



PRODUCT CATALOG

FOR WHITE LABEL PARTNERS

Version 4 – December 30th Release

LoudCanvas.com

 LOUD CANVAS

Hello There!

We are **Loud Canvas Media**, a full-service website design and marketing agency rooted on the east coast.

Founded in 2008, we have helped clients in many industries across the country create high performing, great looking websites.

Success on the internet doesn't just happen. It's a result of hard work and knowledge, and some may say a little luck. But the truth is – the more you know, and the harder you work, the luckier you get. And we're very lucky!

Our success is a result of a lot of hard work and a deep knowledge of all things web. We've done it all and have gotten very good at creating the best-in-class web solutions we now offer today.

Got Questions? Want to Jam on a New Project?

Reach out to us at hello@loudcanvas.com or visit our website loudcanvas.com anytime.



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These are just the favorites...

This catalog covers our most popular services with white label partners.

If you are interested in a Custom Web Design or have a complicated Web Development problem our award-winning web development team can help.

Contact us any time at hello@loudcanvas.com or give us a call at (603) 413-3927.

Partner Pricing At A Glance

Service	Price (Totals for Web Projects Represented)
24/7 Support Desk Page 5	Essentials: \$149/mo \$50/mo Standard: \$249/mo \$125/mo Pro: \$600/mo \$275/mo Plus: \$1,250/mo \$750/mo Discounts on Support Desk Plans Available to All Partners. Additional Bulk Discounts and Benefits Available
Web Express Page 13	Essentials: \$450 \$199 Standard: \$850 \$499 Pro: \$1,250 \$650 Ecommerce: \$2,000 \$1,200 Requires a 24/7 Support Desk Package Or Dedicated Server (pricing tbd.)
Ecommerce Activator Page 22	Ecommerce Activator: \$1,500 \$1,200
Digital Marketing Roadmap Page 27	Digital Marketing Roadmap: \$5,000 \$3,000

Service	Price (Totals for Web Projects Represented)
Canvas Insights (Data & Analytics) Page 32	Essentials: \$100/mo. Standard: \$250/mo. Pro: \$500/mo. Custom: \$650+/mo. 25% off Canvas Insights Plans Available To All Partners
Email Management Page 40	\$10 per inbox / mo.
Organic SEO Page 42	Essentials: \$500/mo. Standard: \$1,000/mo. Pro: \$2,000/mo. 20% off all Organic SEO Plans Available to partners
Omni Channel Audits and Ads Management Page 50	Audit: \$9,500 one time Management: \$2,000/mo. 20% off Audit and Management Available to partners - Does not include Ad Spend



24/7 SUPPORT DESK

Loud Canvas Media offers a robust suite of services designed to keep your website at peak performance.

Enjoy lightning-fast hosting, ironclad security, comprehensive backups, and hassle-free migration services—all with round-the-clock support.

Recurring – Has Multiple Tiers

24/7 Support Desk

Product Information

Summary

- Stable, high-performance hosting for your WordPress site
- Security and maintenance, including virus scanning, and environment-related bug fixes.
- Maintain multiple backups of your website for disaster recovery
- Complete migration support services, including site health audit and transfer of all files and databases.
- Post-migration services: installation of Google Analytics, sitemap submission to Google Search Console, along with security and performance plugins configuration.
- 24/7 support desk access for emergency and environment-related issue resolution.

Process Overview

- We'll coordinate with you to get access to your websites-backend, DNS, and Domain Registrar
- Our Developers will perform a preliminary audit of your environment for any technical issues, hacks, or malware.
- If everything looks good, our team will transfer a copy of your website to our hosting environment
- After the transfer, we'll make sure everything looks good before updating DNS records to point to our environment – officially launching your website on our servers!
- Post Migration we will set up and install Google Analytics and install our suite of Security and Performance Plugins.
- You'll receive a confirmation that your site is now live on our servers and get access to our 24/7 Support Desk.

24/7 Support Desk

Product Overview



SUPPORT DESK ESSENTIALS

- ⊕ Security
- ⊕ Maintenance
- ⊕ Hosting
- ⊕ Virus scanning
- ⊕ Environment-related bug fixes
- ⊕ Daily Backups

\$50 / Mo.

*Not applicable to web apps or E-commerce websites

24/7 SUPPORT DESK STANDARD

- ⊕ Everything in Essentials Package
- ⊕ LC Performance Boost (Page Speed Optimization) Upon Migration

Bonus! 1 rapid response hours per month

To be used on:
- Content Changes
- New Features
- New Functionality
- New Design
- Issue Resolution

\$125 / Mo.

*Not applicable to web apps

24/7 SUPPORT DESK PRO

- ⊕ Everything in Standard Package
- ⊕ **3 rapid response hours per month**

To be used on:
- Content Changes
- New Features
- New Functionality
- New Design
- Issue Resolution

\$275 / Mo.

24/7 SUPPORT DESK PLUS

- ⊕ Everything in Standards Package +
- ⊕ **8 rapid response hours per month**

To be used on:
- Content Changes
- New Features
- New Functionality
- New Design
- Issue Resolution

\$750 / Mo.

Pricing Assumes 24-month Agreement

24/7 Support Desk Essentials

\$50 / mo.



Our Essentials tier is the perfect foundational package for your WordPress site, covering all your basic needs with stable high-performance hosting and proactive security measures.

You'll enjoy peace of mind with multiple backups, comprehensive migration support, and post-migration enhancements like Google Analytics installation. All of this comes with the assurance of 24/7 support desk access for any issue that might arise. Ideal for those seeking reliable essentials without the fluff.

Deliverables

- Stable high-performance hosting for your WordPress site
- Security and maintenance, including virus scanning, and environment-related bug fixes.
- Maintain multiple backups of your website for disaster recovery
- Complete migration support services, including site health audit and transfer of all files and databases.
- Post-migration services: installation of Google Analytics, sitemap submission to Google Search Console, and security and performance plugins configuration.
- 24/7 support desk access for emergency and environment-related issue resolution.

24/7 Support Desk Standard

\$125 / mo.



Our Standard tier offers everything necessary to ensure your website not only operates flawlessly but also excels in performance. Enjoy high-performance hosting tailored for WordPress, ensuring your site loads quickly and reliably. Enhanced security and maintenance protocols protect your digital presence, while our multiple backups guard against data loss.

