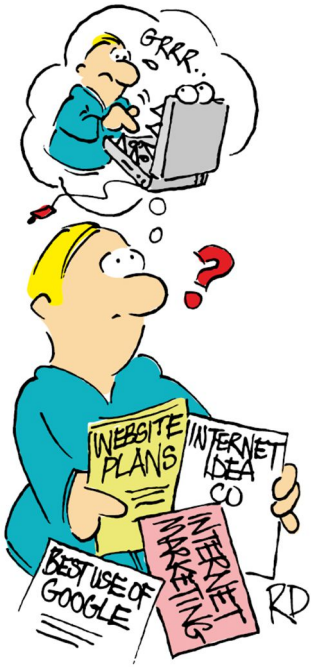
LIVING STREAMS WEB MARKETING REVIEW & AUDITS



OVERVIEW

These one-off services provide or improve direction and results without any obligation to use Living Streams' ongoing support services

For each service, we explore client requirements, research/review, produce a report and offer a consultation on the report.

The cost of each service is £180+vat payable in advance.

DIGITAL MARKETING STRATEGY

Assessment (for companies not currently employing digital marketing).

The variety of available online marketing alternatives can be bewildering and it's far too easy to waste time and money

We will suggest the available primary search, display and social alternatives that have the best potential for meeting your needs. Where appropriate we include key tactical considerations

Review (for companies disappointed with the business benefits of their digital marketing).

The starting point is a discussion of your current digital marketing strategy / plan and where you feel that it is under-performing. We will then analyse your web presence, activity and results to provide recommended changes to increase business benefit. These changes will usually be a mix of strategic and tactical.

LOOKING AT ANALYTICS

ANALYTICS (ACTIONABLE) INSIGHTS

Does your company website receive reasonable numbers of visits but deliver inadequate measurable business benefit? Are you running offline and/or online marketing campaigns but don't understand how effective they are in terms of website visits?

If you have Google Analytics fitted to your website, a Living Streams' Google Certified Analytics specialist can provide you with a documented insight report covering:

- The sources of your website visitors
- Visit trends
- Visitor response to the website
- Goal measurement

Google Ads Viability Assessment

Have you been thinking about using PPC search advertising but don't know how to define and implement the most appropriate strategy?

A Living Streams' specialist certified in Google Ads and Analytics by Google will assess the viability of Google Ads advertising for your company and its target geography.

Google Ads Audit

Are you already using Google Ads but unhappy with the business benefit you are receiving from it?

Gain insights on the changes which would deliver better results.

Key aspects of your advertising that are covered include:

- Campaign settings
- Adgroup usage
- Use of keyword match types
- Keyword bids and advert positions
- Result measurement in Google analytics

If subsequently to taking either of the above services you decide to use Living Streams to manage your Google Ads, a £100 discount will be given on the charge for the first month's work.

Organic Search (SEO) Plan

This service is intended for companies with an existing website that they would like to attract more organic search traffic.

The report contains current rankings, detailed target topic recommendations and website changes (specific to your website) that would improve rankings.

Competitor Watch

Would you like to know what 4 of your competitors are doing online and what results they are achieving.

Living Streams subscribes to tools (SEMrush, Spyfu and Link Assistant SEO Suite), which enable us to provide clients with detailed intelligence reports on their online marketing, from their search rankings, to their PPC advertising and social media performance.

Livingstreams

A Marketing Consultancy for More Business Benefit from Your Web Presence & Activity

Social Media Presence:

- https://www.linkedin.com/company/living-streams-internet-consultancy-uk-ltd/
- https://www.facebook.com/LivingStreamsLtd/
- https://twitter.com/Living_Streams

Living Streams Consultancy UK Ltd
Registrar: England and Wales
Number:5548128
VAT 916 8959 67

Registered Address:
c/o Cannon Moorcroft
3 Manor Courtyard
Hughenden Avenue
High Wycombe
Bucks
HP13 5RE

Tel. 01494 440019