too.

He took a hiatus for a couple of years to manage the online marketing for a watch business competing with top brands. He called me in 2007 and suggested we open an agency to outsource digital marketing. And that is what we did.

We started by offering search engine optimization services. We also designed and built Wordpress websites. We grew our staff to manage more pay-per-click ad campaigns, online reputation management and finally, social media marketing.

Flash forward to today where we have two offices and offer the full suite of digital marketing services to clients like lawyers, surgeons, real estate companies, manufacturers, local and national businesses and nonprofit organizations.

If you want to know really what makes our agency tick, and why it’s vastly different than most other digital marketing firms, turn the page and see.

Jason & Michael



Jason Ciment

“

*You can’t
be everything
to everyone.*

*But you can
be everything
to someone.*

FROM OUR BOOK
I Need More Clients



Michael Moshkovich

OUR MISSION

Our Mission was to create a marketing agency that also CARES.

We started by attracting talent that would put the needs of clients first while respecting a culture that emphasized a work-life balance.

We also looked for self-starters who were the type of people that would take pride in their work and be motivated by the quality of their performance.

Our continued successes come from:

Listening, Adapting and Responding.



Consistent The quality of work is something our clients can count on continuously.	Authentic High-character people who don't just "talk the talk." We "walk the walk."	Reliable We have confidence in what to expect from others and from ourselves.	Effective Because we focus on clients, our work will yield results for clients.
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WHAT WE DO FOR CLIENTS

3 Divisions That Grow Traffic, Leads & Revenues



Web Development

We provide the strategy, design and development of commercial, nonprofit, and eCom websites.

We develop mobile optimized, custom websites in **Wordpress, Shopify, Magento & Adrecom.**

Search Engines

We deliver **top organic rankings, digital reputation management** and better performing PPC (pay-per-click) advertising campaigns on **Google and Bing.**

Social Media

We create & promote content for **Twitter, Facebook, Instagram, YouTube, and LinkedIn.**

We grow your likes, followers & overall engagements and run **PPC ad campaigns.**

OUR SERVICES

WEBSITE DEVELOPMENT

Our in-house creative team works with you and your team to architect, design and create the content, brand messaging and graphic elements for a fresh, new website experience or the redesign of an existing site.

Our designers and developers have been collaborating for over a decade designing and developing hundreds of custom websites for clients locally and nationally.

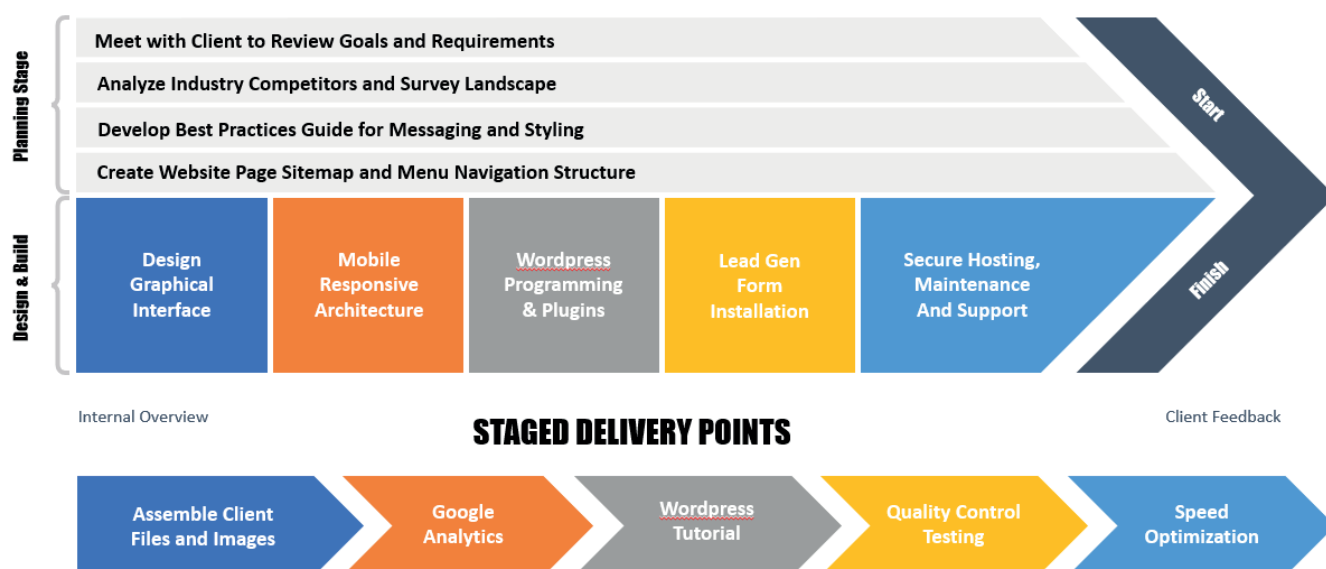
We have experience in a wide range of industries:

- Services oriented companies
- Medical practices and surgeons
- Businesses of all sizes (small and large)
- Real estate agencies and developers
- Manufacturers and distributors
- Retailers and ecommerce stores
- Nonprofit and educational organizations.

We have technical coding experience with Wordpress, Adrecom, Shopify & Magento CMS and ecommerce platforms.



Website Redesign Roadmap





Website Development

Managing Your Digital Brand Presence

We have 4 divisions that work hand-in-hand to help you manage the full lifecycle of your website and other branding needs.

1

Graphic Design

Our design team uses Adobe to transform your brand and messaging components into visually appealing expression pieces. We can create or touch up logos, business cards, flyers, infographics, custom graphics, online ads, landing pages, and presentations as well as design a full website with complimentary social media elements for Facebook, Twitter, Pinterest, Instagram, YouTube and LinkedIn.

2

Website Coding

We have a company mandate to develop websites that meet five criteria.

- Mobile-responsive to adapt to different form factors and screen sizes
- Search engine friendly to attract Google and Bing organic rankings
- The pages should load quickly and pass Google speed tests
- The site should be secure and safe from hackers and malware
- Coded cleanly so that Client's staff can easily manage site updates

3

Content Creation

We work with writers who have subject matter expertise as well as creative writing skills to help our clients produce blogs, articles, whitepapers, infographics, web copy, ad copy, videos and presentations. We can be your outsourced team for ongoing, original, keyword-rich content that search engines love. For social media exposure, we can design and promote status updates that elicit social engagement and grow your brand visibility.

4

Hosting & Management

We host websites on the robust and super-fast LiquidWeb backbone. We love this company. Once when it was Thanksgiving and a client had a huge problem, LiquidWeb supported us with no delays. That's the kind of support experience we give to clients. We are fanatics about speed and security. We have triple redundant backups and lock down access with IP whitelisting. We know your account. We protect you. We are geared for business.

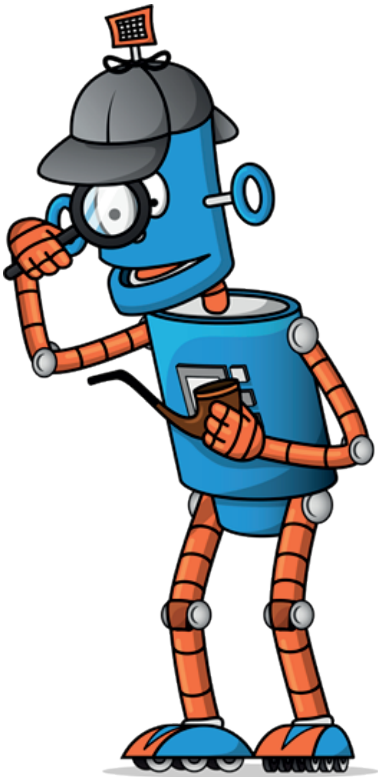


OUR SERVICES

SEARCH ENGINE MARKETING

For 22 years we have been perfecting our systems for search engine visibility. To outrank your competitors online, you need an ally with the brilliance of Sherlock Holmes and the tenacity of Dr. Watson.







With our integrated search engine marketing strategies, we will get your brand excellent visibility on Google and Bing.



Top 3 factors that affect local search results:

1. Query includes a city, neighborhood or local landmark.
2. Search context seems like the person wants a local results.
3. Where your phone or PC are located when doing a search.

Organic Rankings Roadmap

Competitor Analysis Understand your industry and see what competitors are doing online to get their websites ranked.		On-Page Optimization We use a proprietary 243-step audit manual to guide us in optimizing your website coding and performance.	
Keyword Research We use advanced research tools to find the right keyword phrases to include in your web content.		Content Marketing We will come up with ideas to write, post and promote articles, blogs, videos and infographics.	
SEO Plan of Attack We use a step-by-step strategy along with Google Analytics and Webmaster monitoring and analysis.		Backlink Acquisition We will do outreach to get high-value and relevant websites and influencers to link to your website.	