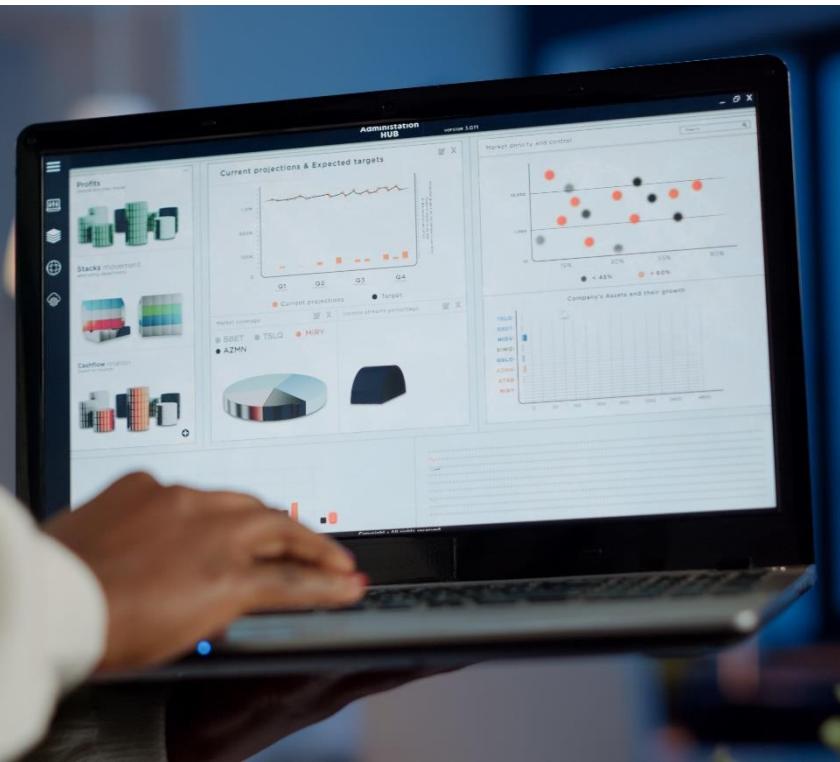
Migration is hassle-free with our complete support services, including site health checks and full file and database transfers. Once migrated, benefit from added performance through our Loud Canvas Media Performance Boost, Google Analytics and Google Search Console integrations, along with finely tuned security and performance plugins. Round-the-clock support desk access ensures any technical challenges are swiftly addressed. Designed for businesses looking for an edge in web performance and security.

Deliverables

- Stable high-performance hosting for your WordPress site
- Security and maintenance, including virus scanning, and environment-related bug fixes.
- Maintain multiple backups of your website for disaster recovery
- Complete migration support services, including site health audit and transfer of all files and databases.
- Post-migration services: installation of Google Analytics, sitemap submission to Google Search Console, and security and performance plugins configuration.
- **Implementation of the LC Performance Boost to improve page speed and performance.**
- **1 Rapid Response Hour per month**
- 24/7 support desk access for emergency and environment-related issue resolution.

24/7 Support Desk Pro

\$275 / mo.



Elevate your online presence with our Pro tier, providing high-performance hosting alongside enhanced security measures to keep your WordPress site safe and responsive. This tier goes beyond maintenance and backups to prevent data loss and includes a meticulous migration process, ensuring your site transitions smoothly to our servers. Post-migration, take advantage of our Loud Canvas Media Performance Boost for unmatched site speed, along with strategic installations of Google Analytics, performance plugins, and more.

Unique to this tier: Benefit from monthly access to 3 Rapid Response Hours for tailored support—be it content changes, tech support, or new functionality. Complete with 24/7 support desk access for all your immediate needs, the Pro tier is for businesses demanding proactive and responsive web service and support.

Deliverables

- Stable high-performance hosting for your WordPress site
- Security and maintenance, including virus scanning, and environment-related bug fixes.
- Maintain multiple backups of your website for disaster recovery
- Complete migration support services, including site health audit and transfer of all files and databases.
- Post-migration services: installation of Google Analytics, sitemap submission to Google Search Console, and security and performance plugins configuration.
- Implementation of the LC Performance Boost to improve page speed and performance.
- 24/7 support desk access for emergency and environment-related issue resolution.
- **Monthly access to 3 Rapid Response Hours to be used for Content Changes, New Functionality, New Page Development, Technical Support, or Issue Resolution**

24/7 Support Desk

Plus

\$750 / mo.



The Plus tier is the ultimate package designed for businesses prioritizing exceptional performance, robust security, and premium support for their website. This all-encompassing service includes premium high-performance hosting, advanced proactive security measures, and comprehensive backups for utmost data protection.

This tier allows for a seamless migration with full support, including a site health audit and post-migration optimizations like our Loud Canvas Media Performance Boost, ensures your site operates at peak efficiency.

With 8 monthly Rapid Response Hours, get priority access to custom support for content updates, technical enhancements, or any issue that requires immediate attention. Round-the-clock support desk access guarantees expert assistance anytime you need it, making this tier perfect for dynamic businesses aiming for rapid growth and ongoing support to make it happen.

Deliverables

- Stable high-performance hosting for your WordPress site
- Security and maintenance, including virus scanning, and environment-related bug fixes.
- Maintain multiple backups of your website for disaster recovery
- Complete migration support services, including site health audit and transfer of all files and databases.
- Post-migration services: installation of Google Analytics, sitemap submission to Google Search Console, and security and performance plugins configuration.
- Implementation of the LC Performance Boost to improve page speed and performance.
- 24/7 support desk access for emergency and environment-related issue resolution.
- **Monthly access to 8 Rapid Response Hours to be used for Content Changes, New Functionality, New Page Development, Technical Support, or Issue Resolution**

Next Steps & Assumptions

Overview of Next Steps

- We will send an agreement for signature
- Your Team will meet with ours for a project kick off
- You'll meet our team, and we'll answer any details and go into detail on the full process.

Resources Involved

- Project Management (For Migration)
- Developer (For Migration)
- Support Team

Related & Recommended Services:

- Web Custom: For those who need a new custom website to go with their hosting
- SEO: For those who want help ensuring their site ranks for keywords that matter
- Data & Analytics: Get ongoing reports on what types of visitors are coming to your site.

Assumptions

Global Assumptions:

- Client will provide all necessary access/permissions to the site's admin backend and DNS records for our team to perform the outlined services
- Client agrees to allow our team to route their domain through Cloudflare as part of the migration process to ensure optimized performance and security
- Files and data for transfer will be compatible with our terms of service
- Client has the contractual rights to transfer their website and domain to Loud Canvas' services
- Backups of environment are for disaster recovery only, and not available for individual download
- Site is built with WordPress CMS and able to be updated to the latest core version for our LC Performance Boost

Rapid Response Hours:

- Rapid response hours do not rollover month-to-month
- Rapid response hours can be used for Content Changes, New Features, New Functionality, and bug fixes
- Requests may be escalated to a Project if complexity requires over 4 hours of work to implement.

