



## SEO Marketing Strategies

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Captain Marketing is a California-based web marketing company providing small and mid-sized companies with what they desperately need. We're masters of SEO, SEM, Social Media, PPC, Site Design and all the other essential yet complicated internet marketing specialties. We have a staff of over 100 Internet Superstars—designers, analysts, programmers, marketing experts, copywriters and more.

### **Our Mission:**



We're not about smoke and mirrors at Captain Marketing. Frankly, any worthwhile SEO strategy must combine total transparency with innovation to succeed. Our SEO programs are based on proven white hat techniques and expertise that get results for more than 2,000 of our clients every day.

Our work is about meticulous research, tenacious efforts, and addressing the constantly evolving SEO landscape as it expands. Growth and change are our only constants.

### **Pay Less, Get More with PPC Management that Works**

Target your customers effectively with paid search that gets results. In a super competitive marketplace where only quality counts, Captain Marketing gets the results you're looking for with pay-per-click campaigns tailored to your unique business and customers. With constant attention to data, testing and research, our strategists understand what works...and what doesn't. Don't waste your time and money on trial and error approaches. Create new goals, find new revenue streams with proven PPC techniques designed for maximizing returns.

### **More Service, More Value with Captain Marketing**

- 8 affordable programs! Need something different? We'll create a custom package just for you.
- Professional ad copy written by industry pros who create top websites every day.
- Site optimization plus keyword analysis & selection to maximize your site visibility.

- Dedicated project manager & status reports to keep you up to date.
- No hidden per-click charges so you always stay in control.
- No long term contracts, just month-to-month terms with an easy 30 day cancellation policy.
- Each plan includes all ppc supplier costs. Never worry again about going over budget!



### **Fast Results. Big Returns**

Captain Marketing is your affordable answer for effective Pay-Per-Click campaigns.

Just 48 hours from now, your business can be on the top of page one search results for Google, Yahoo, Bing, Facebook, Twitter, Ask,

and more.

### **Social Media**

Social media isn't just cute kittens and bland messages. Get the right mix of powerful brand messaging and information that potential customers will want to respond to and share with their friends and colleagues. At Captain Marketing, we base our social media programs on results. Using your goals and messaging, we build campaigns that get actionable results fast.

### **Build and Optimize Your Profile**



Have you built a complete social media profile on the web for your customers...and potential ones? Let your customers learn what's important about your business and your products with the clear, powerful messaging that really makes a difference to consumers.

Social media has never been more important, or more relevant to your bottom line. Don't rely on "one size fits all" branding or bland, impersonal copy to drive conversions. At Captain Marketing, we will work with you to create the specific social media profiles you need for success.

### **Superior Website Development**

Plenty of graphic designers can slap together a website. Few know how to truly design something that captures customers and maximizes conversions. Our Captain Marketing website designers consistently deliver sites that do more than look



pretty. We create online spaces to get you more site traffic, higher sales and attention from the search engines. With razor sharp focus on the end result, we'll design and develop a visually appealing, easily navigable website that gets you noticed.

### **Responsive Web Design Starts With Us**

Don't get lost in the web design process. Get the professionals at Captain Marketing whose expertise and seasoned familiarity with a variety of industries translates into the perfect site for your business. Conversion is everything. With our intuitive designs, engaging copy and solid structural elements, you'll find your new site pays for itself with more sales and better search engine rankings. Great looking, SEO optimized websites are our specialty. Get the platform that will take your business to the next level today!

### **Engaging the Mobile Customer**

The number of people searching for your goods and services from a tablet or smartphone has increased by over 3,000% since 2010. You can't afford to miss out on these customers with a slow browser or incompatible web design. Get connected to your consumers with the right kind of mobile engagement for maximum ROI.

### **The Moment for Mobile is Here**

There's no way around it. Quite simply, with handheld devices in use across the board, the mobile friendly website has gone from an optional feature to "must have" in a few short years. Without one, even your rankings on the search engines will erode. And yet, at Captain Marketing, we offer affordable mobile opportunities that move your campaign front and center into the mobile marketplace. We see mobile as a huge opportunity for increased revenues, more leads and overall conversions. Our mobile experts will help you maximize the unique benefits to mobile customization, including location and social integration.



### **Performance Hosting**

#### **Get Better Rankings with Our Superior Hosting Services**



Don't be penny wise and pound foolish, talk to the Captain today about providing a safe haven for your website. With Google's new algorithm, functionality matters. A slow loading, poorly hosted website will have a measurable and potentially devastating effect on your rankings. In contrast, our high quality hosting services will allow your website to load faster and function with maximum

efficiency. This in turns means better signals sent to the search engines-which immediately translates into better organic rankings, too.

### **Small to Large, High Performance Hosting Options**

We're never about "one size fits all" here at Captain Marketing. Get benefits that include:

- User friendly interfaces
- Blog options designed for convenience and visual appeal
- Superior functionality
- Unlimited data transfer bandwidth options, website storage, email and more!
- Reliable value and customer service

### **Why Captain Marketing?**



We're committed to the value of what we do...and it shows. In an evolving marketplace where the data is constantly changing, we're ahead of the curve with innovative programs and new ways of achieving better results for our clients. With affordable programs, personal, friendly service and solid experience, our team of PPC and SEO strategists, data analysts, writers, designers, developers and programmers work hard to ensure our clients don't just meet their goals...but exceed their expectations for our service.

### **Our Approach:**

Quite simply? We want to help your online business do more than just meet the competition. We're here to make you thrive. Whether it's with an innovative SEO strategy that combines compelling, share-able content with high quality link building, or a well timed PPC program that utilizes the latest re-targeting techniques to get you maximum conversions, Captain Marketing is dedicated to your success on the web today and tomorrow.

### **Our Technology**

Marketing campaigns aren't just about innovation. Any creative effort also requires the direction and measurable results that comes from data about the marketplace, and your campaign. In the world of internet marketing, too much information is also sometimes just as bad as not enough. At Captain Marketing, we have access to technology platforms that allow us to measure, predict and ultimately understand exactly the forces that will determine your success.

## **We're Up to the Task**



We're all familiar with the armchair SEO experts or garage-based social media campaigns of the past, when online marketing meant simple links and brochure style websites. The world has changed. Today, digital campaigns of any stripe are incredibly complicated, requiring access to the most advanced metrics available to determine what's working-and what's not-about any online strategy. Captain Marketing has this platform...so you don't have to. But with access to all our data and regular reports, you'll reap the benefits of this information, without having to slog through complicated algorithms to get it.

### **Our Client Portal Provides 24/7 Access**

Once signed up with Captain Marketing, you'll be supplied with a login and password to our Client Portal with 24/7 access to your current and past campaigns. You'll find reports on keyword performance, information on any PPC program, as well as progress reports for your social media. You can also see any updates posted by your dedicated project manager - and ask your own questions, if you so choose. It's an online hub for the team involved with your campaigns to share information and report progress. Simple to use, it's easy to access and streamlined for convenient, effective communication.

- Up to Date Campaign information and Reports
- Account Results on Granular and "Big Picture" Level
- Monthly Summaries and Quarterly Reviews.
- Deliverables Schedules and Progress Updates
- Creative Assets
- Industry News and Updates
- Team Communications

**For more information please visit**  
**<http://www.captainmarketing.com>**