Search Engine Marketing

Managing Your Visibility on Google and Bing

1

Organic Rankings

If you have search queries that you would like to rank for, we have a 243-step SEO operations manual that we will use to get your website highly positioned on Google and Bing. We've been ranking websites since the days of Excite, Yahoo and Altavista - before Google even existed. We have written about SEO tactics for over 20 years and released a best-selling book on Amazon. We know SEO. We know rankings.

2

PPC Ad Campaigns

We are masters at advanced PPC click bidding strategies and have been producing positive ROI results for clients for more than 15 years. Here are 4 ways we can grow leads, boost your revenues and cut costs with a smarter PPC ad campaign.

- Get higher ad placements for less cost per click than your competitors
- Push the pedal on ads that we see are working better than other ads
- Reduce budget wastage by spotting ads we can remove from your campaign
- Use artificial intelligence to find trends that lead to optimal performance

3

Reputation Management

We often work with CEO's, business owners, nonprofit organizations and high-profile celebrities who want to remove "bad" or "unfavorable" items (e.g. news, articles, blogs, reviews, comments or videos) from Google or Bing search results. There are certain things we can do to improve your personal or corporate online reputation.

- Bury negative search engine results listings in Google and Bing
- Boost your profiles on Facebook, LinkedIn, YouTube, and Instagram
- Protect high-profile employees from negative publicity
- Do ongoing monitoring of negative listings that may appear

4

Local SEO and Google Maps

We first ensure that your NAP (Name, Address and Phone) citation listings are consistently and accurately listed on dozens of localized web directories. We then optimize your site and look at page loading speeds, Google analytics, and Google webmaster errors. We will also rewrite meta-tags, header tags, title tags. We will acquire backlinks and internal links and citations that impact your Bing and Google 3-pack Map listings and regular search engine rankings.



OUR SERVICES

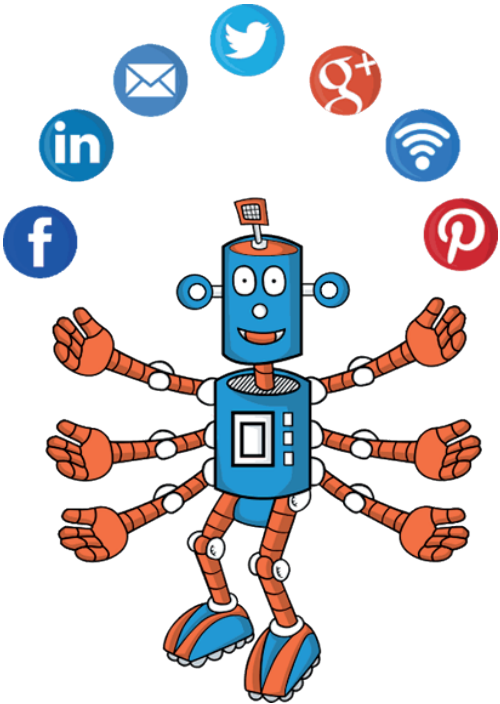
SOCIAL MEDIA ENGAGEMENT

Clients rely on us to manage their social media channel growth. We have expertise on multiple platforms including Twitter, Facebook, Instagram, Pinterest, YouTube and LinkedIn.

Each month we work with clients to make sure we have up-to date information, photos, news, and company updates we can promote online.

We have been doing social media marketing for so many years, we remember when MySpace and Friendster were the only games in town.

What's the bottom line?
We know social media ... quite well.



6 Steps to Grow Your Likes, Followers And Engagements

Needs Analysis We determine which social channels can be used to accomplish your needs and goals.		Content Calendar Every month, we prepare a series of status update posts which we can post to your channels on an ongoing basis.	
Target Audience We want to understand how your customers, referral sources and influencers engage with your brand online.		Social Engagement We monitor Facebook, Instagram, Twitter, Pinterest, LinkedIn and YouTube channels to comment and engage with people.	
Marketing Plan We determine which marketing ideas and strategies we'll include in your step-by-step social media marketing plan.		Optimization We run reports and adjust strategies to maximize the performance of your social media marketing campaign.	



