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## Digital Marketing Proposal

### KD Services

Prepared by: Chris Murray  
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# Digital Marketing

## 1.0 Digital Marketing Overview

The current Website receives non-branded organic traffic due to the position of select keywords within the search Engines. These results are relatively modest and they must be considered in relation to the investment into SEO. KD Services contracted a one-time foundation ten years ago with additional keyword research and SEO basic update in 2014. There has never been an ongoing SEO effort conducted on the Website or any link building.

To truly gain from the digital channel concerted and consistent effort must be applied. The benefits, specifically with organic results can be long lasting. A modest investment by KD Services in SEO over ten years ago has provided top keyword positions for a decade.

### 1.1 Ranking Report

WSI has run a keyword ranking report based on the original target keywords *(See Appendix A – Ranking Report)*

### 1.2 Link Profile

Building links is an integral part of an ongoing SEO campaign since quality back links are still important to Google. Link building has changed over the years but they are the cornerstone of the off-page SEO efforts and should be part of a future SEO campaign. Please see link profile report *(see Appendix B – Link Profile)*

Citations are key elements of local optimization but should be considered as opportunities for general SEO. Citations are online references utilizing a company's name, address and phone number (NAP). The number and consistency of citations is critical. WSI has run a citation report *(see Appendix C – Citation report)*

### 1.3 Current Technical Issues

We reviewed the technical issues for the current KD WordPress install. Technical issues result from legacy code from the original framework that did not have the technology at the time to be capable of today's web standards. New updated Markup languages are to be used as a best practice on a new development. The current Website is not broken or has any usability issues, simply put the original framework is getting old. *(See Appendix D – KD Site Audit report)*

Our ongoing SEO services monitor and rectify technical issues on a continual basis since these issues are not affecting the user experience but are considerations for the search engine. *(See Appendix E – SEO Client Site Audit report)*

Technology audits also recommend minimizing the number of CSS references and use one central CSS resource that the WordPress core and all plugins reference. While in theory this approach makes sense in practice the core, theme and plugins are separate elements each with their own code that require frequent updates. Updates would over write the customized CSS and need to be reworked each time. Given the number of plugins and frequency of updates it's more cost effective for the client to keep the CSS files separate and understand this will show up in audits.

### 1.4 Case Studies

WSI has been providing exceptional SEO and digital marketing services for over 18 years for companies in a wide range of industries. We have prepared 3 case studies of local clients that demonstrate actual results and strategies for each. *(See Appendix F – Case Studies)*

## Digital Marketing Services

### 2.0 Search Engine Optimization Foundation

WSI conducts a Search Engine Optimization set up utilizing proven strategies to position your site and your services in the organic search results. WSI carries out extensive research and development to ensure that they are at the forefront of constantly evolving search engine technology. The Search Engine Optimization foundation set up is a required starting point to get the Website available to be indexed by the search engine 'spiders'. This process completes the elements and opens the door to the optimized content. The keyword research provides us with the plan on which keyword we want to optimize. The page optimization focuses on the optimization elements required for an individual page to rank for a selected keyword. We offer page optimization services on a page by page basis based on a defined mandate.

Foundation Set-up		First Language	Second Language
	Discovery	Yes	Yes
	Keyword intelligence research	200 keywords	200 keywords
	Keyword consultation	Yes	Yes
	Action plan based on Webmaster tools review	Yes	Yes
	Coding review & recommendations	Yes	Yes
	Internal linking structure set up	Yes	Yes
	Google Analytics goal set-up	Yes	Yes
	Platform SEO Set-up	Yes	Yes
	Yoast Plugin Set-up	Yes	Yes
	Google, Bing XML sitemap set up/verification	Yes	Na
	XML sitemap submission	Yes	Na
	Robots.txt file up for SEO	Yes	Na
	Create SEO dashboard in Google Analytics	Yes	Na
One Time		\$ 2,450	\$ 1,225
Page Set-Up			
<ul style="list-style-type: none"> <li>Content Optimization</li> <li>Link text &amp; link titles</li> <li>Image alt tags</li> <li>Title tag</li> <li>Description Meta tag</li> </ul>		<ul style="list-style-type: none"> <li>H1, H2, H3 tags</li> <li>HTML code review</li> <li>Keyword density testing</li> <li>Page speed/load test</li> <li>Files and image names</li> </ul>	
One Time Page Set-up		\$ 150 Per Keyword	

### SEO Foundation Summary

		One Language	Two Language
Summary			
	Foundation	\$ 2,450	\$ 3,675
	5 keywords	\$ 750	
	10 keywords		\$ 1,500
SEO Set-up Total		\$ 3,200	\$ 5,175

## 2.1 Adaptive Search Engine Optimization

Adaptive SEO tasks are performed to ensure the Search Engines have the latest information available from the Website. As content changes, new pages added and site tweaks done it's important to ensure that Search Engines have a clear map to this information. As well we review Google's feedback and industry leading SEO monitoring and measuring tools to provide insights and actionable tasks to improve on page performance. We also balance off page efforts as they are an integral part of an effective SEO strategy. An effective SEO approach should optimize opportunities on an ongoing basis such as optimizing new content as well as adapting to Google's algorithm changes. To accomplish this flexible SEO approach our fees are based on a pre-defined block of hours per month.

