



# Affordable Digital Marketing for Local Businesses

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# About NutsDIGITAL



**All of our websites and apps are built by our in-house team of professional designers. For over 20 years we've been building responsive websites and mobile apps and know a thing or two about design!**

Here at Nuts Digital, we are driven by our core values which we all share and use to motivate and guide us in our business. We'd like to share them with all of our partners and clients to help them better understand our ethos and what really makes us tick!



## The Nuts Digital Team

Our dedicated team consists of expert designers and consultants at our two office locations in the midlands and South Wales. We have a great mix of skills and personalities, but above all we get on well and enjoy coming to work each day, which we all know helps a lot!

Our company ethos is something we're all committed to, as verbalised in our core values. This helps us work together as a team to meet the expectations of our clients and surpass them whenever we can. The ultimate goal of all of our work is to provide a fantastic return on investment to every one of our clients, and have a great time whilst doing it.



# Google Advertising Campaigns



Nuts Digital is a Google Premier Partner for pay per click advertising.

## Why Advertise on Google?

Google is the most used search engine in the United Kingdom. As most search journeys will begin there, it makes sense to take advertising space to allow you to better reach your customers and potential customers.

Google also offers a number of additional technologies such as dynamic remarketing, display campaigns and RSLA ad groups.

These build on your traditional text ads and offer more ways of reaching your clients and potential clients with tailored product offers, as well as allowing you to send reminders to clients who have already visited your site.

As well as offering traditional Pay Per Click (PPC) models we are also able to optimise your campaign to use cost per acquisition and cost per lead models for your paid advertising.

We are also able to give you detailed feedback on exactly what is working.



# Facebook ADVERTISING



The team at Nuts Digital are experts in bringing your services and products to Facebook and Instagram users, using the inbuilt advertising platform.

Facebook and Instagram advertising generates leads and sales. Nuts Digital typically offers a mix of branding, acquisition and remarketing activity to power your sales growth.

## Why Advertise on Facebook?

One of the most important benefits of Facebook and Instagram advertising is that your customers use it daily.

Let's start with the facts. 80% of all Internet users use Facebook. Even 65% of adults over the age of 65 use Facebook. It has over 1.85 billion users.

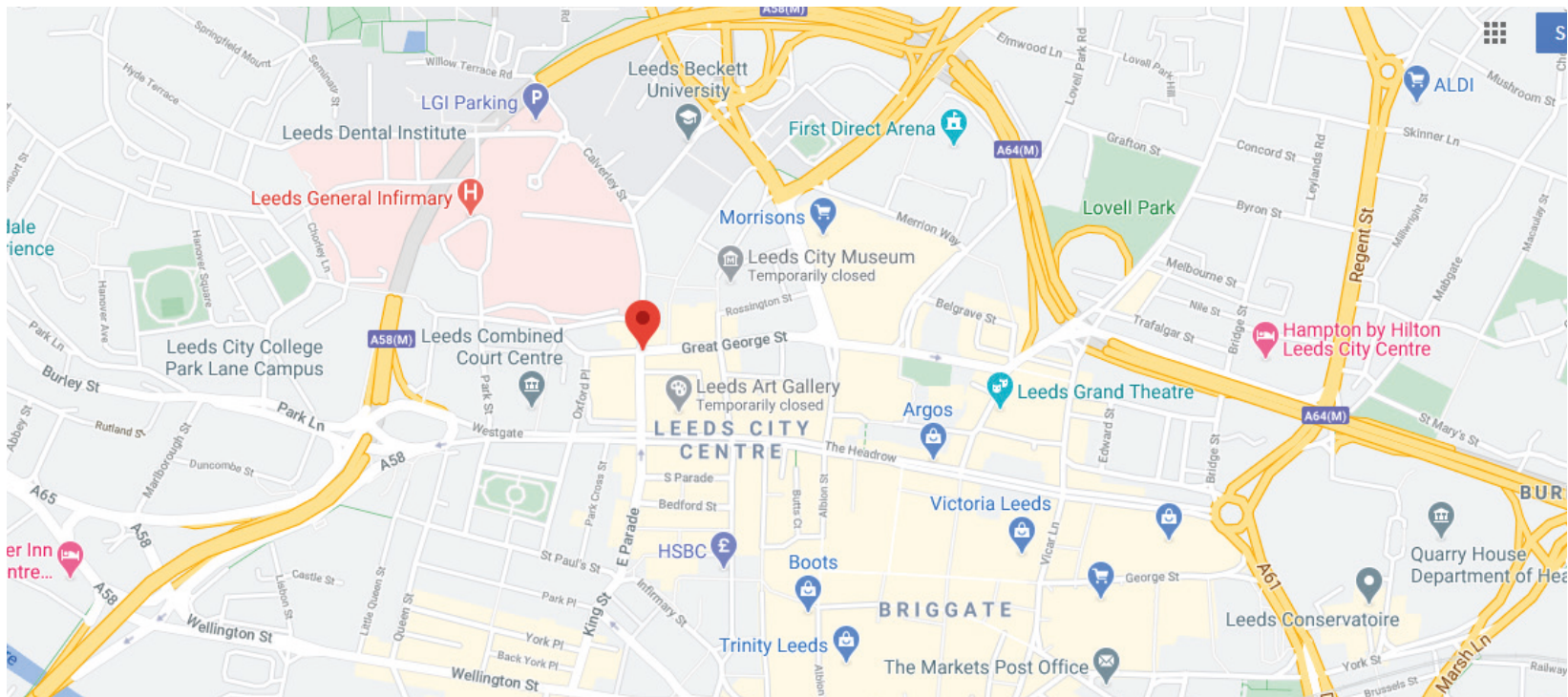
Regardless of who your customers are, they are using Facebook, and, they use it daily.