Social Media Engagement

The Social Media Visibility Roadmap

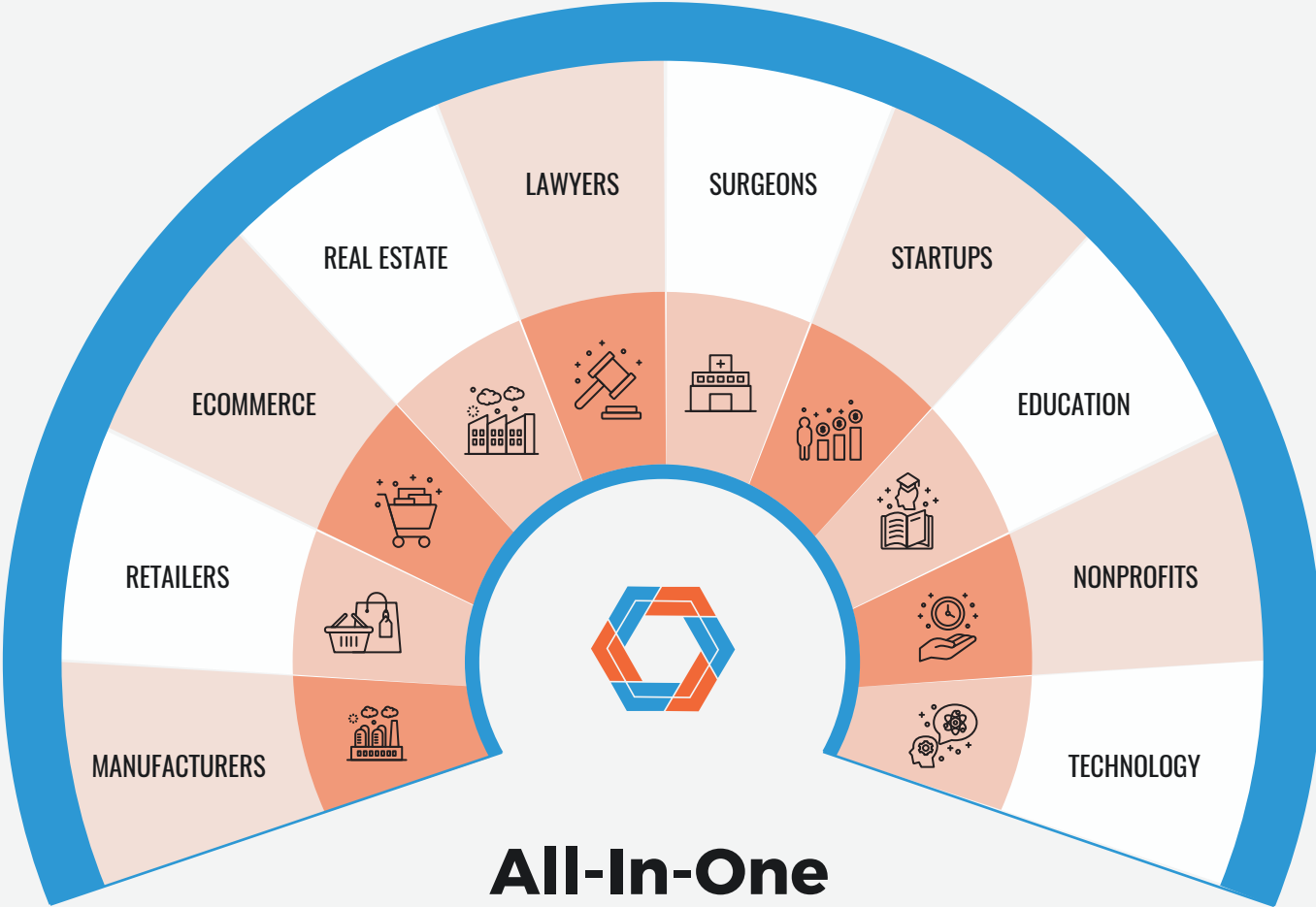
We collaborate with you on an ongoing basis to make sure we have enough content (photos, memes, news, events, testimonials, videos, and contests) to promote and advertise through your social channels. Below is our 5-stage roadmap which walks you through the social engagement process.



