

Web Marketing that actually works

Here's how we create content for your site that customers will appreciate, helps you rank in Google and is highly shareable on social media. Not to mention a healthy dose of some of the most powerful web marketing tactics available today.



SEO

- In-depth keyword research in your industry
- Two SEO consultation meetings
- Blog post optimization based on keyword research



Podcasts

- Four (4) audio podcasts per month
- Posted to SoundCloud with transcript included
- Your time commitment: only one hour per month!



Videos

- Six (6) FAQ-style videos, 1-2 minutes each, transcribed
- We upload and optimize your videos on YouTube
- We post and schedule your videos on your blog



eBook

- 10-20 page e-book derived from your monthly podcasting
- Includes original cover design and layout (PDF)
- Insertion on your website with call-to-action/design



Analytics and Tracking

- Monthly Google analytics and ROI tracking
- Your top keyword performance, traffic, goals, events, and conversions
- Consultation with your account representative to discuss reports

"We used to struggle with content but now it couldn't be easier because all we have to do is talk passionately on video and in podcasts and McDougall interactive turns that into leads!" - John Cooke, BankFive