WEB EXPRESS

A streamlined website solution designed to provide businesses with a professional online presence quickly and efficiently.

With Web Express, you can have a fully functional website up and running in no time, allowing you to focus on what matters most—growing your business.

One Time – Has Multiple Tiers

Web Express

Product Information

Introduction

Web Express is a streamlined website solution designed to provide businesses with a professional online presence quickly and efficiently. Leveraging a structured workflow, Web Express ensures a seamless development process, delivering a fully functional website tailored to your business needs.



Web Express

Product Information

Summary

- **Rapid Deployment:** Accelerated timelines to get your website up and running promptly.
- **Customizable Templates:** A selection of professionally designed templates adaptable to your brand identity.
- **Responsive Website:** Ensures optimal viewing experiences across all devices, including desktops, tablets, and smartphones.
- **WordPress CMS:** An intuitive content management system that allows for easy updates and content management.

Process Overview

- **Consultation:** Engage in an initial meeting to understand your business goals, target audience, and design preferences.
- **Provide Content:** Provide our team with the content and images for your new website in either a doc or pdf
- **Selection:** Choose from a range of customizable themes that align with your brand and objectives.
- **Development:** We'll take the themes you've selected and your content and develop your website based on the content and information you've provided, tailoring the website to your brand identity such as colors, fonts, and logos.
- **Quality Assurance:** We will conduct thorough testing to ensure functionality, responsiveness, and compatibility across devices and browsers.
- **Revisions:** With your website developed you'll have a revisions period to provide feedback using our visual feedback tool.
- **Launch:** We deploy your new website to a live environment, making it accessible to your audience. 

Web Express

Product Information

WEB EXPRESS ESSENTIALS

- ⊕ Development of up to 1 page
- ⊕ High resolution, royalty free images / videos / icons
- ⊕ Looks and works great on all devices
- ⊕ Easy-to-use Content Management System
- ⊕ Submission to Google Search Console
- ⊕ Installation of Google Analytics
- ⊕ (2) Rounds of Revisions

** Requires Support Desk Essentials Package

\$199

WEB EXPRESS STANDARD

- ⊕ Development of up to 5 pages
- ⊕ High resolution, royalty free images / videos / icons
- ⊕ Looks and works great on all devices
- ⊕ Easy-to-use Content Management System
- ⊕ Installation of Google Analytics
- ⊕ (2) Rounds of Revisions

** Requires Support Desk Essentials Package

\$499

WEB EXPRESS PRO

- ⊕ Development of up to 10 pages
- ⊕ High resolution, royalty free images / videos / icons
- ⊕ Looks and works great on all devices
- ⊕ Easy to use Content Management System
- ⊕ Installation & Configuration of Google Analytics
- ⊕ (2) Rounds of Revisions

** Requires Support Desk Essentials Package

\$650

WEB EXPRESS ECOMMERCE

- ⊕ Everything in Web Pro
- ⊕ Development of up to 10 pages
- ⊕ Includes set up of 5 products
- ⊕ Installation & Configuration of Google Analytics
- ⊕ (2) Rounds of Revisions

** Requires Support Desk Standard Package

\$1,200

*1 Revision = 72 hours for feedback

**Extra Revisions = \$149

Web Express Essentials

\$199

*Requires 247 Support Desk Essentials



Web Express Essentials, an efficient one-page website solution designed to deliver a sleek, functional, and mobile-responsive online presence for your business. This solution ensures your website not only looks great but also provides a seamless experience across all devices.

Why Choose Web Express Essentials?

Web Express Essentials is ideal for businesses seeking a simple, professional, and effective online presence without the complexities of a multi-page website. It offers a perfect balance of aesthetic appeal, functionality, and ease of use, empowering you to manage your website effortlessly while leaving a strong impression on your audience.

Whether you're just starting out or need a quick refresh of your online presence, **Web Express Essentials** delivers a modern, fully-functional website tailored to your business needs.

