Digital Marketing

1. ***What does digital marketing entail?***

Any marketing that is completed digitally. This can be social media optimization, quality blog creation, web design and development, search engine optimization, paid advertising through pay-per-click, and email marketing. Using tools like Google Analytics and automation marketing, we deliver metrics that show how you're performing and provide professional insights on ways to improve your visibility. We customize your campaign to deliver strategies designed to grow your online presence.

2. ***What qualifications do you hold?***

We are a certified Google Partner that works closely with Google to understand best practices. The vast majority of our employees are Google Analytics and Google AdWords certified, providing you with the best insights and strategies.

3. ***Do you outsource our work?***

No, we provide a full digital solution in house. We have a team of professionals focused on all aspects of your campaign, from copywriters to SEO professionals to pay-per-click specialists, social media strategists, and web designers and developers ready to assist you with your internet marketing needs.

4. ***Does my industry need digital marketing?***

Your competitors are vying for the same customers that could potentially be finding you. With digital marketing, connect with your audience and show them why they should choose you. Your customers are searching for your products and services, and they use the internet to find companies they can trust. No matter what industry you're in, you will benefit from optimizing your site and your online presence with digital marketing.

5. ***What are your payment terms?***

All budgets vary, and we work with you to help you find a price that you're comfortable with. We charge on a monthly basis, and most payments start at $1,500. The more services you require, the higher the monthly price. If you require any additional services after we've started on your campaign, we'll communicate additional prices immediately.

6. *What are the benefits of digital marketing?*

Increasing the visibility online, both on social platforms and on search, will bring your brand to new heights. You'll be seen by potential customers, and with the right approach to get your brand top of mind, you'll increase your following and generate conversions. Utilizing the proper techniques can help you beat your competition and deliver a high return on your investment.

7. *How do you track results?*

We make sure your campaign is shifting in a positive direction. We regularly seek the data and metrics within Google Analytics and Google Search Console, looking at the interaction of your users and what needs to be improved. We'll provide you with changes and shifts in the keyword rankings, domain authority, cost-per-click, bounce rate, conversion rate, and visibility in search and social. We'll go over all of these in detail upon first contact.

8. *What is your availability?*

We work for you. We honor and respect the fact that you're trusting us with your investment in digital marketing. When you need a member of our team, we work long hours to ensure we're there when you need us. We're flexible, and give you the personalized attention you deserve. A member of our team will always address your concerns within 24 hours, and most of the time within the hour.

9. *Will we receive a free SEO audit?*

Yes. If you're interested in understanding how you perform online before hiring our agency, we will provide a thorough audit to analyze your website. From your link profile to interior pages to social media presence and rankings, we'll let you know how you stand.

10. *Why should I trust 1SEO.com Digital Agency?*

We have a proven track record, helping our local clients increase their online visibility and grow their business. With over 350 clients, more video testimonials from happy clients than any other digital marketing agency, and our full scope of digital services, we make sure your money is well spent. We are affordable and trustworthy, offering no long term contracts.