

WEBSITE

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## PROFESSIONAL WEB DESIGN

Fresh & modern concept

Properly designed website is the key to success. It is not only a place where you can find information about your company, but also a place where you can find your customers. A well designed website is the key to success.

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# MAKING A DIFFERENCE YOUR ONLINE PRESENCE

# MAKING A DIFFERENCE

**YOUR ONLINE**

**PRESENCE**

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# ABOUT US

We are a team dedicated to providing the best value to help businesses. Sharing over 10 years of experience, we have the expertise necessary to help any business grow within their local market.

This journey started with Brandon Henderson's desire to help businesses who have been effected by COVID-19. Brandon loves bringing major results to each and everyone of his customers. He is well known for providing real tangible value to everyone who is in need to bring their business to the next level.

## CHAPTER 1

# WHAT MAKES US DIFFERENT?



### Search

If your website takes more than 3 seconds to load, 40% of people will leave your website

Did you know, **80% of people** search online for products and services?

We're committed to give your dreams color, life, sound, and make them a reality. We are a **digital marketing seo agency that thrives in today's technology** driven environment. Our team works hard to create vibrant integrated campaigns that aim to help achieve your goals and effectively reach people through our many services to take your business UPWARD!

## CHAPTER 2

# UPWARD SEO BRINGS YOU THE COMPLETE INTERNET MARKETING PACKAGE



### **Sales**

50% of potential sales are lost  
because they can't find the  
information they are looking for

The internet is changing everything about how we conduct business, connect with people, and even the way that we get our most basic needs met. Every commodity from housing to

food to entertainment is found in the online marketplace and the world has decided that convenience is a top priority for where they spend their hard-earned money. If you are in the process of building your audience and trying to take your business to the next level, then you have to be excited about the opportunities available to market your business on the internet.

Upward SEO is an internet marketing firm that can provide you with the complete set of SEO services you need to dominate your local market through online methods. With us, you get incredible web development, SEO (search engine optimization) services, and insight on how to utilize tools from Google and Facebook. Our focus is on helping businesses use web development techniques to expand their customer base, increase sales, and retain customers for the long haul.

For great web development you need more than just a sleek website design. There are



incredible web design teams that focus solely on the way your website looks, but unless they are rooted in best SEO practices, mobile-friendly designs, click-to-call, and analytics, they don't have the ability to reach an audience. Do you really want to spend a bunch of money on a gorgeous site that no one sees? Instead, you can bring us in to boost your ranking for relevant search terms on Google, make your website incredibly user friendly, and actually create sales leads through your online presence. The entire world is using the internet now, so you can take advantage by getting the most advanced internet marketing available. If you would like to discuss the different ways we can give your business a boost, then contact us today to set up a free consultation.

## CHAPTER 3

# HOW WEB DEVELOPMENT CONTRIBUTES TO SALES



### **Organize (UX Design)**

88% of potential customers will not return to a website if they had a bad experience

The key to really taking over in your niche for your area is a complete web development from our expert team. Our method is tried and true, and we have taken businesses to the first page of Google for relevant search terms to their business, developed great ad campaigns on Facebook and Google, and created

websites that funnel those new potential customers directly to you. We use **search engine optimization** to make your business friendly to the most popular search engines.

In addition to using your website development or a much needed website remodel, to increase the visibility of your site, we also make sure that your website is conducive to getting sales leads. For starters, we create web designs that are mobile-friendly, because so much of the market right now is determined by people searching for things on their smartphones. Additionally, we use analytics, click-to-call buttons, and contact forms to gather information and get you directly in touch with the people that need your business.

When we combine these methods, you will see the number of sales leads for your business shoot through the roof. Calls are coming in, contact information readily available for you to directly respond, and your business is now easier than ever to find online.

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## CHAPTER 4

# DIGITAL MARKETING SERVICES



### Recommendations

57% of internet users say they won't recommend a business with a poorly designed website

We know the internet like the back of our hand and provide you with an array of digital marketing services, everything from web design, traffic building, social media ad campaigns, and more. **Upward SEO** provides you with the complete set of services you need to dominate your local market through online methods. Of course,

we'll also help you choose the best channels for spreading your message, to the right audience, and within your budget. With the right tools, your business can have a great online presence that will in turn lead to more customers at your doorstep. Our focus is on helping businesses use web development techniques to expand their customer base, increase sales, and retain customers for the long haul.

