

Combining people, strategies & security to build solutions that fit your business.

People

Online shouldn't mean impersonal

- 👤 **To help you show up online, we show up in person.** With today's technology, sitting down together isn't required to get things done. But for us, doing a good job for you online starts with getting to know you offline. Websites and apps and ads aren't really about Google and Bing and bots.
- 👤 **Online is and always will be about real people** — Real people in your business talking to real people in ours to create and maintain an online presence that attracts the real people who are your ideal customers.
- 👤 **That's why we show up.** You bring your business knowledge and vision. We'll bring expertise in planning, programming, marketing, writing, design, development, and everything in between. Together we'll build measurable success for your business online.

Websites

Invest in your own property online

- 🏠 **Website Development:** Start with a strong set of plans - clear strategy + responsive template save costs, then customize to your brand & business goals.
- 🏠 **Content Coordination to Creation:** Messaging matters - whether you have it all together or need to start from scratch, we're here to help.
- 🏠 **Keyword Research & SEO [Search Engine Optimization]:** When your ideal customer searches online, your messages need to match up to get you found.
- 🏠 **Web Analytics:** You can't improve what you don't track. We'll work with you to set up reporting for the metrics that matter most to you.
- 🏠 **Website Management:** We'll help you maintain your investment with regular security, functionality, and performance oversight.

Marketing

Pave the way for customers to find you

- ✉️ **Online & Offline Strategy:** Make the most of your marketing investments by reviewing and planning online & offline marketing together.
- ✉️ **Writing / Blogging:** Post fresh content regularly to keep Google and your audience engaged. Strategy, scheduling, research, writing, editing provided.
- ✉️ **Visual Media:** Attract attention faster with strong visuals - logos, images, videos. Graphic design and vendor management for digital & traditional media.
- ✉️ **Build Online Presence:** Increase online visibility with citations, link building, social media profiles, and more. Audits, building, cleanup, and maintenance.
- ✉️ **PR & Advertising:** Boost your brand further with press releases & advertising.
- ✉️ **Email & Social Media:** Send clear messages straight to your biggest fans.

Hosting

Secure your assets with one call

- 🔒 **Secure, Managed Hosting:** Host your valuable digital assets—websites, apps, programs, databases—in our local Tier III+ data center on highly available servers and 24/7 emergency management.
- 🔒 **SSL Certificates:** HTTPS is now a requirement not an option for both security and visibility. We'll manage your SSL Certificates setup and renewals.
- 🔒 **Security and System Updates:** Regular checks & updates protect you better.
- 🔒 **Daily Backups:** Our servers are backed up daily and 30 days of backup files retained. In the rare event of a hacker getting through, we'll restore your site at no charge to you from the most recent backup.

One company, one call: website, marketing, & hosting
www.digitalyardstick.com Call (317) 915-1625