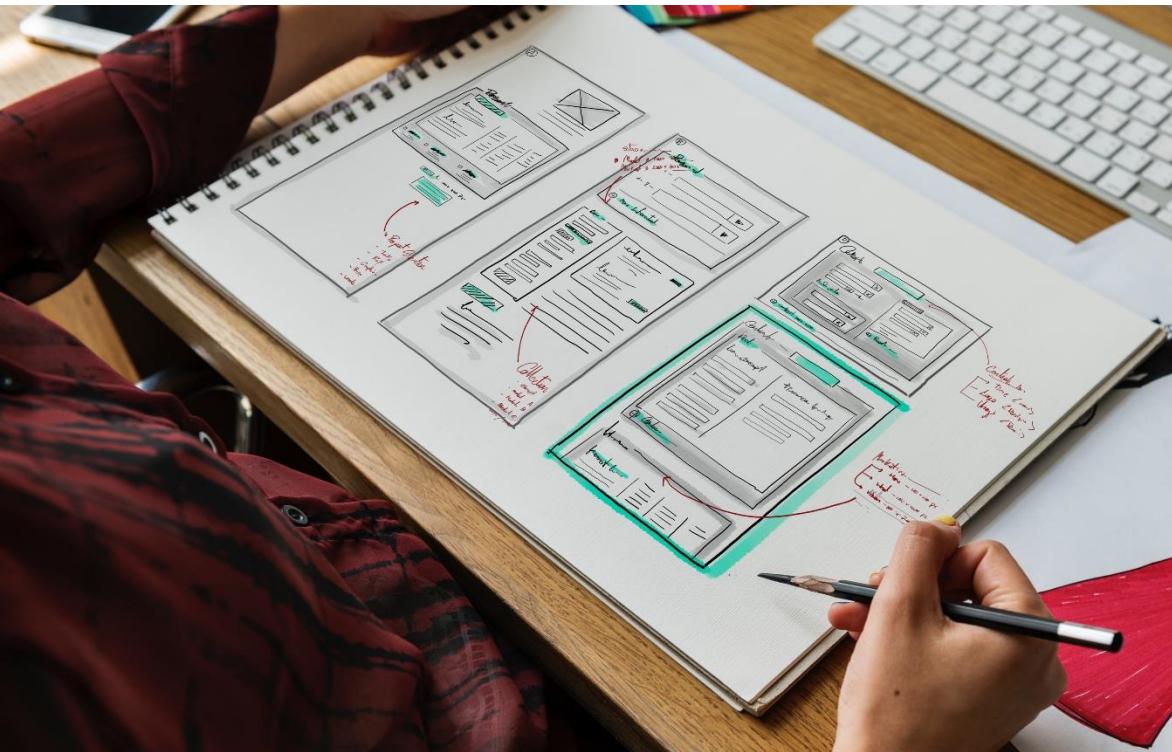
Deliverables

- Development of a **1 page**, mobile-responsive WordPress site using a pre-approved
- Implementation of WordPress as an easy-to-use content management system (CMS)
- Installation of Google Analytics and submission to Google Search Console for efficient traffic monitoring upon site launch
- One round of revisions (3 Business Days) provided during the term of this agreement through the Visual Feedback tool
- Provision of high-resolution royalty-free images/videos/icons as needed
- Clients are required to provide all necessary content and images promptly for inclusion.

Web Express Standard

\$499

*Requires 24/7 Support Desk Essentials



Web Express Standard, a comprehensive website development package designed to create a professional, visually stunning, and functional online presence. This solution is perfect for businesses needing a multi-page website to showcase their offerings and engage with their audience effectively.

Why Choose Web Express Standard?

Web Express Plus provides a robust, multi-page website solution for businesses ready to expand their online presence. With a balance of stunning design, functionality, and easy management, this package empowers you to communicate your value effectively while maintaining flexibility and control over your content.

Whether you're building a new website or revamping an existing one, **Web Express Standard** ensures a seamless, impactful, and user-friendly digital experience for your audience.

Deliverables

- Development of a 5 page, mobile-responsive WordPress site using a pre-approved
- Implementation of WordPress as an easy-to-use content management system (CMS)
- Installation of Google Analytics and submission to Google Search Console for efficient traffic monitoring upon site launch
- One round of revisions (3 Business Days) provided during the term of this agreement through the Visual Feedback tool
- Provision of high-resolution royalty-free images/videos/icons as needed
- Clients are required to provide all necessary content and images promptly for inclusion.

Web Express Pro

\$650

*Requires 247 Support Desk Essentials



Web Express Pro, an advanced website development package tailored for businesses seeking a robust, multi-page online presence. This package is ideal for showcasing diverse offerings, engaging with customers, and building a professional, visually compelling, and functional website.

Why Choose Web Express Pro?

Web Express Pro is the perfect solution for businesses requiring a feature-rich website that balances functionality, aesthetics, and ease of use. Whether you need to showcase a diverse range of services, engage with a broader audience, or enhance your online visibility, this package provides the tools and features to meet your goals.

With **Web Express Pro**, you'll receive a high-quality, professionally designed website that not only supports your current needs but also positions you for long-term success in the digital landscape.

Deliverables

- Development of a 10 page, mobile-responsive WordPress site using a pre-approved
- Implementation of WordPress as an easy-to-use content management system (CMS)
- Installation of Google Analytics and submission to Google Search Console for efficient traffic monitoring upon site launch
- One round of revisions (3 Business Days) provided during the term of this agreement through the Visual Feedback tool
- Provision of high-resolution royalty-free images/videos/icons as needed
- Clients are required to provide all necessary content and images promptly for inclusion.

Web Express E-Commerce

\$1,200

*Requires 24/7 Support Desk Standard



Web Express E-Commerce, is a specially designed for businesses that are eager to begin their e-commerce journey. This package includes, e-commerce set up, responsive design, and fast implementation making it perfect for businesses who are ready to launch their e-commerce presence quickly.

Why Choose Web Express E-Commerce?

Web Express E-Commerce is the perfect solution for businesses that require a robust, multi-page website with e-commerce capabilities and a focus on delivering a high-quality user experience. Combining responsive design, intuitive management tools, and professional-grade visuals, this package is designed to support your business goals and set you apart from competitors.

With **Web Express ECommerce**, you'll have a visually captivating, fully functional website that aligns with your business needs and positions you for success in today's digital landscape.

Deliverables

- **Development of a 10 page, mobile-responsive WordPress site using a pre-approved**
- **Installation and setup of WooCommerce and up to 5 products for online sales.**
- Implementation of WordPress as an easy-to-use content management system (CMS)
- Installation of Google Analytics and submission to Google Search Console for efficient traffic monitoring upon site launch
- One round of revisions (3 Business Days) provided during the term of this agreement through the Visual Feedback tool
- Provision of high-resolution royalty-free images/videos/icons as needed
- Clients are required to provide all necessary content and images promptly for inclusion.

Next Steps & Assumptions

Overview of Next Steps

- We will send an agreement for signature
- Your Team will meet with ours for a project kick off
- You'll meet our team, and we'll answer any details and go into detail on the full process.

Resources Involved:

- Project Management
- Developer

Related & Recommended Services:

- 24/7 Support Desk: To host and maintain your website long term.
- Web Custom: For those who need a new custom website to go with their hosting
- SEO: For those who want help ensuring their site ranks for keywords that matter
- Data & Analytics: Get ongoing reports on what types of visitors are coming to your site.

Global Assumptions:

- Client will provide all necessary content, including text, branding guidelines, and any specific media, within 1 week of the project's start.
- Website will be built using the WordPress CMS.
- Client will have their domain's DNS managed by Loud Canvas Media.
- Loud Canvas Media will install and configure Google Analytics and provide client access upon request.
- Website will be hosted on Loud Canvas Media and have an associated 24/7 Support & Hosting plan.
- Project timeline assumes timely feedback and approvals from the client; delays in communication may extend the overall delivery schedule.
- Websites are developed and tested to work seamlessly across major browsers and modern devices.
- Royalty-free images, videos, and icons provided will be high-resolution and aligned with the client's brand and may be sourced from online stock libraries.
- Client is responsible for ensuring all provided content complies with copyright laws, privacy policies, and other legal requirements.
- Each package includes development for a specific number of pages; additional pages are available as an add-on service.
- E-Commerce Product Setup includes configuration of up to the specified number of products (e.g., 5 products for Web Express Plus), assumes that the client will provide product details, images, and pricing.

Revisions Assumptions:

- Client will provide all site feedback via a visual feedback tool installed by Loud Canvas Media, following our Feedback Submission Guidelines outlined at <https://nhwebsupport.org/marker-io-guide/>
- Revision rounds are broken into periods of 3 business days - all feedback must be submitted within this timeframe to ensure the project timeline is maintained.
- Additional revision periods are available as an add-on service.