For great **web development** you need more than just a sleek **website design**. There are incredible web design teams that solely focus on the way your website looks, but without applying the best SEO practices, mobile-friendly designs, click-to-call buttons, and analytics, they don't have the ability to reach a large audience. Do you really want to spend a lot of money on a gorgeous site that no one sees? Instead, you can bring us in to boost your ranking for relevant search terms on Google, make your website incredibly user friendly, and actually create sales leads through your online presence. The entire world is using the internet now, so take advantage by

getting the most advanced internet marketing available.

## CHAPTER 5

# WHAT EXACTLY IS SEO?



### **Aesthetics (UI Design)**

Studies show at first glance 60% of people's first impression is acceptance or rejection

If you have spent time looking into your marketing strategy in 2022, then you might have heard seo services thrown when looking for marketing services. Honestly, SEO is much less of a secret than it used to be, and we would love to help your company learn

about best SEO practices as well as utilize them to grow your business. SEO simply stands for Search Engine Optimization. Think about it, when you are looking for a restaurant, a plumber, a dentist, or really just about any information, where do you go? Everyone nowadays uses Google to find out where to go and rarely venture past the first page of the search results. Search engine optimization is the scientific process that we use to boost your presence on search engine results in the area of your business.

All of the search engines that people regularly use are using algorithms to determine which websites are most relevant to the search term that they are using. What our team does, is make sure that we have a complete understanding of how those algorithms work, and then we use your website and social media accounts to make sure that your business is the most relevant place for Google to send people for search terms that relate to your field. When people google to

find the “best hair salon” there may actually be several around them that they don’t notice right away in the search results. With our strategy, we would make sure that salon is able to be seen right there on the first page of results, so they do not miss out on any potential customers.

There are many things involved in utilizing seo services to boost your business, but if you give us a call we can set up a consultation to provide you with a complete view of our plan for you. Contact us today to learn more about utilizing best SEO practices for your business.



## CHAPTER 6

# HOW WILL GOOGLE MAPS WORK FOR MY BUSINESS?



## Impressions

First impressions are 94% related

Whoa, whoa, whoa, you mean to tell me that Google Maps is a tool for business? That's right. Think about everything that we have talked about for internet usage so far and it starts to make a lot of sense. Imagine that someone is in need of a few tools to carry out a home improvement project, often times they will go directly to google maps and search "hardware store" to see where the closest ones in their area are. What you may not know is that

there are specific things that your business and website needs to do to guarantee that you show up when people are looking for a business like yours on Google Maps.

That's where we come in. Our team understands specifically what to do to guarantee that your business is a top result on Google Maps and a likely click for anyone searching for your type of business. We would love to share more with you about how we can get this done for your business in your area through a risk free consultation today.

### **This service provides the following:**

- \*Keyword Rich Geo-tagged Pictures- Using ALT text incorporated into each photo, when people look for your services, your pictures pop up

- \*Citations- The process of setting up an accounts with various different platforms to make your business known to your local area. Some of these platforms cost money daily; however, business relationships allow us to provide this service to you as a cheaper option.

## CHAPTER 7

# HOW BEST SEO PRACTICES WORKS

If you have not yet been introduced to what SEO marketing is, then allow us to show you the path to your future in dominating your local market. Search Engine Optimization is the way that our team makes sure that your website, social media presence, advertising and all other online presence is geared towards getting eyes on your business. The internet is a great tool for business, but the algorithms for search engines like Google are complicated. So, many people pay for a website to be designed, but when no one can see your beautiful website, it really doesn't make an impact on your bottom line.

Instead of focusing on just the visual aspects, our team of skilled SEO marketing gurus are able to design your website in a way that boosts your ranking on Google for relevant

search terms. Getting eyes on your website is the very first step in making it possible for you to secure more sales. From our time researching and practicing the best SEO methods for web design, advertising, and content creation, we know exactly what Google and other influential search engines want. If you are looking for an opportunity to connect with the audience that is out there waiting for your products and services, then SEO marketing and web design is the way to go.

