# YuzzBuzz

## SEO

**Keyword Research -** Research into the highest searched words for a topic or industry.

**Local Business Listings -** Submission of business name, address, phone number, and website directories.

**Update Page titles, Meta Descriptions, and Header Tags -** Updating how individual pages of website appear in Google search results.

**Word Blog/Article/Page -** Monthly content added to the website addressing the topics which are highly searched for.

**Monthly Ranking Report -** reporting detailing the ranking positions and fluctuations of keywords in Google.

**Google Analytics, Facebook Pixel and Dashboard Setup -** Setup and installation of website analytics tools. Create an easy access Analytics Dashboard.

## PPC

**Keyword research -** Research into the highest searched words for a topic or industry and get average bid price.

**Conversion Goal Setup -** Setup the objective and goals toward towards based on the ad spend.

**Account Architecture -** Build teh framework of how the account will be built.

**Demographic Audience Development -** Develop the ideal demographic and geographic targets to reach.

**Ad Copy Updated Quarterly -** Writing the ads that appear when someone searches forparticular keywords in Google.

**Negative Keyword List Management -** Ensuring certain words do not trigger ads the you don't want to appear in certain searches.

**Custom Google Ads Real Time Dashboard -** Customized dashboard to easily view performance of every dollar spent.

**Landing Page Design and Copy -** New page where we direct traffic for appropriate advertising campaign.

## PAID SOCIAL

**Facebook and/or Instagram Setup -** Request advertising access for Facebook/Instagram pages.

**Custom Google Ads Real Time Dashboard -** Create a monthly newsletter template around the client's brand

**Facebook Pixel Setup -** Add piece of code to website to gather data around the users visiting the website.

**Campaign Creatives for Facebook/Instagram -** Design and write for Facebook and Instagram feeds

**Customized Google Dashboard -** Dashboard age showing creative performance for each campaign.

## DISPLAY

**Display Campaigns -** Campaign around one topic and message.

**Display Campaign Updated Quarterly -** The campaign banners are updated quarterly.

**Custom Audience Development -** Define demographic, age and interest of people targeted.

**Custom Google Analytics Attribution Setup -** Measure the performance and ROI on banners.

**Customized Google Dashboard -** Showing creative performance for each campaign.