

Marine SEO



MARINE SEO

Reel Digital Marketing Services

Our passion for the ocean has allowed our marine marketing agency to grow in the maritime space to enhance digital presence and increase online sales.

W W W . M A R I N E S E O . C O M

Grow your Business

Our company offers digital marketing services for the marine industry. We work together with our clients to develop REEL marketing strategies that continuously drive ROI.



20K
HAPPY
BUSINESSES

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ABOUT MARINE SEO

REEL DIGITAL MARKETING

Marine SEO is a digital marketing agency specializing in search engine optimization and pay-per-click advertising. Our SEO Specialists manage a vast range of business verticals, tracking over 5,000 keywords per month. As a Google Premier Partner with 10+ Google Ads, Google Analytics, and Bing Ads Specialists, our team manages over \$2.5 million per month in paid search.





25+

MERMAIDS/FISHING
ENTHUSIASTS

10+

YEARS OF
EXPERIENCE

Our company
specialized in the
marketing for the
marine industry, such as
boat dealers, boat man-
ufacturers, boating ap-
parel, fishing accessories
and more.

As a niche digital
marketing agency, our
goal is to provide
superior customer
service, in addition to
a successful marketing
strategy for maritime
businesses.



VISIT US

WWW.MARINESEO.COM

SEO SERVICES

Our managed Search Engine Optimization services will help your website grow, allow it to increase in search engine rankings, and increase overall web traffic. All content will be written by professional copywriters with a concentration in Search Engine Optimization.

SEARCH ENGINE OPTIMIZATION (SEO)

MANAGED MONTHLY SEO PROGRAM

We have learned that our clients do not always have the time to invest in developing new content for their websites and keeping up-to-date with the latest search engine requirements.

To ease this burden, Marine SEO offers copy writing, link building, and hosting of on-site optimizations that keep user experience in mind.

LOCAL SEARCH

Local Search has defined itself as a variable online marketing channel since mid-2005. Geographic targeting options from the major search engines combines with a high-quality, geo-centric keyword strategy can yield the highest amount of quality visitors to a website.

*Make Waves
In Google Search*

SEO SET-UP

- Onboarding process
- Total URL site crawl
- Acquiring Access to accounts
- Quarterly SEO Strategy Creation
- Backlink report
- Link Acquisition report creation
- Competitor research
- Industry keyword research
- Keyword rankings report creation
- Monthly report creation
- SEO KPI Benchmark report
- Google My Business optimizations

PPC SERVICES

Work with a dedicated PPC Manager to help you drive strong ROI in Paid Search.