Search engine optimization is a process that requires a holistic approach to online tools like Google, Facebook, and your own web design. When we talk about optimizing for search engines, we are focusing on what it will take to make every piece of online real estate most impactful. There are definitely people in your area right now that would use your business as their go to for all the services that you provide if they knew you were there. People are using their smartphones and Google to search for goods and services more than ever before, and that is not a trend that is moving anywhere but forward. If you can get your page on the

first page of results for relevant search terms, the clicks on to your website are going to start booming.

Our balanced and complete SEO web design, content, and marketing strategy is a guaranteed method of making sure that you connect to the desired audience. We have the technical skills to take your business from wherever you are on the results page straight to the top which is something that converts into sales. Making sure that you are seen is more than half the battle in the modern market, so if you are not getting the results that you need from your current online marketing strategies, we can help you fix it. Contact us today to set up a free consultation for our SEO marketing services.

### **This service provides the following:**

- \*Keyword Optimization- With the use of paid tools to find the proper keywords, helping local homeowners and businesses who are searching for in your area for your kind of service and putting them on your website.

- \*Organic Search Results- Implementation of keywords in utility of Google's search algorithm

to help your ranking status to reach more potential customers.

\*Internal Links- Building crosslinks within the website to aid with functionality, customer experience, and "Google's crawler". Internal links tell the "Google crawler" how strong and how influential your website should be in their Search Engine Optimization.

## CHAPTER 8

# **SMART WEB DEVELOPMENT FOCUSED ON GENERATING SALES**

One of the most useful tools in business these days is the internet. However, many businesses don't know exactly how to approach their online presence in a way that creates sales leads that convert into dollars. That's where Upward SEO comes in. Our strategy for web design is not to convince you that a flashy website will fix all your problems, but rather show you how an intentional web development plan creates revenue. Putting together a specific web design plan that utilizes data and an in depth understanding of the search engine algorithms allows us to bring your business to the audience that is looking for it.

Utilizing the best SEO practices, creating a mobile friendly design, and making sure that your site is designed to pull people in to contacting your business is crucial. Allowing customers the opportunity to see you and contact you conveniently is the first big step towards building up your audience and being able to make more sales. Obviously, we put a lot of time and effort into making your web design look professional and up-to-date, but the biggest impact that we make for your

business is by generating leads for you to convert into sales.

What does it mean to have a website development that is really working for you? It means that the way we create your website and curate your entire online presence is designed to get real sales results. This is something that Upward SEO has perfected to a science, and we know exactly what it takes to boost your online presence as well as give you access to new potential customers.

The people of your area need what your business brings to the table are out there looking for the services you offer right now. They are using Google, Facebook, and other online tools to make their decisions about where to spend their money. With our website design services, you can guarantee that those people in need of your services not only find you, but have an easy way to contact you

Our goal is to boost your online presence through targeted marketing and SEO services as well as making your website development strategic for generating leads. With contact



forms, analytics, and simple click-to-call design features, we can make sure that people not only see you, but are able to connect with you conveniently. As we develop your online presence and create the funnels for customers to get directly to you, you will see more opportunities are available in your area than you ever realized. The best part is that you will be able to see exactly how you can best serve your clients and build a strategy that is useful for years to come.

### **This service provides the following:**

- \*Purchasing Website Domain
- \*UI Design- Enhancing potential customer experience through aesthetic appeal. Essentially, the combinations of typography, color palettes, buttons, animations, and imagery.
- \*UX Design- Enhancing potential customer experience through proper button engagement (ex. subscriptions, or email collections). The structural design solutions for pain points that users encounter anywhere along their journey with the product.

\*Website Animations, and Interactions- (ex. pop-ups)

\*Cross Browser-cross Device Adaptability

\*Organic Keywords- Our tools show us EXACTLY what keywords is necessary to put onto your website to get the BEST results!

## CHAPTER 9

# EVERYONE IS USING GOOGLE MAPS

Otherwise known as "Google My Business", this service registers a company's name, services, phone number, operating hours, website, and location on Google Map Pack to help customers find your business. Google maps is one of the most convenient features on any smart phone. In addition to remodeling your website, when people are in a new place or are looking for a nearby business, often times Google Maps is the place they go. Google maps provides the user with the ability to search for types of businesses and see the top results that are close to them. What that means is many people are making their choice on where to go based on the results that pop up in their google map search. The opportunity to connect with customers

through Google Maps is practical and cutting edge because a website can have greater influence on potential customers. Check out our other services and how they connect with Google Ads, and other social mediums like Facebook Advertisement.