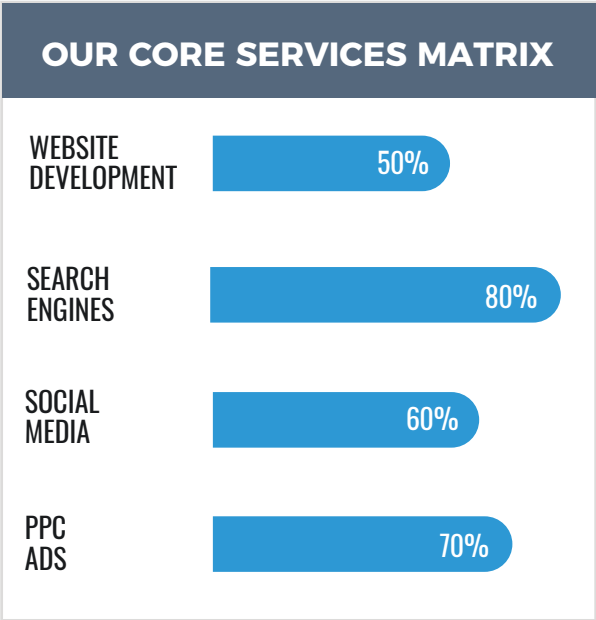
5 Ways You Can Leverage Our Social Media Team:

1. We give you sustainable growth of your online community
2. You get an extension of your “brand voice” through social channels
3. Our design team can create high-quality custom graphics
4. We can broaden your reach by targeting people with PPC ads
5. We can do outreach to influencers and like-minded people

MULTIPLE INDUSTRIES



All-In-One Digital Marketing Solutions



Clients of all Sizes

We work with small, medium and mammoth sized organizations that operate locally, nationally and globally.



We are a Triple Threat

We leverage data-driven insights, cloud technologies and expert human capital to monetize hidden and trending opportunities.

REPRESENTATIVE CLIENTS

Our approach works across multiple industries. We've provided logo design, website development, organic rankings, PPC ads, social media engagement, ecommerce and reputation management.

Insurance Agency



Engineering Firm



CEO Organization



BioTechnology



National Law Firm



Plastic Surgeon



Real Estate



Travel Agency



Manufacturer & Ecommerce



Regional Law Firm



Lending Company



Lawyer & Lobbyist



Surgery Center



Patents & Trademarks



Public Relations





OUR PORTFOLIO

Krupin Partners

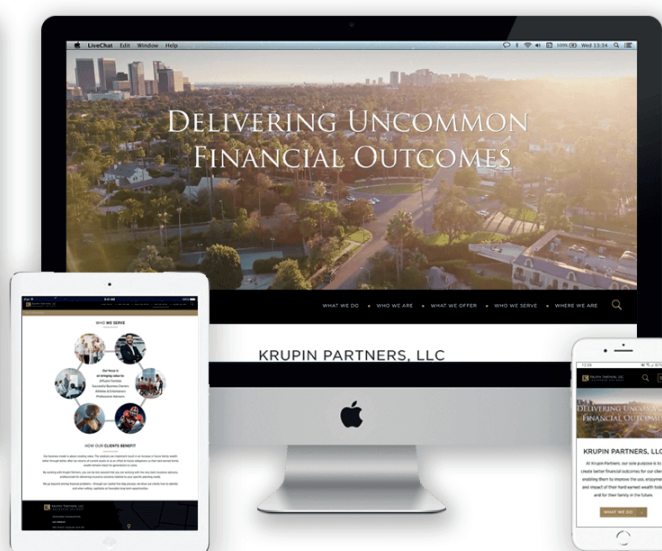
www.krupinpartners.com

Krupin Partners is one of the most admired professional advisory firms in the US, known for its subject expertise in the design, acquisition and management of life insurance. Their reputation and success has been built on three core pillars: their Ability to Consistently Deliver Uncommon Outcomes; their Quality of Advice; and their Relationships. We developed this new site to highlight their leadership role in the Life Insurance industry since their founding in 1969.

BEFORE



AFTER



BIK Law

www.biklaw.com

Since 2004, Bradley I. Kramer, M.D., Esq. has strictly practiced litigation with a principal focus on business fraud, breach of contract, entertainment, and cases involving medical- or science-based claims, including those dealing with pharmaceuticals, medical devices, catastrophic personal injury, and medical malpractice. Dr. Kramer is the rare doctor who became an attorney. He needed a new website for his law firm that would help prospective clients to appreciate that he is also a ferocious and unwavering litigator, having directly recovered, or assisted in the recovery of millions of dollars from, among other entities, Blue Cross/Anthem Health Care, the Los Angeles County Sheriff's Department, major motion picture studios, and the California Department of Health Care Services.