PPC SET-UP

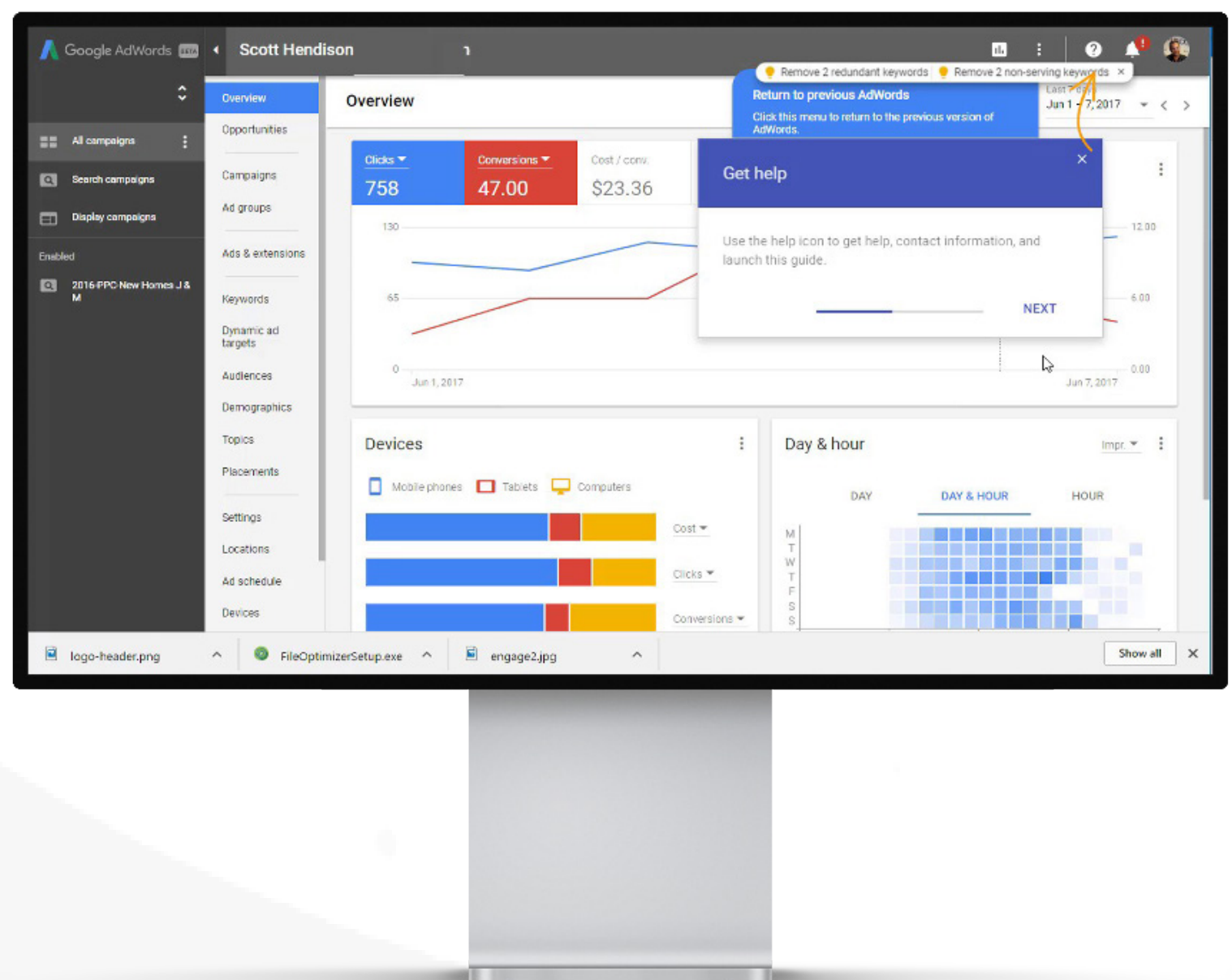
- Campaign strategy
- Analytics set-up
- Location research
- Demographic targeting
- Bidding tactics
- Ad copy cycling
- Advanced conversion tracking
- Quarterly creative assets
- Advanced audience targeting
- Remarketing + Display
- Landing page adjustments
- Google Tag Manager set-up
- Campaign buildout
- Website coding for conversion
- Goal(s) set-up
- E-commerce set-up
- URL Coding for marketing campaigns
- Monthly call to discuss reports and performance

PAY-PER-CLICK (PPC)

INTRODUCTION TO PPC

Marine SEO has an award-winning pay-per-click advertising team that leverages various platforms using the most up-to-date PPC strategies to increase lead volume and boost ROI. Our team most commonly utilizes Google and Microsoft ads that give us access to billions of people each day via search and display networks. Advertising through these channels provides an efficient medium to attract qualified visitors to a website or landing page. Pay-per-click advertising is open to the public. Well managed/optimized campaigns have a higher likelihood of success.

Marine SEO specializes in the daily and weekly intricacies that increase ROI for pay-per-click campaigns.



ORGANIC AND PAID SOCIAL MEDIA SERVICES

Marine SEO specializes in both organic and paid social media marketing, each delivering its own set of services and deliverables tailored to your business.

SOCIAL MEDIA

INTRODUCTION

Living in the Information Age, social media presence has become more prominent and critical for businesses in all verticals. Advertising through different social channels is not only an effective way of attracting new potential clients, but it also provides a platform for your business to build and maintain relationships with your customer base.

