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Date: \_\_\_\_\_

# The Marketing Services Menu

## A plain-English guide to what a modern marketing program can include

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### Foundations

**Website Care** — Hosting, security, updates, backups, and small edits, handled continuously — so the website never becomes a liability. *For every business with a website.*

**Conversion Website** — A fast, accessible site built around one job: turning visitors into calls and bookings. From a focused one-page site to a full multi-page build. *For new businesses, rebrands, and tired websites.*

**Website Rescue** — Keep the site you have; fix speed, structure, accessibility, and the paths that lead to contact. *For sites that look fine but underperform.*

### Visibility

**Local Visibility Program** — Google Business Profile, directory listings, reviews, and local schema — the layer that decides who shows up on the map. *For any business that serves a neighborhood.*

**Search Program (SEO)** — Technical health, authority content, and answer-ready structure — built so the business ranks on Google and gets cited by AI assistants. *For businesses playing the long game.*

**Authority Website Program** — A deep topical build: service pages, knowledge guides, and answer pages interlinked into market authority. *For businesses that want to own their category locally.*

**Service-Area Expansion** — Structured pages for every service in every city served — done properly, without thin duplicate content. *For multi-area trades and multi-location groups.*

### Demand

**Google Ads Management** — Search and Performance Max campaigns with careful tracking — capturing people already looking. *For businesses that need calls this month.*

**Social Ads Management** — Facebook and Instagram campaigns that create demand — especially for visual, elective, and cash-pay services. *For aesthetics, fitness, dining, and home upgrades.*

**Reputation Program** — Systematic review generation and response — because reviews are the first page every customer actually reads. *For everyone. Reviews compound.*

### Specialty

**Accessibility (WCAG) Program** — Audit and remediation to the WCAG 2.1 AA standard — the benchmark referenced in accessibility lawsuits. *For healthcare, legal, finance, and public-facing businesses.*

**Client Education Video** — Explainer video for waiting rooms, websites, and consultations — including clinician-reviewed 3D medical explainers. *For healthcare practices and expert services.*

**Migration & Replatform** — Move off rented page-builder platforms onto a site the business owns — without losing rankings. *For Wix, Squarespace, and Duda graduates.*

**Security Response** — Cleanup and hardening after a hack or spam injection, with prevention afterward. *For compromised or at-risk sites.*

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**How to read this menu:** most businesses start with Foundations, add one Visibility program, and layer Demand once the foundation is measured. Sequencing depends on your market and goals — that's the conversation to have with your marketing team.