



ALPHAMEDIA
LIVE, LOCAL, USA

Digital Services

www.alphamediausa.com

JUNE 06, 2017



Alpha WebCheck

Requested by filling out WebCheck request form

A free digital diagnostic report that assess these key elements:





Report for Star Leasing Co



Star Leasing Co

ALPHA-MEDIA

67 Score

starleasing.com
4000 Business Park Dr
Columbus
OH 43204
United States
(614) 278-9999
Analyzed on 10/10/17

Summary

SOCIAL

- Facebook page 131 likes
- Twitter 100 followers
- Reviews 2 found

LOCAL

- Foursquare Not detected
- Google My Business/Google Maps Found
- Yelp Not detected

WEBSITE BUILD

- Broken links None detected
- Content keywords Issues found
- Images Optimized
- Last update 86 days ago
- Server behavior Issues detected
- Website speed 1.5 seconds
- Video Not detected

MOBILE

- Mobile friendly Not optimized

PAID SEARCH

- Adwords None detected
- Adwords keywords None detected

ORGANIC SEARCH

- Organic referrals 850 / month (approx)
- Search terms star leasing company, ballast trailer rental, star leasing, star trailer leasing, semi trailer rental
- Amount of content 2,273 words on 5 pages
- Backlinks 20 websites (approx)
- Domain age Feb 26, 1998

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Alpha WebCheck

Provides overall analysis and recommendations

Digital Marketing **Services**



Website Design Services

Having a mobile-friendly & search engine-friendly website is essential in today's time. Our websites are built with digital marketing in mind.

Ongoing monthly hosting, management, & marketing consultation services available.



Social Media Advertising & Management

With social media management we'll post, engage, and connect with your followers by using relative, industry related content such as pictures, articles, and video.

Our social media advertising services help you generate immediate results on social media. We connect your products or services to thousands of people who may be interested in them.



Reputation Management

Research shows growing online reviews increases brand loyalty and also search engine rankings. Our services will help you grow your online reviews on sites like Google, Facebook, and other directory sites.



Pay-Per-Click – Google AdWords, Bing

Place an ad directly on Google or Bing when someone searches for a product or service. With PPC marketing, you only pay when someone clicks on your ad.

PPC advertising compliments any SEO campaign. If a potential buyer sees your company name in two or more spots on a search result page then they believe your business is more relevant to their search.



Local Directory Submission Services

The foundation of a great Local SEO campaign is an optimized Google listing, and listings on business directories like Yelp, YP.com, & MapQuest.

Grow local search rankings by ensuring the your business is listed correctly & consistently on all major directory sites.

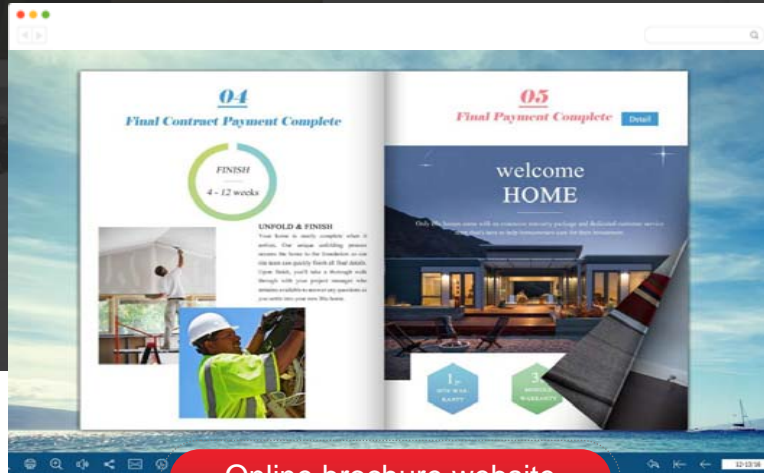


Search Engine Optimization (SEO)

Increase organic search engine rankings when users type in a product or service in Google, Bing, or Yahoo (ie. Plumbers in Lincoln). We'll grow your online presence by publishing high quality content to 3rd party website to grow your digital footprint.

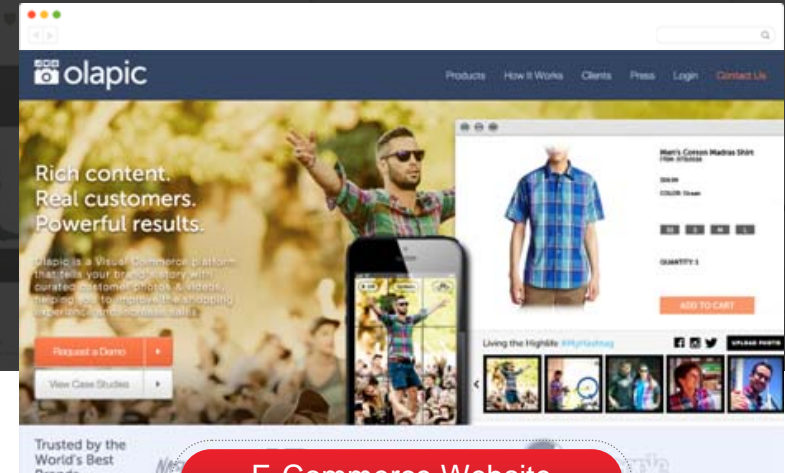
Website Design

Types of websites



Online brochure website

With your online brochure or catalog, you can show anyone who visits your website photos and descriptions of your products or services. To some this may sound like an E-commerce Website, but there are many businesses that deal in products or services that are not sellable over the web—think hair-stylist, dentist, or day-care center.



E-Commerce Website

Want to sell products or services over the internet & process credit cards? E-Commerce websites require a secure service to be capable of processing online transactions. These sites also require more management from business owners to manage things such as product catalogs, inventory, order updating, customer inquiries, and more.

All websites are mobile-responsive and search engine friendly.
1000s of layouts to choose from. Additional plugins & features available upon request.

Local Business Directory Submissions

What are local directories?

These are websites like Yelp, YP.com, Trip Advisor, MapQuest, Google Maps, Yahoo Local, Health Grades, & more. There are approximately 100 authority directories that every business should be listed on.

Why are they Important?

It is important to be listed across all directories with accurate and consistent information. Search engines like Google view the information on these sites in order to help rank in search engines. Complete and accurate business information is vital.

Key Points

- Increases local search rankings
- Drives more traffic to website
- Provides more real-estate

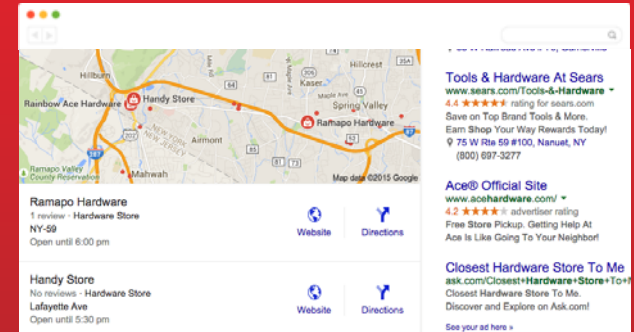
Our Services

Our Alpha WebCheck will assess local directory presence & determine if local directory submission services are needed.

Local Directory Sites



GOOGLE LOCAL STACK LISTINGS



Local Mobile Search



Alpha Media Digital Portal

Provides a suite of services including:



Campaign Stats :



Google AdWords



Targeted Display



Google Analytics



Call Tracking Analytics



Keyword Search Engine Rankings



Facebook Analytics



125+ additional platform
integration possibilities

Standard Digital Portal