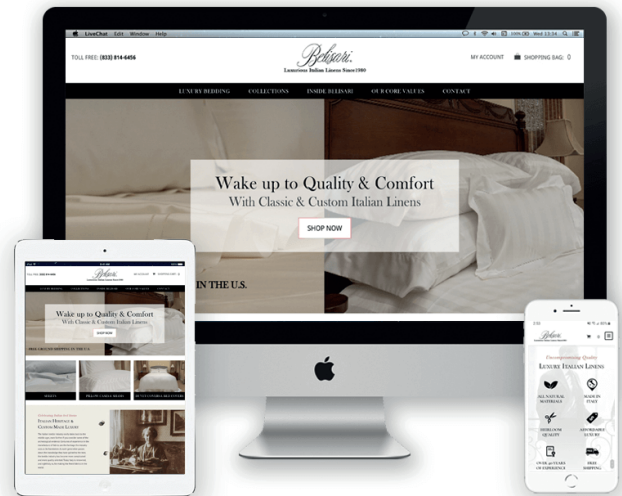


OUR PORTFOLIO

Belisari Linens

www.belisarilinen.com

Belisari Linens came to us to develop a new website for their 40 year old company that was launching a direct to consumer presence. Brilliant, lustrous, exquisite fabrics are converted to amazing bed linens by the skill of the Italian sewing companies. Each piece is cut by hand and then sewn by master seamstresses. Their skill is evident: edges are hemmed, never selvaged, hemstitching (a traditional Italian stitch) is straight and uniform, embroidery work is done by hand-guiding an embroidery machine.

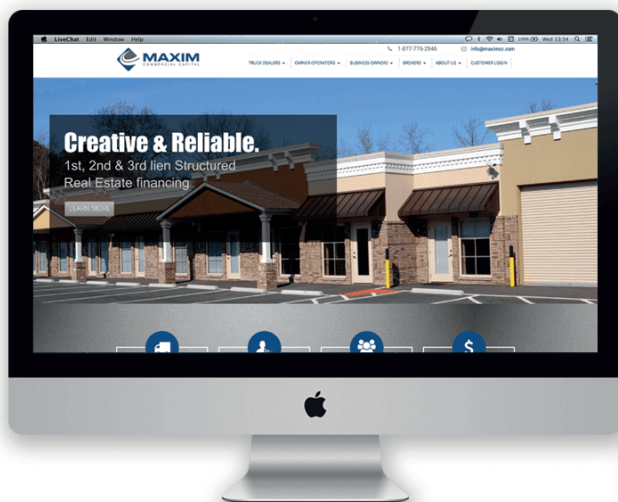


Maxim CC

www.maximcc.com

Maxim Commercial Capital was founded in 2008, during the Great Recession, to enable small and mid-sized business (SMB) owners to seize opportunities by providing financing secured by heavy equipment and real estate. As the economy recovered, demand their financing solutions continued to grow. They needed a new website that could better reflect their standing and reputation in the lending industry. They help approximately 1,200 SMB owners annually who either don't qualify for traditional bank financing or prefer the flexibility of structured financing solutions.

BEFORE



AFTER



Full Portfolio available on GetVisible.com



This book is a step-by-step guide to attract more client leads and referrals.

BOOK REVIEWS



Fun, easy-to-digest morsels

This book is indispensable for today's digital age of marketing. Jason presents the material in breezy, fun, easy-to-digest morsels. You will have fun while you learn the basics of getting out there in the digital word and finding your clients. Enjoy!!



Easy Read! Very Practical

I have been in High Tech Marketing for 32 years. 6 Years at IBM and 27 years and President of my own software company. This book is an easy read and extremely helpful in navigating the new world of social media. You will use many of its tips.



Easy and important read

Easy and important read. Jason Ciment has a style that is easy to read while teaching the essentials. I loved it.

