



Many businesses owners get lost when they dive into marketing and branding. They have a great idea, but once they are into the stage of marketing and branding they quickly become overwhelmed. As you start your journey to build an effective digital brand and marketing strategy a solid foundation must be laid. This complex and many times confusing process does not need to continue to be stressful when you have a strong plan and proven strategy that finds hidden markets and swallows the market whole. Giving you the ability not simply to grow but to evolve your business to a whole new level.

The Digital Marketing Blueprint is not a service. Rather, it's a comprehensive document / a consulting resource / and training system that builds out your Digital Marketing Foundation, it's a plan custom tailored for your specific business and its success.

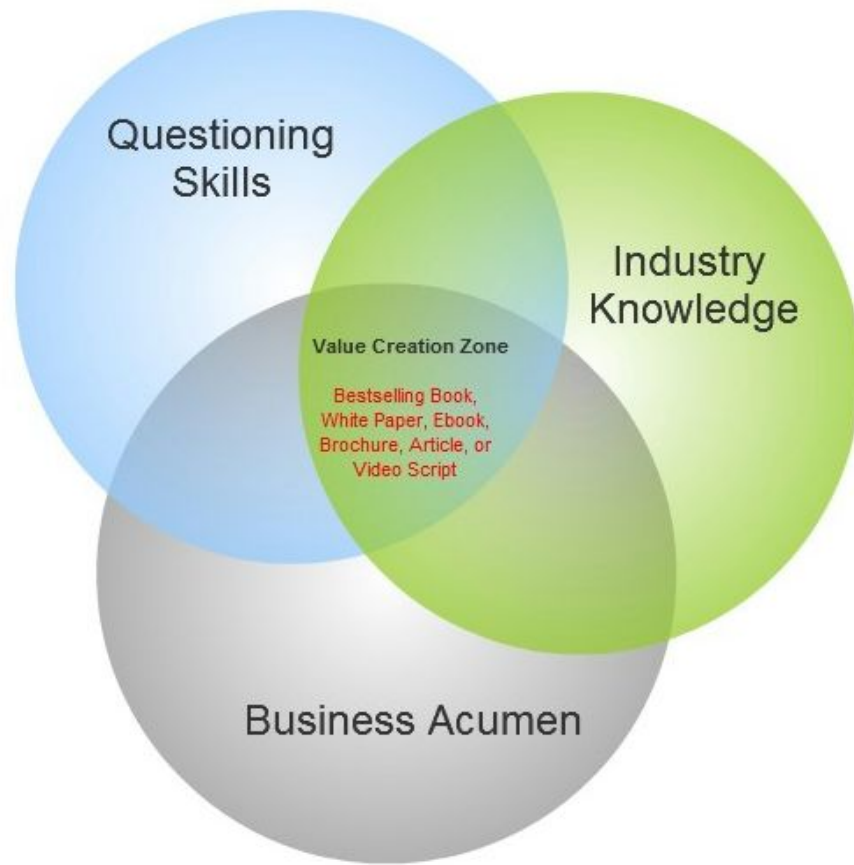
Why A Blueprint?

With decades of experience we have built a **process that consistently produces positive results over and over, no matter the market or industry** This process has proven to be **effective in businesses ranging from children's birthday entertainment, web design firms, law firms, local service-based businesses, and a national franchise chains.** The common factors in each HIGHLY successful campaign included a detailed audit of everything involved and a plan by which to measure and reach goals. By doing this **the "Blueprint" proved to succeed 100% of the time,** and it has become the policy of Scout SEO engage each project with a solid blueprint that identifies the project's goals and lays out a solid foundation for the work ahead, before any other considerations. Basically, we refuse to start laying the foundation for your house unless we have a blueprint to know what the house looks like and how it should be built.