Adaptive SEO		
Review Google Search Console feedback	Ongoing	
Review Bing Webmaster tools feedback	Ongoing	
Prioritize SEO action items and complete	Ongoing	
Review, optimize & post new content	Ongoing	
Title tags, Alt tags, H1 tag, Meta Tags	Ongoing	
Load time considerations	Ongoing	
Internal linking	Ongoing	
Monitor XML sitemaps	Ongoing	
Directory submissions	Ongoing	
Social media bookmarking	Ongoing	
Social Media SEO considerations	Ongoing	
Online competitor review for link opportunities	Ongoing	
Review paid advertising opportunities	Ongoing	
Monthly Option 1		\$ 425 (5 hrs)
Monthly Option 2		\$ 750 (10 hrs)

## 3.0 Local Optimization

Local optimization set-up (local SEO) is a service to optimize your Google My Business listing so it appears in the organic location listing (map listings). The key factors for optimization your Google My Business listing is optimize the listing, standardize current citations, increase the number of citations and educate you on creating an effective review strategy. We also update your Website with location based information to support the listing(s).

Local Optimization	Set-Up	Ongoing
Verify, Claim & Optimize Google My Business Listing	Yes	
Review and document current top-tier citation details	Yes	
Suggest / confirm NAP (name, address, phone number)	Yes	
Add location based Microdata to Website	Yes	
Add critical local identifiers to Website	Yes	
Link local listing to Social profiles	Yes	
Best practices and guidance on reviews	Yes	
Add and correct citations (NAP)		Ongoing
Find local listing opportunities and coordinate submissions		Ongoing
Local optimization of blog content		Ongoing
Google My Business content optimization		Ongoing
Add additional Microdata		Ongoing
One Time Set-up		\$ 995
Monthly Ongoing		\$ 340 (4 hrs)

## 4.0 Paid Search Engine Marketing (PPC)

Search Engine paid marketing provides an incredible sales opportunity for many businesses. Bringing highly targeted prospects into your Website through strategically crafted campaigns is valuable lead generation engine as well as an invaluable dynamic marketing research tool. This can be set-up and running within a few weeks and is not dependent on a new website. We will apply for the Google Ad Grants nonprofit \$10,000 per month free Ad spend.

Summary	Silver	Gold	Platinum
Landing page set up (one time)	2	4	8
Pay per click programs	1	1	2
Campaigns	2	4	8
Remarketing	No	Yes	Yes
Ads	5 per campaign	5 per campaign	5 per campaign
Keywords	100 per campaign	100 per campaign	100 per campaign
Conversion tracking set up	Yes	Yes	Yes
Key Performance Indicators set up	Yes	Yes	Yes
Campaign management	Yes	Yes	Yes
Bid rate review & adjustments	Yes	Yes	Yes
Keyword review & adjustments	Yes	Yes	Yes
Ad Review & adjustments	Yes	Yes	Yes
Add negative keywords	Yes	Yes	Yes
<i>Suggested minimum monthly spend</i>	<i>\$ 750</i>	<i>\$ 1,500</i>	<i>\$ 2,500</i>
<b>One Time</b>	<b>\$ 1,950</b>	<b>\$ 2,450</b>	<b>\$ 3,100</b>
<b>Monthly</b>	<b>\$ 350</b>	<b>\$ 400</b>	<b>\$ 450</b>

## 5.0 Phone Tracking

Third party phone call tracking allows us to track phone calls from any marketing campaign that needs to be tracked for measuring ROI. Individual toll-free or local phone tracking numbers can be set up and associated per campaign. The service enables the tracking of either online or offline marketing initiatives.

**Phone Call tracking features include;**

- Web analytics integration (all calls are goals in Analytics)
- Tracking calls have a "Whisper" message
- Call length & Time
- Local and Toll free #s

Phone Call Tracking	One time	Monthly
System set up and integration	<b>\$ 250 CDN</b>	
Monthly cost for Local number		\$ 3.00 US
Cost per minute local calls		\$ 0.05/minute US
Monthly cost for Toll-free number		\$ 5.00 US
Cost per minute toll-free		\$ 0.8/minute US

## 6.0 Content Marketing

### 6.1 Discovery & Content Plan

We review your marketing position, competitors and industry insights to provide a foundation for our team. We develop specific topics and ideas from research on your users search interests (keywords), demographics, competitors, industry trends, events calendar and your content plan. We then determine the best approach for the content pieces in regards to delivery schedule and distribution based on the mandate. We then set up a 6 month calendar with content & social media ideas for blog post and selected social property updates.