JASON CIMENT

I NEED
MORE
CLIENTS

Search Engines

Content Marketing

Online Reputation

PPC Campaigns

Organic Linking

Optimization

Social Media

21st Century Methods for
Growing Your Business



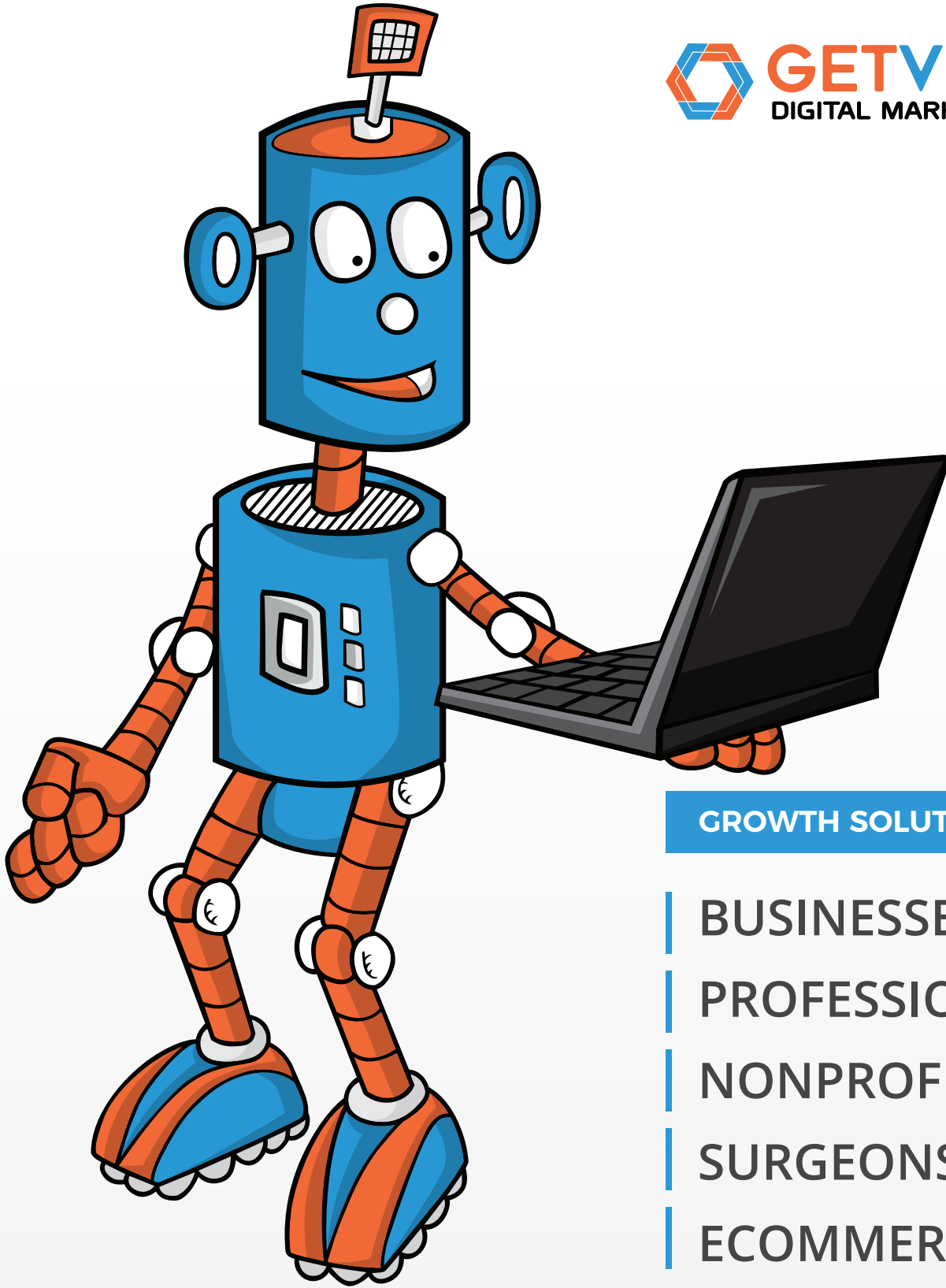
Excellent lessons in digital marketing in an easy read

This man knows his stuff! Lots of information about social postings, positioning and secrets of marketing strategies in this easy read.



Really helpful for any company.

If you want to learn how to grow your business using digital marketing then this book is for you!



GROWTH SOLUTIONS FOR:

BUSINESSES
PROFESSIONALS
NONPROFITS
SURGEONS
ECOMMERCE

Main Headquarters



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