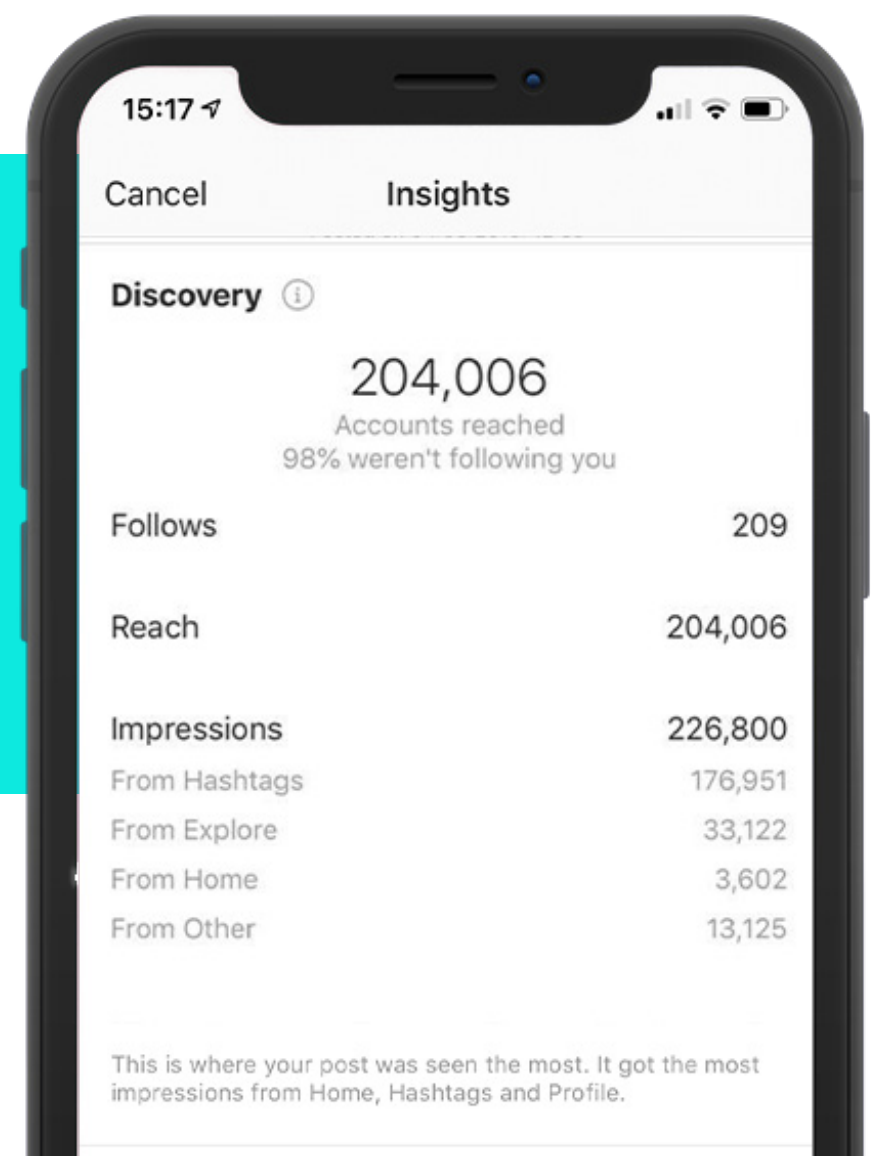
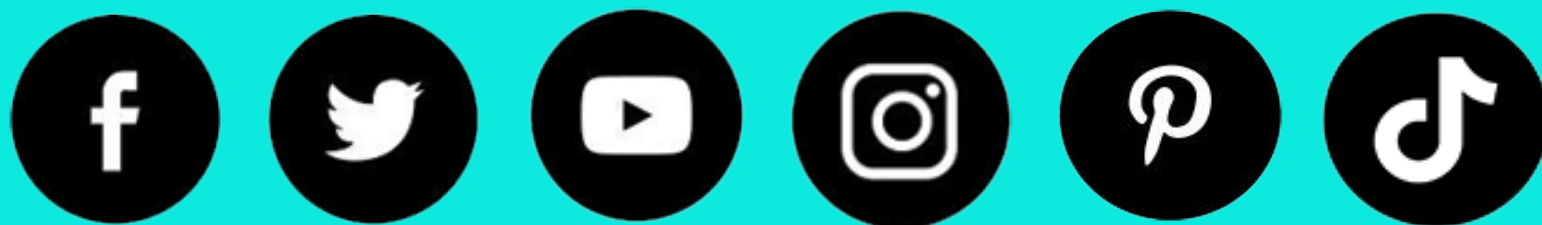
ORGANIC SOCIAL MEDIA