The Five Phases of the Digital Marketing Blueprint

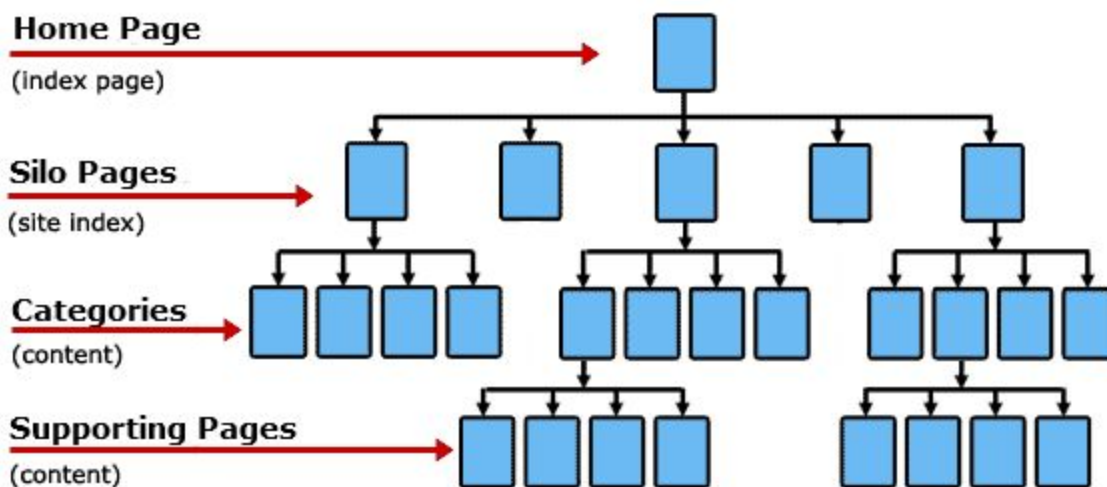
1. **Phase 1 - ISDNA** -IS-DNA is an acronym for **Industry/Innovation/Invention** Solution DNA. The letter "I" = Industry/Innovation/Invention. The letter "S" = Solution. When we speak of "DNA", we simply mean the building blocks. In this phase, you work with your consultant to solidify what you're selling, from a buyer's point of view. This includes anticipated profits (used to calculate marketing ROI) and building client demographics to help target the marketing system. The information and basic data collected here will begin to build out a solution based FAQ / SAQ that in later phases will guide in content creation.





2. **PHASE 2 - Market DNA Research** We take research from Phase 1 and build a baseline keyword list. That list is then run through a proprietary "Natural Language Processing" research tool to find other phrases that allows us to build a detailed THEME based on the services / products offered. These themes are separated into researched groups, which are then compiled into targeted keyword lists. We build out competitive research for each theme, along with a semantic indexing strategy for search engines. Then, we produce a detailed report showing the level of work needed to rank each individual keyword and the estimated ROI on each keyword, so that a value can be assigned.

3. **PHASE 3 - Technical Foundation** Once demographic / keyword / THEME research is completed, we analyze existing marketing assets. We run detailed audits on websites, landing pages, and social media accounts. These audits are used to detail what work has been done and what will need to be done. In this phase, we also discover the amount of labor required and when it will be needed to implement the complete strategy. This includes all branded assets needed to control the market from social media to website needs. We also map out the silo structure for a WordPress-based website. This will allow a site to be built from the ground up with the entire marketing strategy in mind to ensure success of the whole system. The SILO is designed to be automated once the full system is live within an active website.



4. **PHASE 4 - Content Development Coaching** With all the research in hand, CDC works with you on HOW to develop content for your website. We provide you with content templates, including a style of writing that allows your articles to be syndicated easily across the internet and builds your Brand and Authority.

5. **PHASE 5 - Web Ring** We document all of the needed plug-ins, set the entire SILO structure, and build a schedule for when content needs to be written and published. This information is used to dictate website design and structure. This is not building out the actual website.

DELIVERABLES:

- Detailed Website Architecture Layout (SILO)
- Estimated Marketing Budget
- ROI research per Keyword. Report
- Trend graphs showing Keyword Value
- Search Engine Competition Analysis



- Suggested Tiered Marketing Strategy
- Detailed Content Development Strategy
- Keyword Strategy Divided into THEMES
- Wordpress Import file of SILO Structure for WordPress Website
- Content Schedule and guidelines