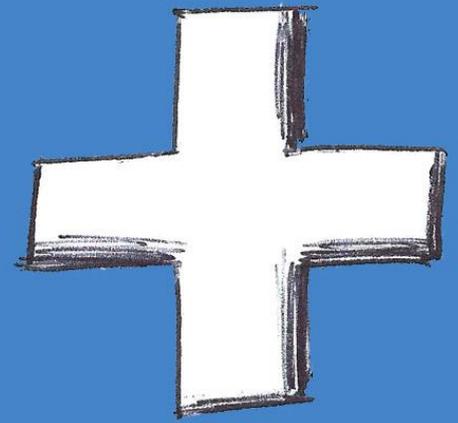


# Agency Plus

Online marketing services to boost your revenues



## Analytics and Reporting

The web is awash with data. It is essential that this data works for you and drives your business forward. For this to happen we make sure we “ask the right questions” of the data, that we understand and evaluate the answers, discern the trends and make effective decisions to improve the performance of your site.

- Site audit and health check
- Competitor analysis
- Keyword research
- Google Analytics
- Webmaster Tools
- Google Tag Manager
- Ranking reports and benchmarking



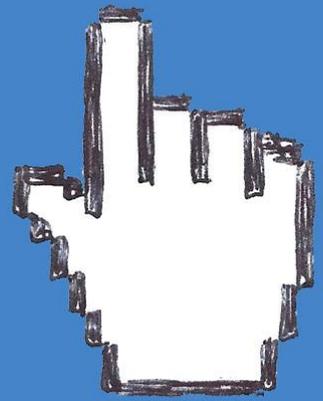
## Site Optimisation

Working to a well-researched and resolved keyword strategy for the best natural search results.

- Content research and advice
- Meta descriptions and titles
- Page headings and alt tags
- Internal links and optimum “crawlability”
- Site performance analysis
- HTML code optimisation and validation
- 301 redirects
- Usability testing
- Rich snippets

# Plus Plus

Need more from your agency? We can help.



## Social Media and Links

Your site needs to make its way in the world - we help it to make friends and influence people!

- Link profiling and link building
- Facebook, Twitter, Google Plus, Pinterest, YouTube
- Directory submission
- Google places
- Local search marketing



## Email Marketing

We can design, deliver and report upon all aspects of email marketing. Effective email marketing is about building engagement and preference for your brand through well-crafted content, combined with timely and relevant promotions and product placement.

- Newsletter design and management
- Promotional mailings
- Mailchimp integration
- Bounce and open rate reporting



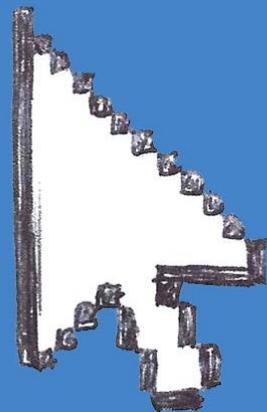
## Content Creation

Innovative, engaging, current, relevant to your target audience and aligned with your keyword strategy. These are the key things which inform effective content creation for your visitors and the search engines.

- Blogs and Articles
- Microsites
- Video
- Category and product descriptions

# The extra mile

We can help take your online business even further...



## Optional services

Iconography can also offer Paid Search management and Multi-channel capabilities. A bespoke package can be created depending on your needs.



## Paid Search Marketing

This is a fast moving and evolving specialist area, with masses of potential to drive sales and high levels of ROI for those who really understand the discipline. Our clients benefit from working with a qualified individual who is a specialist in the paid search field.

- Google AdWords
- Bing Ads
- Facebook Ads
- Ebay Network Ads
- Amazon Product Ads
- Google Product Feed/Google Shopping



## Additional Channels

Our Zone1 ecommerce platform integrates with Amazon and ebay – we also provide the service and expertise to maximise opportunities for online sales through third party market places and the affiliate network model.

- Amazon Marketplace integration
- ebay seller integration
- Comparison shopping and affiliate marketing
- Independent reviews such as Feefo and Trust Pilot

## Interested?

Get in touch on **01460 258530** or email [info@iconography.co.uk](mailto:info@iconography.co.uk)

