



Internet Marketing Proposal

About GetFridayAce

GetFriday Ace, business division of GetFriday (a personal virtual assistance company), was launched in 2014, with the specific aim of offering a range of specialized business services and business support to SME's and entrepreneurs.

As a part of GetFriday Ace's chief Online Marketing offerings, we provide bespoke, affordable and professional services pertaining to *Search Engine Optimization, Social Media Optimization, Content Writing/Marketing, Social Media Marketing and Search Engine Marketing.*

Our Expertise

Our able team of experts has over 7+ years of experience and has been able to produce fantastic results for over 100s of clients in the USA, Europe and Australia. We believe in developing a positive and a healthy working relationship with our clients, while we work closely to understand each client's needs and specifications and ensure that they receive 100% support and results from our end.

- ✓ Search Engine Optimization (SEO)
- ✓ Search Engine Marketing (SEM)
- ✓ Social Media Marketing (SMM)
- ✓ Social Media Optimization (SMO)
- ✓ Content Creation

See What Our Clients Say About us!



We have been using GetFriday for over 5 years now to help with many business related tasks. They have helped us with basic data entry, keyword research, local website citation building, on-site SEO changes, pay-per-click monitoring, logo design, graphic design and many other day-to-day business tasks. Our team at GetFriday is always prompt, friendly and diligent. Their service is invaluable and at a very affordable price

- Bryan Powell, Owner



I was really impressed by GetFriday's website services. They have designed a trendy and professional website within just a few days and took care of absolutely everything from start to finish. They even took care of maximising my ranking on Google. Thanks guys

- Georges-Alexandre Rodrigue, Founder



Get Friday is a superb one stop shop for outsourcing of many kinds. From basic tasks to SEO, this company will deliver ontime, everytime. I have used them for more than 8 years and am very happy!

- Patrick Dine, CEO












SEO

Search Engine Optimization

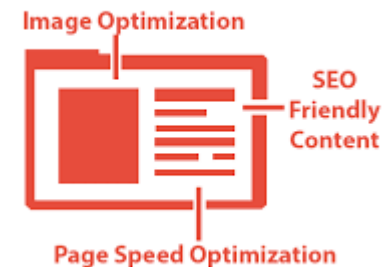
Our Approach



-  Understanding your need (Traffic / Ranking in Search Engine / Brand awareness)
-  Analyzing your current website position in various Search Engines
-  Developing a customized strategy for your business/project
-  Performing Keyword research & Auditing
-  Optimizing meta-data and website contents
-  Creating keyword rich contents/articles
-  Building quality backlinks
-  Measuring the outcome and analyzing the results
-  Based on the results, the strategy may be reworked

On- Page Optimization

- ✓ Keyword Research
- ✓ Competitor research
- ✓ Meta data optimization (title tag, description, H1 tags)
- ✓ Site map creation & updation
- ✓ Google webmaster verification
- ✓ Google Map optimization
- ✓ On- page fixes
- ✓ Search Engine Indexing
- ✓ Creating new pages for Long tail keywords
- ✓ Interlinking
- ✓ URL Structuring



Off- Page Optimization

- ✓ PR submission
- ✓ Video promotion
- ✓ Q & A participation
- ✓ Article submission
- ✓ Blog submission
- ✓ Micro- site creation & submission
- ✓ Content Marketing
- ✓ Business listing
- ✓ Image promotion
- ✓ Social Bookmarking
- ✓ Directory submissions
- ✓ YouTube optimization and promotion
- ✓ Local optimization



SEM

Search Engine Marketing



Our Expertise

- ✓ PPC campaign proposal with budget and click estimates
- ✓ Ad creation
- ✓ Campaign/ad group structure
- ✓ Landing page creation/design modification
- ✓ Conversion tracking/optimization
- ✓ Remarketing
- ✓ A/B testing
- ✓ Shopping campaigns
- ✓ Display campaigns



Google | Shopping

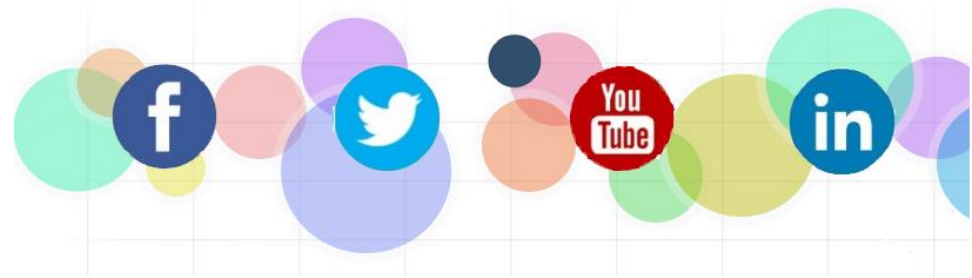


CAMPAIGNS



SMM

Social Media Marketing



Our Expertise

- ✓ Facebook ads
- ✓ Twitter ads
- ✓ LinkedIn ads
- ✓ YouTube ads and Video promotion



SMO

Social Media Optimization



Facebook

- ✓ Creating a custom Facebook page
- ✓ Managing Facebook page (Posting relevant contents)
- ✓ Increase Page LIKES/ Followers
- ✓ Creating Review page

Pinterest

- ✓ Creating a custom Pinterest page
- ✓ Managing boards (Posting relevant contents/Creating boards)
- ✓ Increase followers



G+ page

- ✓ Creating a custom G+ page
- ✓ Managing Page (Posting relevant contents/Creating boards)
- ✓ Increase followers
- ✓ Creating Review page

LinkedIn

- ✓ Creating a custom Company page
- ✓ Managing Page
- ✓ Increase followers

Instagram

- ✓ Creating a custom Instagram page
- ✓ Posting Images
- ✓ Increase followers

Twitter

- ✓ Creating a custom Twitter page
- ✓ Managing Tweets
- ✓ Increase followers
- ✓ Cleaning up inactive/fake followers

YouTube

- ✓ Creating a YouTube Channel
- ✓ Posting videos
- ✓ Optimizing video descriptions, Titles
- ✓ Increase views/subscriptions
- ✓ Promoting Videos and Ranking videos for Keywords

Content Creation



We assist in the following:

- ✓ Blog / article writing
- ✓ Biography writing
- ✓ Proofreading
- ✓ Product Descriptions
- ✓ SEO Optimized content creation
- ✓ Resume writing/editing
- ✓ Newsletter
- ✓ E- books
- ✓ Short story
- ✓ Summarizing
- ✓ Website content writing
- ✓ Essays
- ✓ Speech



Biography



Thank you!



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