### 6.2 Monthly Content Package (Copy Writing, Optimizing & Posting)

We coordinate with your team, write and consistently post new content to your blog and social properties. Our copywriters develop compelling content that is seamlessly delivered to your Web properties without interruption. Consistently adding value-added content to your Web properties is a win-win-win proposition, the search engines regularly get new content to index, visitors benefit from great content and you're satisfying both. For two language mandates translation fees are not included but we will post in both languages with the translated copy.

Content Marketing	Light	Standard
Initial Set-up & Discovery Meeting	✓	✓
6 Month Content Calendar	✓	✓
Submissions per month	5	10
Blog articles (write, optimize & post)	1 / month	2 / month
Facebook updates	2 per blog post	2 per blog post
Google+ updates	2 per blog post	2 per blog post
One Time	\$ 750	\$ 950
Monthly	\$ 450	\$ 750

*Blog post translation not included*

## 7.0 Social Media Marketing

### 7.1 Discovery & Research

WSI will have a discovery meeting with you and your team to discuss your goals, customer personas, company value proposition, products, services, history and more. We research your competitors and companies offering the same or similar services in other areas to gain an appreciation for what others are doing with their social media. We review your current internal content resources, standard publication schedule and business calendar.

### 7.2 Social Media Strategy & Calendar

Based on the discovery meeting, research and internal resources WSI will develop a social media strategy and content calendar for the initial 6 months. We will create, translate and post unique strategic content to your social properties based on the mandated engagement level. After the initial 6 months we meet with you to review what worked and what didn't, we discuss any upcoming internal news, events and changes and then continue on a monthly basis.

### 7.3 Facebook Sponsored Posts Budget

Facebook has changed who it chooses to show posts to and has limited their 'organic' distribution but they offer a paid "sponsored post" option which enables you to target an audience by demographic, location and more. We suggest leveraging the sponsored post option to help build your community and suggest establishing a budget. The cost per sponsored post is dependent on the reach desired, please see **suggested minimum** spend in the chart below.

Social Media Marketing		Light	Standard
Discovery Meeting		✓	✓
Social Media Strategy		✓	✓
6 Month Social Calendar		✓	✓
Strategic Posts		1 / week	2 / week
Curate & share content, follow others			
Engage and manage conversation, join groups			
Send tasks when your participation is required		1 hour / week	2 hours / week
Suggested Ad Budget		\$ 100/Month	\$ 200/month
	One Time	\$ 750	\$ 850
	Monthly	\$ 450	\$ 650

## 8.0 Digital Marketing Plan Summaries

### 8.1 Plan A: SEO and Local Foundation with Ongoing Management

- SEO foundation – 2 language 10 keywords
- SEO ongoing (5 hrs/month)
- Local foundation
- Local ongoing (4 hrs/month)

Plan A:	One Time	Monthly
SEO and Local Marketing	\$ 6,170	\$ 765

### 8.2 Plan B: Add Content Marketing

- Plan A plus the following services;
- Content Marketing - Light set-up
- Content Marketing - Light management

Plan B:	One Time	Monthly
SEO, Local and Content Marketing	\$ 6,920	\$ 1,215

### 8.3 Plan C: Add Paid Marketing (PPC)

- Plan B plus the following services;
- PPC set-up (silver plan)
- Ongoing PPC Management
- Phone tracking set-up (third party system fees additional)
- Google Ad budget is not included, to be billed directly to client

Plan C:	One Time	Monthly
SEO, Local, Content and Paid Marketing	\$ 9,120	\$ 1,565

*Google Ad budgets are not included in this quote.*



## SEO Organic Results - Google.ca Top Page Ranking

(as of January 2018)