ECOMMERCE ACTIVATOR

Enabling Ecommerce on WordPress environments using our team of experts.

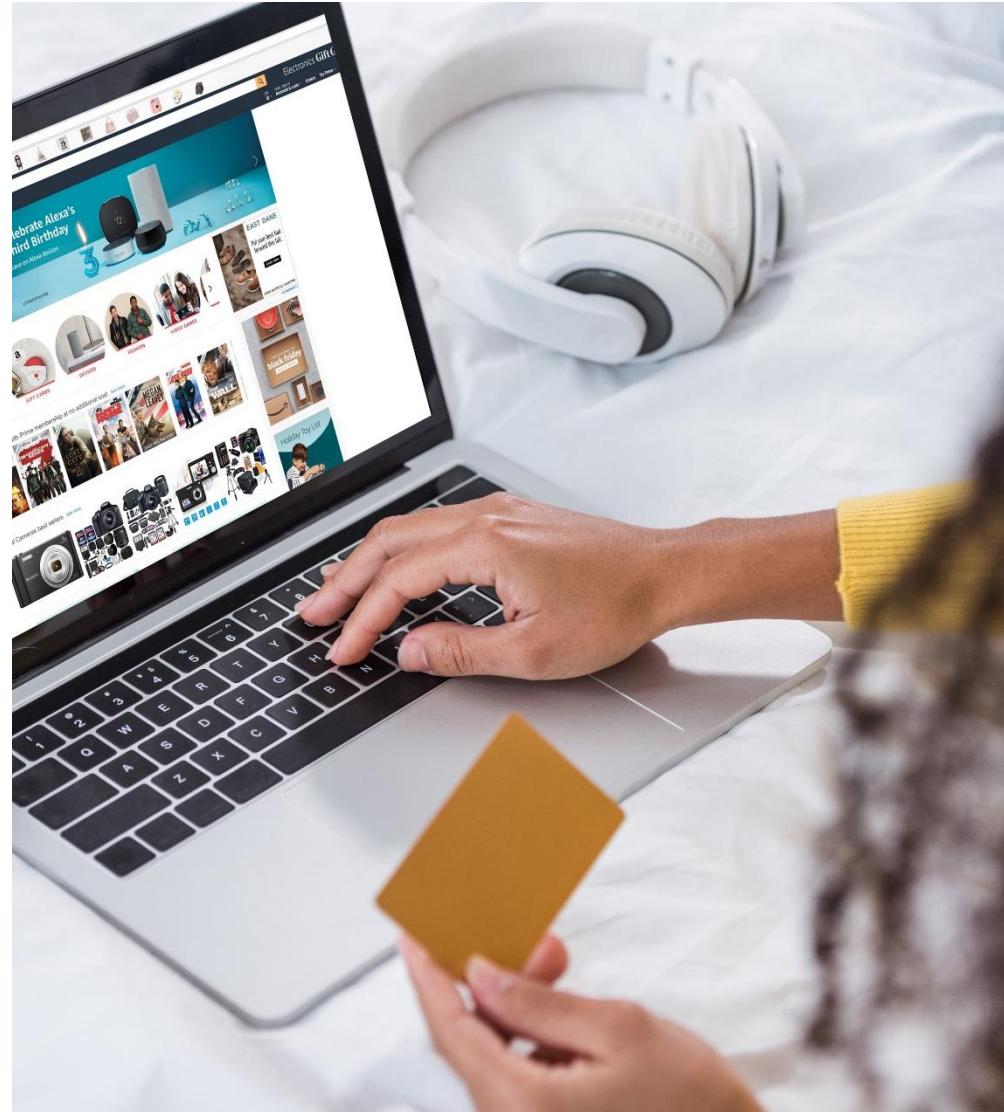
One Time Service

ECommerce Activator Product Information

Product Information

Introduction

The E-Commerce Activator is a comprehensive one-time service specifically designed to equip your WordPress site, hosted with us, with full e-commerce capabilities by enabling and configuring WooCommerce. This service is tailored for businesses aiming to launch or expand their online store presence swiftly and efficiently.



ECommerce Activator

Product Information

Summary

- **Activation and Configuration of WooCommerce:** We will activate WooCommerce on your WordPress site and perform initial configurations to ensure it's optimized for your e-commerce operations.
- **Creation of Necessary E-commerce Pages:** Our service also includes the creation of essential WooCommerce pages such as Product, Cart, Checkout, and My Account pages to ensure your online store functions seamlessly from the get-go.
- **Configuration of up to 10 Products:** Our team will configure up to ten products provided by you, including setting up product descriptions, images, prices, and other relevant details to make them ready for online sale.
- **Configuration of Shipping Zones and Rates:** To ensure a smooth shopping experience for your customers, we will work with you to configure shipping zones and rates. This includes domestic and international shipping options, as applicable.
- **Configuration of Payment Processor:** We will set up and configure your chosen payment processor from our list of supported integrations*: Woo Payments, Stripe, PayPal, Square, or Amazon Pay.
- **Tutorial:** Once your E-Commerce store is launched, you'll receive a walk through from one of our developers on how to navigate the WooCommerce system.

