



MOODOG DIGITAL

COMPREHENSIVE INTEGRATED DIGITAL PLAN

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1. WEBSITE DESIGN - DESKTOP & MOBILE

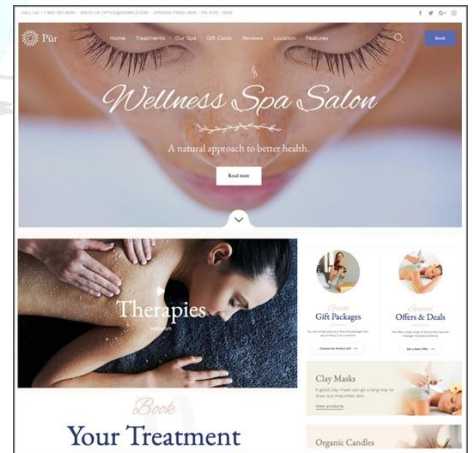
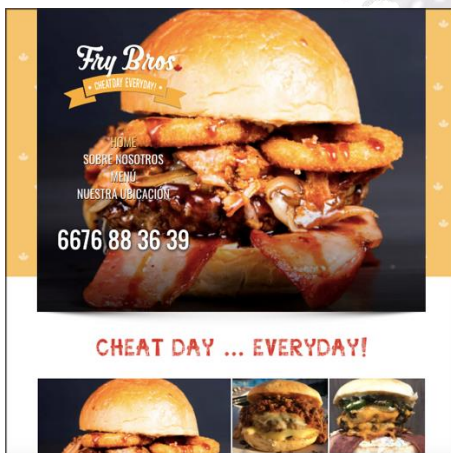
Design is important because it impacts on how your audience perceives your brand. The impression you make on them can either get them to remain on your page and learn about your business or leave your page and turn to a competitor. An eye catching well-articulated design keeps leads on your page. Multiple studies repeatedly show that web design is a critical factor in customer experience, lead generation, conversions and ultimately your bottom line.

Today mobile design is equally as important as desktop design. The world of mobile devices, historically, has two camps – Apple and Android. There is one thing they both have in common: they will hate your website equally if it does not work well on their devices.

Responsive/mobile design is the “big thing” in web design right now. Responsive design can help you solve a lot of problems for your website. It will make your site mobile-friendly, improve the way it looks on devices with both large and small screens, and increase the amount of time that visitors spend on your site. It can also help you improve your rankings in search engines.

There are many merits precise mobile design promises:

- ✦ If you are dreaming about top ratings in Google, then make mobile design a priority.
- ✦ Web pages optimised for smartphones boost conversions and generate leads.
- ✦ Being mobile-first means being modern, useful and straightforward.



More samples at: <http://moodog.ca/our-work>

OUR PRIMARY is to help you deliver an excellent and relevant website experience to your customers, thereby increasing your revenues and growing your business.

The process basically starts by listening to and helping you articulate your issues, requirements, challenges, and objectives. The process continues with an effort to understand your business, market sector and competitors to develop information which is combined with our technical knowledge, expertise and research in order to provide you with the best solution at the lowest investment.

Your New Website Will Include the Following Features:

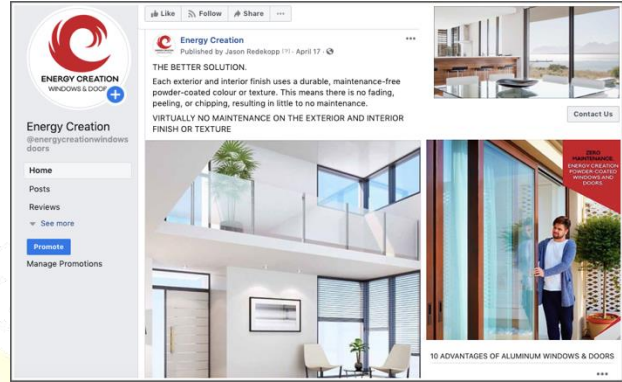
- ✦ Readability (Copy)
- ✦ SEO Optimized
- ✦ Straightforward Navigation
- ✦ Fast Page Loading
- ✦ Clear Brand Identity
- ✦ Excellent Online Reputation
- ✦ Website Security
- ✦ Social Media Integration
- ✦ Smartphone Friendliness

2. SOCIAL SETUP - OPTIMIZATION | MANAGEMENT | INTEGRATION

Many companies although using social media are not fully exploiting social media on their company website. Social media and your website **MUST** blend seamlessly to promote your brand and increase your online presence.