Rank	Keyword	Client	Competing Websites
1	tent manufacturer	Fiesta.ca	27,100,000
9	tente location	Fiesta.ca	13,200,000
1,2	nunavik	nunavik-tourism.com	639,000
1	nunavik tourism	nunavik-tourism.com	62,700
1,2	nunavik pourvoires	nunavik-tourism.com	43,000
1	nunavik chasse	nunavik-tourism.com	41,400
3	arctic fishing	arcticadventures.ca	36,200,000
3,4,5,6,7	arctic fly fishing	arcticadventures.ca	868,000
1	hauck asphalt burners	qedcombustion.com	333,000
4	hauck burners	qedcombustion.com	427,000
7	event staffing	tisshowservices.com	7,850,000
1,2	event staffing agency	tisshowservices.com	4,500,000
1	trade show services	tisshowservices.com	28,600,000
3	trade show set up	tisshowservices.com	75,000,000
1,2	trade show staffing	tisshowservices.com	1,610,000
1,2,3	spa auberge st adele	beauxreves.com	106,000
1,2	auberge st adele	beauxreves.com	76,400
1	nordic spa in laurentians	beauxreves.com	66,700
1,2,3,4	spa auberge	beauxreves.com	13,300,000
1,2,3	auberge spa	beauxreves.com	12,700,000
3	forfait auberge	beauxreves.com	481,000
3	spa laurentides	beauxreves.com	500,000
5	forfait romantique	beauxreves.com	467,000
5	forfait amoureux	beauxreves.com	493,000
5	escapade romantique	beauxreves.com	1,040,000
1	web design	wsisme.com	396,000,000
3	web developers	wsisme.com	207,000,000
4	shipping containers for sale	conterm.ca	6,770,000
1	conteneur modifié	conterm.ca	378,000
1,2,3	conteneurs sur-mesure	conterm.ca	611,000
2,3	shipping containers montreal	conterm.ca	511,000
1	dimensions des conteneurs maritimes	conterm.ca	3,300,000
3	shipping containers for sale montreal	conterm.ca	556,000
5,6	conteneur à vendre montréal	conterm.ca	344,000
4,5,6	conteneur maritime	conterm.ca	540,000
5	conteneur	conterm.ca	14,500,000
1	west island private daycare	thelearningtree.ca	381,000
1	daycare west island	thelearningtree.ca	664,000
2	private preschool west island	thelearningtree.ca	609,000
1	private daycare	thelearningtree.ca	32,700,000
6	montreal private daycare	thelearningtree.ca	416,000
2	divorce lawyer montreal	kalmansamuels.com	189,000
2	montreal personal injury lawyer	kalmansamuels.com	592,000
1	elder law montreal	kalmansamuels.com	278,000
4	hyperbaric oxygen therapy	centrehyperbare.com	482,000
1,2,3,4	oxygen therapy montreal	centrehyperbare.com	166,000

Rank	Keyword	Client	Competing Websites
1	acne peel montreal	medispajouvence.com	350,000
1,2,3,4	green peel montreal	medispajouvence.com	801,000
2,3	laser hair removal montreal	medispajouvence.com	352,000
2	wheel alignment montreal	pneugordons.ca	618,000
7	tire change montreal	pneugordons.ca	2,200,000
3	art school montreal	visualartscentre.ca	30,200,000
3	smt assembly	smt-assy.com	601,000
8,9	smt	smt-assy.com	69,500,000
2,3	elder care	completecare.ca	7,740,000
2	senior care	completecare.ca	37,200,000
4	home care montreal	completecare.ca	4,570,000
2	dollar store supplier	dorfin.com	1,810,000
6,7	packaging supplies	dorfin.com	202,000,000
4	dollar store wholesale	dorfin.com	2,210,000
1,2	uv testing	micomlab.com	203,000,000
4	corrosion testing	micomlab.com	494,000
1,2,3	furniture testing	micomlab.com	110,000,000
5,6	packaging testing	micomlab.com	211,000,000
2	ASTM B117	micomlab.com	631,000
2,3	astm g155	micomlab.com	442,000
1,2	rubber track	contraxequipment.com	2,180,000
2	rubber track manufacturers	contraxequipment.com	1,810,000

Rank	Keyword	Client	Location
1	tente location	fiesta.ca	Montreal
2	party tents	fiesta.ca	Montreal
1	auberge st adele	beauxreves.com	Montreal
1	nordic spa in laurentians	beauxreves.com	Montreal
1	spa auberge	beauxreves.com	Montreal
3	forfait amoureux	beauxreves.com	Montreal
3	forfait spa laurentides	beauxreves.com	Montreal
3	auberge laurentides	beauxreves.com	Montreal
1	web design	wsisme.com	Pointe-Claire
2	web developers	wsisme.com	Pointe-Claire
1	web development montreal	wsisme.com	Montreal
1	conteneur modifié	conterm.ca	Montreal
1	conteneurs sur-mesure	conterm.ca	Montreal
3	shipping containers montreal	conterm.ca	Montreal
2	conteneur maritime	conterm.ca	Montreal
3	divorce lawyer montreal	kalmansamuels.com	Montreal
2	montreal personal injury lawyer	kalmansamuels.com	Montreal
2	laser hair removal montreal	medispajouvence.com	Montreal
3	wheel alignment montreal	pneugordons.ca	Montreal
1	art school montreal	visualartscentre.ca	Montreal
1	smt assembly	smt-assy.com	Pointe-Claire
1	smt	smt-assy.com	Pointe-Claire
1	elder care	completecare.ca	Pointe-Claire
2	senior care	completecare.ca	Pointe-Claire