Imagine that you had never been to a new area in NC or in another state before and you were looking for a coffee shop that was in the area close to where you were staying. An easy way that you could find one would be by putting a search for "coffee shop near me" into google maps. What you may not realize is that there are specific algorithms that determine what Google maps shows at the top of the results for you. That is where our team of talented online marketing whizzes comes in to make sure that when people are searching for businesses like yours, they find it right near the top. It is a crucial component to the modern market, and you might be surprised by how much business you are currently missing out on without a Google Maps strategy.

## APPENDIX 1

# HOW MUCH DOES A WEBSITE/ SEO COST?

This is a great question. Each website costs **DIFFERENT**. There are a few reasons why, but instead of taking our word for it, check out an article [bigsea.co](http://bigsea.co) published, "4 Reasons Why Websites Are So Expensive"

Now, while a website is a ONE-TIME purchase, SEO is a little different. SEO takes a lot of time and effort to continue the maintenance of your website, and build out the internal structure so that it can become "stronger."

You can think of it like this, your website is a car. SEO is the gas that you put into your car. Now, your "gas" for your website can either be premium or low-grade.

Ultimately, the choice is yours, but check out what Web FX has to say about this topic, "The cost of SEO services varies and depends on factors like the SEO plan, service provider,

and more. Most SEO projects in 2022 cost between \$1500-\$5,000 per month based on the project scope. A one-time project will range between \$5,000-\$30,000 and hourly rates for consultants fall between \$100-\$300 per hour.” (4)

**Do we charge that much?**  
**NO.**

## APPENDIX 2

# HOW DO YOU KNOW IF YOU ARE GETTING A GOOD DEAL ON A WEBSITE?

According to hourly.io, “If you’re a service-based business, a basic website will normally be around five to eight total pages. Depending on if you plan to build it yourself or hire outside help, you’re likely looking at costs of \$500 to \$5,000. For an e-commerce website, the average cost can be anywhere from \$2,000 to \$100,000-150,000.”(1)

Other resources indicate a professionally made website as a national average costs \$7,500. Reasonably, there are a few reasons why. Luckily for you, Hubspot wrote an article

on this topic, “All told, the process of designing and deploying a professionally built website could take between five and six months. If you can’t afford to wait that long — or if you don’t have the budget to hire a professional website design firm — you can opt for do-it-yourself (DIY) website development...”(2)

Depending on the time of development of UI and UX design, click buttons, citations, backlinks, content, and other website functions; it can become time consuming.

### **So why not do a website myself?**

Another great question. The first reason is a professional can build your website on a proper platform to ensure it gets ranked on Google. Also, a professional can take an objective approach to seeking out specific keywords to add to your website so Google and potential customers can find you **FASTER**.

When it comes down to being a business, time equals money. Each business requires teamwork from people who can do their job the best. Our goal is not to take your money and leave. We are dedicated to staying with your company as a business partnership. Let us handle the boring techy side of things, so



you can go out and be the business leader you were meant to be!

# RESOURCES

1. <https://www.hourly.io/post/website-for-small-business#:~:text=If%20you're%20a%20service,from%20%242%2C000%20to%20%24100%2C000%2D150%2C000>.
2. [https://blog.hubspot.com/website/how-long-to-build-website#:~:text=All%20told%2C%20the%20process%20of,yourself%20\(DIY\)%20website%20development](https://blog.hubspot.com/website/how-long-to-build-website#:~:text=All%20told%2C%20the%20process%20of,yourself%20(DIY)%20website%20development).
3. <https://bigsea.co/ideas/why-are-websites-so-expensive/>
4. <https://www.webfx.com/seo/pricing/>

# CONCLUSION

WHEN IT COMES TO GROWING YOUR  
ONLINE PRESENCE FOR YOUR BUSINESS, WE  
ARE THE BEST. IF YOU HAVE ANY  
QUESTIONS, PLEASE GIVE US A CALL!