Top Benefits of a 'Well Implemented' Social Page

- ✦ Increased Exposure
- ✦ Lower Marketing Expenses
- ✦ Increase Web Traffic
- ✦ More Qualified Leads
- ✦ Reach a Targeted Audience
- ✦ Boost SEO

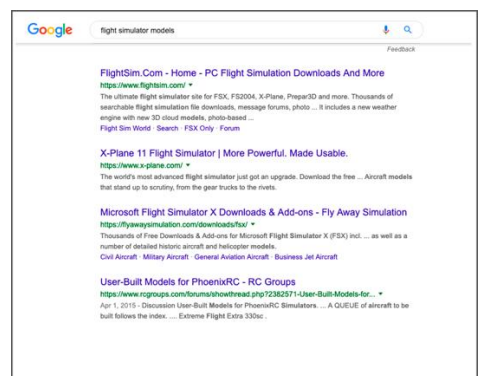
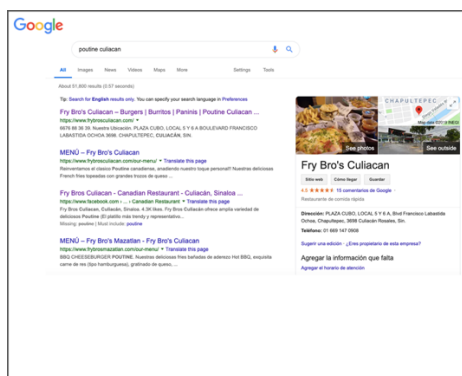
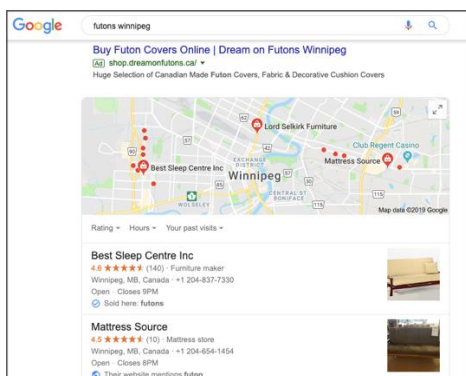


3. SEARCH ENGINE OPTIMIZATION - SEO

SEO is an investment and essential to lasting relevance in your marketplace. You must commit to it financially. This concept needs to be understood from the start. SEO is not free. You are either going to be spending money directly (i.e. to an agency, consultant, on software, etc.) or indirectly (your own time and the ever-evolving learning curve).

SEO is a long-term strategy that needs to be maintained on an ongoing basis. SEO results will only last with a full-scale commitment. Scaling back on SEO efforts will result in a decline in traffic which will have a negative effect on sales or conversions.

We are here to help. We have several plans (like the one here) that are custom tailored to your size, goals, and budget. We have a proven track record, and if after 6 months you can decide whether we have proven our systems effectiveness and ROI. I can confidently predict a long profitable working relationship - *Appendix B*.





Your New Website Will Include the Following SEO Elements:

- ✦ Customer Experience Centered
- ✦ Optimized & Relevant Copywriting
- ✦ Keywords (Long & Short Tail)
- ✦ Site Architecture/ Planning
- ✦ Mobile Optimised
- ✦ Optimize Page URLs
- ✦ Optimize Title Tags, Images, Headings and Copy
- ✦ Unique Meta Descriptions
- ✦ Internal Links
- ✦ Submit Your Sitemap to Google
- ✦ Backlink strategy/ audit
- ✦ Social SEO (YouTube, Facebook, Instagram)
- ✦ My Google Page (Setup/ Optimization)
- ✦ Ongoing Performance Measurement/ Tweaking
- ✦ Localization Targeting/ Landing Pages

ADDITIONAL VALUED ADDED SERVICES:

- ✦ Live Chat
- ✦ iOS & Android App Development
- ✦ Video Production



RECENT PROJECTS

Customer Website Projects:

- ✦ <http://bestsleepcentre.com>
- ✦ <http://allmar.com>
- ✦ <http://frybrosculiacan.com>
- ✦ <http://energycreation.ca>
- ✦ <http://clearaesthetics.com>
- ✦ <http://newyouvacations.com>

Companies we have worked with:

- ✦ Corus Radio
- ✦ Garber Broadcasting USA
- ✦ City of Winnipeg
- ✦ Golden West Radio & Broadcasting
- ✦ Riverside Investments (New York, NY)
- ✦ It's Just Lunch (#1 Ranked Executive Dating)
- ✦ Polar Windows Canada
- ✦ Daimler Benz (Freightliner & Western Star)

... and many more

MOODOG - YOUR DIGITAL MARKETING DEPARTMENT

Our integrated strategy is based on a minimum 12-month commitment, whereby Moodog will become your company's Interactive **Web Management Partner**. It is our responsibility to recommend, carry out, and facilitate the plan on an ongoing basis. In addition, Moodog will perform daily and weekly tasks such as improving SEO, optimizing content, designing next-in-kind headers and graphics, and similar supporting tasks.

Jason W.H. Redekopp | President, CEO, [GOOGLE PROFILE](#)