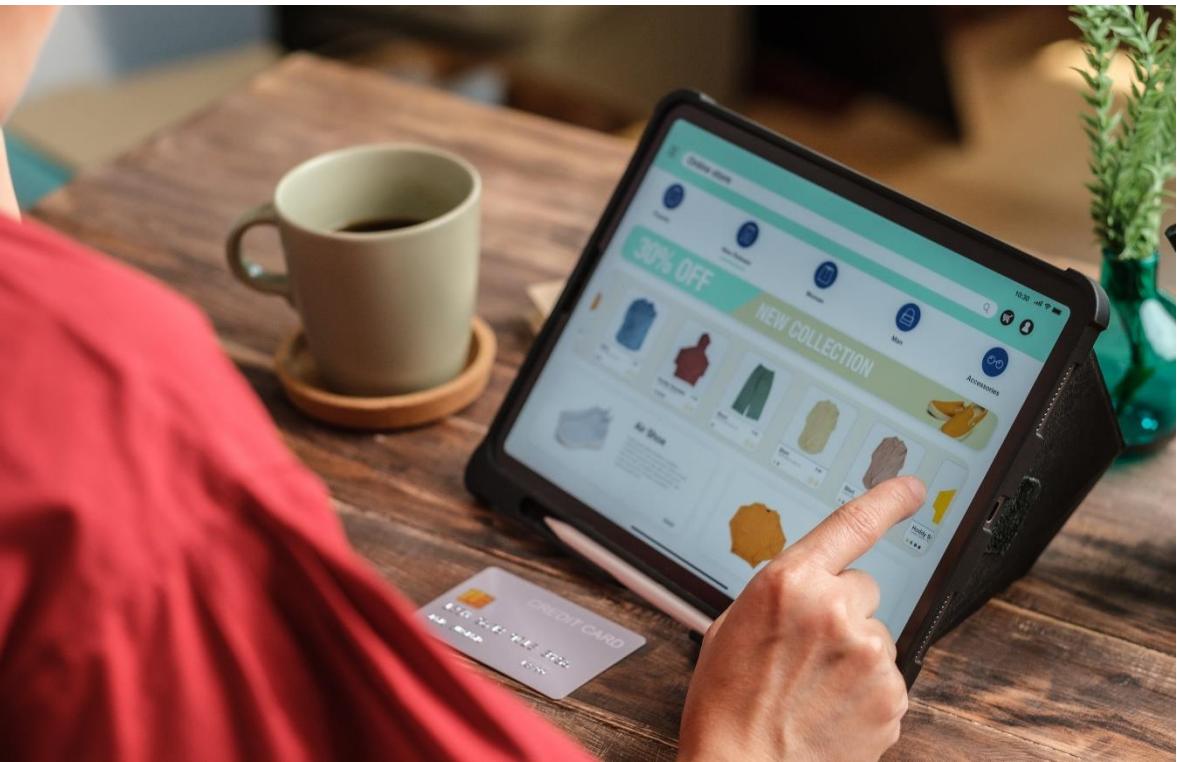
*We list the most popular payment processors, but we can explore integration options for whatever processor you may need.

Process Overview

- **Intake:** We'll collect all the details of the products you'd like to have set up and your chosen Payment Processor.
- **Initial Setup:** Our Team will prepare the WooCommerce Plugin and configure the necessary pages for its use including Product Page , Cart, Checkout, and My Account.
- **Product Set Up:** Using the information, you've provided we'll configure up to 10 Products, shipping zones, and shipping rates, and your Payment Processor.
- **Quality Assurance:** We'll test the WooCommerce workflow to make sure everything is working with your products and will provide a written breakdown of the work we've done for review including links to product pages.
- **Launch:** We deploy your Ecommerce shop to be live, making it accessible to your audience. 
- **Payment Processor Final Set Up:** Depending on your payment processor we may schedule the launch to be done on a call with you to set up your payment processor directly after launch.
- **Tutorial:** Once deployed we'll schedule a 1hr tutorial with you and your team to learn the basics of WooCommerce and answer any questions you may have.

E Commerce Activator

\$1,200/one time



The E-Commerce Activator is a comprehensive one-time service specifically designed to equip your WordPress site, hosted with us, with full e-commerce capabilities by enabling and configuring WooCommerce. This service is tailored for businesses aiming to launch or expand their online store presence swiftly and efficiently.

Deliverables

- **Activation and Configuration of WooCommerce:** We will activate WooCommerce on your WordPress site and perform initial configurations to ensure it's optimized for your e-commerce operations.
- **Creation of Necessary E-commerce Pages:** Our service also includes the creation of essential WooCommerce pages such as Product, Cart, Checkout, and My Account pages to ensure your online store functions seamlessly from the get-go.
- **Configuration of up to 10 Products:** Our team will configure up to ten products provided by you, including setting up product descriptions, images, prices, and other relevant details to make them ready for online sale.
- **Configuration of Shipping Zones and Rates:** To ensure a smooth shopping experience for your customers, we will work with you to configure shipping zones and rates. This includes domestic and international shipping options, as applicable.
- **Configuration of Payment Processor:** We will set up and configure your chosen payment processor from our list of supported integrations*: Woo Payments, Stripe, PayPal, Square, or Amazon Pay.
- **Tutorial:** Once your E-Commerce store is launched, you'll receive a walk through from one of our developers on how to navigate the WooCommerce system.

*We list the most popular payment processors, but we can explore integration options for whatever processor you may need.

Next Steps & Assumptions

Overview of Next Steps

- We will send an agreement for signature
- Your Team will meet with ours for a project kick off where we'll intake all of the details of your products and payment processor needs
- You'll meet our team, and we'll answer any details and go into detail on the full process.

Resources Involved

- Project Management
- Developer
- Support Team

Related & Recommended Services:

- Web Custom: For those who need a new custom website to go with their hosting
- SEO: For those who want help ensuring their site ranks for keywords that matter
- Data & Analytics: Get ongoing reports on what types of visitors are coming to your site.

Assumptions

Global Assumptions:

- **Client Responsibilities:** The client will provide all necessary product information, including descriptions, images, prices, and shipping details, in a timely and organized manner.
- **Supported Payment Processors:** It is assumed that the client will pick a payment processor from our recommended list unless they propose an alternative in advance for our review and approval based on integration capabilities.
 - Recommended list: Woo Payments, Stripe, PayPal, Square, or Amazon Pay
- **Hosting Requirements:** The service assumes that the client's WordPress site is hosted with Loud Canvas Media, ensuring smooth integration of WooCommerce functionalities.
- **Product Limitation:** This service covers the configuration of up to 10 products. For configurations exceeding this number, an additional service or extension can be discussed.
- **WordPress:** Assumes that clients website is built using WordPress.
- **Theme:** Assumes that clients website is built on a modern theme (Divi) without technical issues. Additional time may be required for non-Divi sites.
- **Pre-Existing Website Condition:** It is assumed that the client's website is in good standing, without existing technical issues that could hinder the WooCommerce integration. Any pre-existing issues identified might require additional services for resolution.



DIGITAL MARKETING ROADMAP

For up to 3 strategy sessions and a final presentation and PDF Deliverable

One Time Strategy Development

Digital Marketing Roadmap

Product Information

Introduction

The **Digital Marketing Roadmap** is a comprehensive 30-page guide tailored to the development and growth of your brand. This plan outlines critical elements, including messaging, brand guidelines, and actionable recommendations for website creation, audience targeting, and strategic campaign execution. It provides a step-by-step framework to help you achieve your business objectives, from building a strong online presence to engaging your audience effectively. Additionally, it incorporates a clear measurement strategy to evaluate the success of these initiatives.