Managed Organic Social Media is a service that is dedicated to managing the organic growth and engagement of your social platforms individually. Your team of social experts will focus on industry and cognitive strategies to build a trusted following for your brand or business.

PAID SOCIAL MEDIA

Paid Social Media Advertising is the practice of promoting your services, products or social presence through paid efforts and giving your business an edge up on the competition.

Networks Offered:



SOCIAL MEDIA (cont.)

Month one of your social media management services with Marine SEO will be dedicated to the set-up of your social account(s). Due to years of research, we are confident that our onboarding strategy is a key element in social success. During this process, your specialists will ensure that your social platforms are built on a strong foundation with a growth strategy in place.

ORGANIC SOCIAL MEDIA SET-UP

- Brand essence guide access/creation
- Industry, competitor, and audience research
- Social Strategy
- Social calendar for the following month at a glance



PAID SOCIAL MEDIA SET-UP

- Client research
- Competitor research
- Website user experience suggestions
- Gaining access to the appropriate platforms
- Strategy creation
- Building campaigns/ad sets
- Building custom UTM codes for tracking purposes
- Audience creation & segmentation
- Layered audience targeting
- Ad copy set-up and optimizations
- Facebook pixel creation
- Pixel installation
- Tracking set-up + testing

CREATIVE SERVICES

In the digital age, it is imperative to take a multimedia approach to marketing. Marine SEO's creative team delivers beautiful photo and video content that will give your target market a big splash.

CREATIVE SERVICES

PHOTO AND VIDEO

An on-site photo/videographer is the best way to capture and highlight your business.

Photo and video marketing can increase click-through rates, conversions, and search engine optimization rankings. Creating professional and captivating shots of products, on-site operations, locations, team members, and more will grab your customer's attention while crediting your organization.

GRAPHIC DESIGN / DIGITAL ART

Utilizing cutting edge design software, the creative sector of Marine SEO delivers customized visual marketing pieces, such as infographics, that will help share your message and value as well as educate your viewers.

*We bring your
Vision to Life!*

BRANDING

- Primary logo design
- Secondary logo design
- Color palette
- Brand tone/voice
- Color usage guide
- Logo usage guide
- Hard cover brand book
- Digital brand guide