# Google MAPS



Your customers use Google Maps and the user-generated recommendation service that it powers. At Nuts Digital, we can help, quite literally, put you on the map.



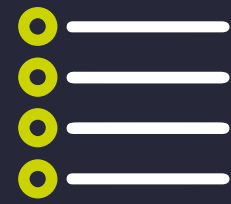
If your business serves a local area and is not listed on Google Maps, or has an outdated and visually unappealing listing, then you are likely to be missing out on a wide variety of customers from your local area.

Our standard service includes image and video uploads, the writing of attractive descriptions of your services and adding your standard opening

hours and contact details. Alternately, we can arrange for updated images of your business location, including videos and 360-degree virtual tours.

If you want to make an impression, getting listed on the mapping service used by thousands of people in your locality each day is a great start.

# Local BUSINESS LISTINGS



**Optimising for search engines in your neighbourhood involves a different set of skills from normal SEO.**

At Nuts Digital, we understand the local search ecosystem and how to use it to position your business as an important local player both online and off.

## Why do I need **UK business listings**?

Being noticed by and listed on a range of online websites remains an important part of getting your website to the top of the listings on Google.

Whilst high profile national and international sites are important, for local businesses, building and maintaining an accurate and truly local set of citations is key. This information will be placed on sites promoting local events, local newspaper websites, local clubs, local councils, hyper-local directories and other niche sites.

Google will then find out more about your business by reading the directories and local listings sites you are featured in. Your information will also be added to Bing Maps, Apple Maps, Google Maps and TOM TOM satellite navigation systems as well as to Factual, the UK's influential data aggregator. Google is more likely to pay attention if your key business information is accurate and widely available.

Get in touch today to take advantage of our 50 years of collective SEO and marketing expertise to build your local presence.



# CUSTOMER REVIEW Aggregation

A key part of the web is customer generated reviews. Nuts Digital makes it easy to monitor and engage by collecting your reviews in one easy-to-use interface.

From Tripadvisor and Google to Yelp, Foursquare or Yahoo Local, if your business is generating comments online then you can be sure of seeing the views of your customers.

## LANDING PAGES

Every website needs a homepage, but most companies also need to target services, products and offers directly to customers. This is where a landing page comes into its own.

Our expert team are on hand to create landing pages that can sell a product or capture data for your sales team.

These specially created pages are designed to convert site browsers into potential sales with the minimum of fuss and visitor resistance.

Landing pages are most effective when teamed with targeted Google Ads and well-defined social media campaigns. We specialise in making every click count.





# Update and Improve YOUR EXISTING SITE

If you already have a website, and as long as it has been written in a recognisable code, we can work to improve the landing page experience for your potential clients.

This ensures that the site (particularly the landing pages) meets SEO and Google Advertising needs.

As an additional option, we will also carry out a full SEO report to show you how your present site is functioning and how those pages can be improved.



## Technical SETUP

**We will also set up technical aspects for you including https:// certificates, sitemaps and robot.txt files. These will help your site to rank organically in search engines.**

Unlike many of our competitors, we will also ensure that your site is set up to allow you to take advantage of PPC campaigns.

We will ensure that your site is ready for future expansion by adding

tracking for events and goals, making it easy for you to find out which marketing campaigns are working for you. Data will be made available in the popular Google Analytics tool.

Our goal is to leave you with a fully functional and graphically pleasing website. Our content management system makes it easy for you to make basic changes to your site, ensuring you can keep things up to date.

# AFFORDABLE DIGITAL MARKETING for Local Businesses

Let's get SOCIAL -  

**Nuts**   
DIGITAL.co.uk