Our Digital Marketing Roadmap service includes **2-3 interactive workshops** designed to refine your brand concept, sharpen your messaging, and develop a strategy aligned with your business goals. These collaborative sessions ensure your branding, campaigns, and approach work cohesively. Leveraging your existing database, the plan offers lead-generation solutions focusing on targeted campaigns and customer engagement. Included in your final presentation, the **Digital Ecosystem Map** visually represents the integration of all components—branding, website, and campaigns—to ensure consistent messaging across platforms.



Digital Marketing Roadmap

Process Overview

Summary

- **Interactive Workshops:** Up to three workshops focusing on refining brand concept, sharpening messaging, and aligning strategy with business goals.
- **Research:** We'll conduct market research to understand industry trends and your competitors' strategies.
- **SWOT Analysis:** We'll take a look at the strengths, weaknesses, opportunities, and threats to your organization to help guide your digital marketing roadmap.
- **Comprehensive 30-Page Guide:** Tailored strategy for personal brand development and growth, covering messaging, brand guidelines, and actionable recommendations.
- **Strategic Framework:** Step-by-step plan for building a strong online presence, engaging audiences, and achieving business objectives.
- **Measurement Strategy:** Define clear marketing objectives aligned with business goals.
- **Lead Generation Solutions:** Strategies leveraging existing databases for targeted campaigns and customer engagement.
- **Digital Ecosystem Map:** Visual integration of branding, website, and campaigns for consistent messaging across platforms.

Process Overview

- **Kickoff:** We will schedule a kickoff meeting with your team to understand your business goals, current marketing efforts, and desired outcomes. We will discuss your vision, target audience, and objectives to ensure our strategies align with your expectations.
- **Workshops:** We will facilitate 2-3 interactive workshops to refine your brand concept, sharpen your messaging, and synchronize your marketing strategy with your business goals.
- **Market Research:** Before and between each workshop we will perform comprehensive market research, including identifying target audience personas, analyzing the competitive landscape, and pinpointing potential channels for engagement.
- **Strategy Development and Mapping:** We will develop a detailed Digital Marketing Roadmap, outlining essential elements such as messaging, brand guidelines, website recommendations, audience targeting, and strategic campaign execution plans.
- **Live Presentation:** We will present the draft Digital Marketing Roadmap to your team, focusing on key strategies, timelines, and audience profiles. We will seek feedback on the proposed strategies to ensure they resonate with your brand's vision and meet your objectives.
- **Final Edits:** We will incorporate your feedback, making necessary adjustments to the roadmap to ensure it's tailored to your brand's needs and goals.
- **Follow-Up Presentation:** We will arrange a follow-up presentation to review the final roadmap and provide a proposal to bring the strategies to life, ensuring your team is well-prepared and confident in executing the plan for the best possible outcomes.

Digital Marketing Roadmap

Deliverables

Workshops:

- Up to three hour long workshops to refine brand concept, messaging, and strategic goals.

Comprehensive PDF:

- A detailed 20-30-page guide for personal brand development delivered as a PDF for long term use.
- Includes recommendations on messaging, brand guidelines, website development, audience targeting, and campaign strategies.
- Strategic Grounding and Identification of Brand Objectives
- Identification of Target Audience Personas & Example Profiles
- Digital Media Recommendations and Overview of Channels to reach target audiences
- User Experience Mapping
- Digital Ecosystem Map
- Measurement Strategy to track effectiveness
- Branding & Lead Generation Strategies:**
 - Personal brand development adaptable to various services.
 - Lead generation strategies leveraging the existing database for targeted campaigns and engagement.
- Digital Ecosystem Map:**
 - Visual representation of branding, website, and recommended campaigns working together

Presentation:

- When everything's done – our team will provide a full presentation of your Digital Marketing Roadmap where you and your team can ask questions and get direct insights from our team.

\$3,000/one time



Next Steps & Assumptions

Overview of Next Steps

- We will send an agreement for signature
- Your Team will meet with ours for a project kick off
- You'll meet our team, and we'll answer any details and go into detail on the full process.

Resources Involved

- Digital Strategist
- Project Management
- Developer (For Advanced Development Questions)

Related & Recommended Services:

- We'll be providing a full overview of potential strategies and recommended follow up services as part of your Digital Marketing Roadmap.

Assumptions

- Client will manage their teams schedule to provide attendance for each workshop within a reasonable timeframe
- Once Marketing Objectives are outlined in the original workshop there will be minimal deviation from these goals
- Client will provide access to analytic tools for current web pages and marketing efforts for us to provide analysis on any existing campaigns
- Assumes availability of necessary resources, including budget, personnel, and technology, to provide data for marketing recommendations.
- Recommended Strategies assume competitors will maintain their current strategies without unexpected aggressive marketing tactics that could impact market share.

CANVAS INSIGHTS

For ongoing data review and measurements in digital footprint (i.e. Google Analytics, Social Media, Paid Advertising).

Includes either monthly or quarterly meetings and monthly reporting.

Recurring – Has Multiple Tiers



See all integration options at
canvasinsights.com

Canvas Insights

Product Information

Introduction

Canvas Insights brings you a dynamic reports each month that simplify your digital marketing by aggregating all your critical data into a single, intuitive report.

Get started with automated reports on your web traffic delivered each month. Get even more out of Canvas Insights by collaborating with our Digital Strategists to receive report summaries and personal consultations on a schedule that works for you.

Say goodbye to scattered insights and hello to cohesive, actionable intelligence designed to drive your business forward. No need to be a marketing pro—our dynamic dashboards put data-driven insights right at your fingertips.



Canvas Insights

Process Overview

Track and Optimize Your Marketing Performance

Customized Reporting and Data Visualization

Monitor your key performance indicators (KPIs) with tailored reporting and intuitive data visualization. With our SEO plans, you gain access to a personalized dashboard that delivers actionable insights. No matter your industry, audience, or marketing tactics, we help you understand the impact of your efforts and identify areas for meaningful improvement.

The Data You Need, When You Need It

With a clean and structured data foundation, we unlock business intelligence insights to enhance your marketing efforts. From attributing sales to specific marketing strategies to calculating ROI, you'll gain a comprehensive understanding of your campaigns and lead nurturing tactics. Our advanced reporting and data visualization solutions validate your marketing investments and guide future improvements.

Building the Right Data Structure

Effective visualizations require accurate, well-structured data within the right environment. At Loud Canvas, we specialize in creating a robust data architecture tailored to your business needs. Whether you're analyzing the performance of a single system or the entire customer lifecycle, we design data environments that uncover actionable insights and demonstrate results.