CONSULTING SERVICES

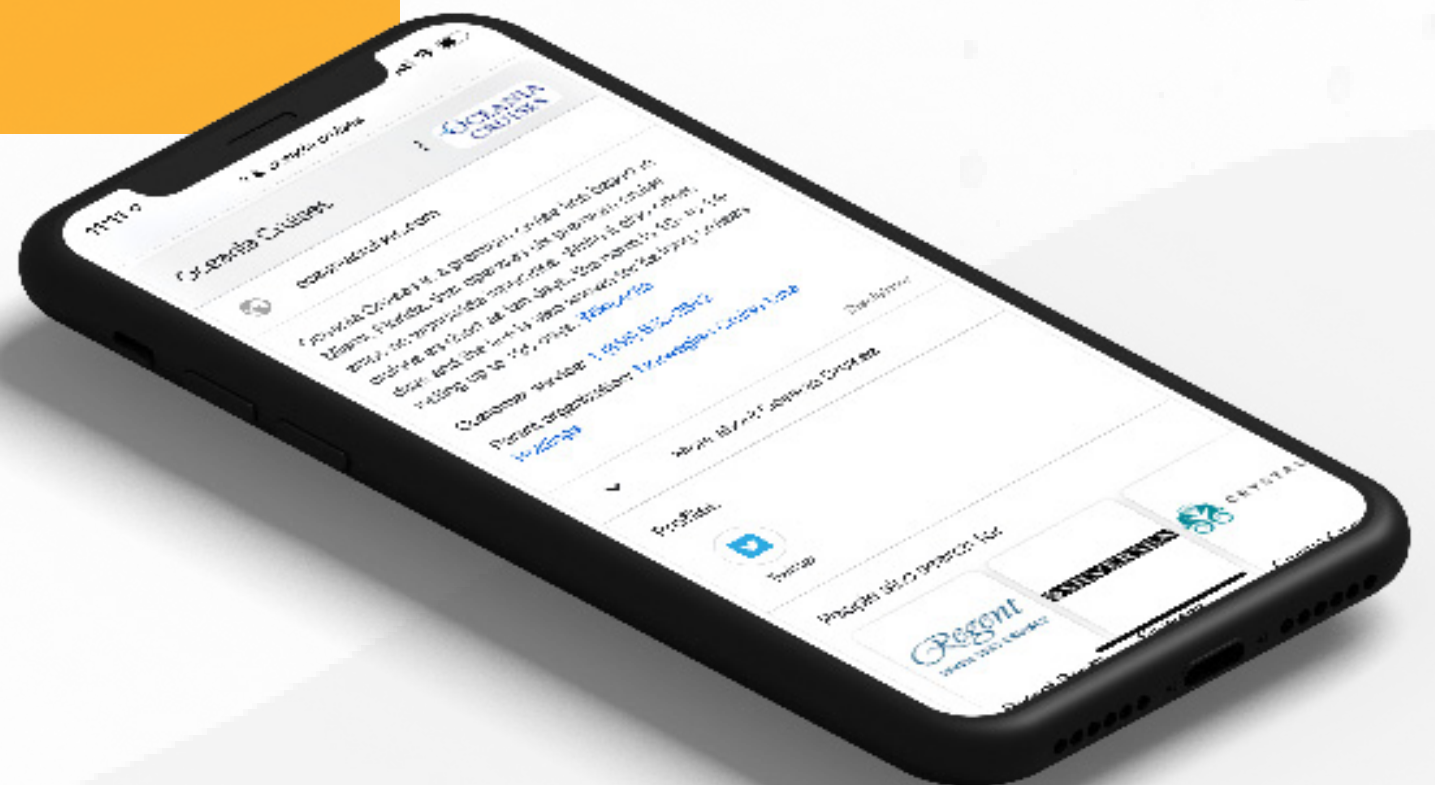
Consulting time is available and billable by the hour.

CONSULTING

This time may be used for any purpose that fits within the list of Marine SEO's services mentioned in this document. These hourly rates apply towards, and are not limited to, personal and telephone conferences, travel time, in-person meetings, account research, special or immediate requests, account reviews, and performance preparations.

For example, after seeing a significant increase in sales from the website, a client may be interested in investing in an Analytics package for insight into the ROI of the online marketing campaigns. Marine SEO can bill for this hourly as a consultation or create a custom proposal for the requirements.

*Cruise Past
the Competition*



A LA CARTE

SERVICES AVAILABLE FOR CUSTOM QUOTES

Marine SEO is focused on mastering the latest trends and channels for online marketing and web traffic generation. The following services are available for custom quotes:

TRAININGS:

Digital Marketing Training + Certification
Search Engine Optimization, Pay-Per-Click, Analytics, Social Media, & more

SEO SERVICES:

SEO Audit
SEO Copy writing
Meta Tags
Blog Posts
Short Articles
Long Articles
Web Optimized Press Releases and Distribution
Article Creation
Article Optimization and Press Release Servicing
Aggressive PR Strategy Program
Link Building
Keyword Position Reports

PPC SERVICES:

PPC Audit
Google/Bing PPC Set-Up
Google Analytics Set-Up
Shopping Feeds - Generation, Optimization, Submissions

CREATIVE SERVICES:

Email Marketing
Creative
Campaign Management
Graphic Design
Image Ads
Website Development or Template Updates
YouTube Optimization



REEL DIGITAL MARKETING SERVICES

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