Visualizing Your Data for Maximum Impact

Using cutting-edge business intelligence tools, we import, clean, and visualize data across a variety of marketing platforms. From audience demographics to competitive performance metrics, our visualizations provide clarity and actionable reporting. Advanced visualization capabilities include:

- Multi-variable charts
- Forecasting and regression models
- Real-time data updates
- Geographic performance tracking
- Advanced filtering and segmentation
- Interactive dashboards for real-time exploration

Custom Solutions, Tailored for Your Business

We understand that every business is unique, which is why our custom solutions are designed to meet your specific requirements. These tailored approaches include a level of effort (LOE) assessment to ensure we deliver maximum value and insight.

Canvas Insights

Product Overview



CANVAS INSIGHTS ESSENTIALS

- ⊕ Google Analytics & Search Console Integration
- Reports included:**
 - ⊕ Web Traffic Overview
 - ⊕ SEO Insights
 - ⊕ Google Business Profile Insights
 - ⊕ Website Health Report
 - ⊕ Automated Monthly Reports

\$75 / Mo.

CANVAS INSIGHTS STANDARD

- ⊕ Google Analytics & Search Console Integration
- Reports included:**
 - ⊕ Everything in Essentials
 - ⊕ GA4 Events Overview
 - ⊕ GA4 Audience Insights
 - ⊕ Monthly Reports with Digital Strategists Insights
 - ⊕ Quarterly Reviews with our Digital Strategists

\$200 / Mo.

CANVAS INSIGHTS PRO

- ⊕ Google Analytics & Search Console Integration
- Reports included:**
 - ⊕ Everything in Standard
 - ⊕ Up to 5 Additional Reports from our supported integrations
 - ⊕ Access to Real-Time Dashboard
 - ⊕ Monthly Reports with Digital Strategists Insights
 - ⊕ Quarterly Reviews with our Digital Strategists

\$400 / Mo.

CANVAS INSIGHTS CUSTOM

Interested in something more advanced?

Need reporting on a tool not in our current list of integrations – or are looking for even more reporting?

Let's build something custom for you!

Starting at
\$487.50 / Mo.

Additional Integrations available at \$50 per integration

See all integration options at
canvasinsights.com

Canvas Insights Essentials

\$75 / mo.



Loud Canvas Media offers a real-time data and analytics dashboard designed to give you a clear overview of your digital performance. This dashboard includes:

Deliverables

Includes the following reports:

Web Traffic Overview: Gain insights into user behavior, site traffic trends, and engagement metrics.

SEO Insights: Understand your website's visibility, organic search performance, and key areas for improvement.

Google Business Profile Insights: Assess how your business is performing in local search results and how users interact with your Google Business Profile.

Website Health Insights: Stay informed about your website's technical performance, including load speeds, usability, and overall health.

Google Analytics and Google Search Console Integration

We ensure seamless setup and configuration of Google Analytics and Google Search Console to provide accurate and actionable data.

Ongoing Reporting and Consultation

To keep you informed and aligned with your digital goals, we provide:

- **Automated Monthly Reports:** See the full breakdown of your websites Web Traffic and Basic SEO Metrics delivered straight to your inbox every month.

See all integration options at
canvasinsights.com

Canvas Insights Standard

\$200 / mo.



Loud Canvas Media provides a state-of-the-art data and analytics dashboard, offering you real-time insights into your digital performance. The dashboard includes:

Deliverables

Includes the following reports:

Web Traffic Overview: Track key metrics like visits, bounce rates, and traffic sources to understand user behavior.

SEO Insights: Monitor your website's visibility and organic search performance, identifying areas for improvement.

Google Business Profile Insights: Assess how your business is performing in local search results and how users interact with your Google Business Profile.

Website Health Insights: Stay informed about your website's technical performance, including load speeds, usability, and overall health.

Events Overview: Gain insights into on-site actions such as clicks, form submissions, and downloads to measure user engagement.

Audience Insights: Understand your audience demographics, geographic locations, and behavior to better tailor your marketing strategies.

Google Analytics and Google Search Console Integration

We ensure seamless setup and configuration of Google Analytics and Google Search Console to provide accurate and actionable data.

Monthly Reporting and Strategic Consultations

- **Monthly Reports with Strategic Insights:** Receive detailed performance summaries combined with expert analysis and actionable recommendations provided by our Digital Strategists
- **Quarterly Reviews with a Digital Strategist:** Participate in scheduled consultations to review progress, refine strategies, and align efforts with your broader business objectives.

See all integration options at
canvasinsights.com





See all integration options at
canvassisights.com

Canvas Insights

Pro

\$400 / mo.



Loud Canvas Media provides you with access to a dynamic, real-time data and analytics dashboard, delivering actionable insights to optimize your digital strategy. Key features of the dashboard include:

Deliverables

Includes the following reports:

Web Traffic Overview: Track key metrics like visits, bounce rates, and traffic sources to understand user behavior.

SEO Insights: Monitor your website's visibility and organic search performance, identifying areas for improvement.

Google Business Profile Insights: Assess how your business is performing in local search results and how users interact with your Google Business Profile.

Website Health Insights: Stay informed about your website's technical performance, including load speeds, usability, and overall health.

Events Overview: Gain insights into on-site actions such as clicks, form submissions, and downloads to measure user engagement.

Audience Insights: Understand your audience demographics, geographic locations, and behavior to better tailor your marketing strategies.

Google Analytics and Google Search Console Integration

We ensure seamless setup and configuration of Google Analytics and Google Search Console to provide accurate and actionable data.

Monthly Reporting and Strategic Consultations

- Monthly Reports with Strategic Insights:** Receive detailed performance summaries combined with expert analysis and actionable recommendations provided by our Digital Strategists
- Quarterly Reviews with a Digital Strategist:** Participate in scheduled consultations to review progress, refine strategies, and align efforts with your broader business objectives.

Additional Customization for Deeper Insights

To further enhance your digital strategy, Loud Canvas Media will:

- Configure and Report on 5 Additional Integrations:** Choose from our approved list of integrations to expand your data insights.

Next Steps & Assumptions

Overview of Next Steps

- We will send an agreement for signature
- Once signed, we'll work with your team to get access to the platforms you will be receiving reporting on
- Once your dashboard is ready – we'll provide a walkthrough and send your first report.

Resources Involved

- Digital Strategist
- Project Management
- Developer (For Advanced Development Questions)

Assumptions

- Client will provide Loud Canvas with all necessary access in order to integrate with Canvas Insights
- Some metrics (such as Keyword rankings) only begin tracking once added to Canvas Insights and will require time to provide useful data
- Client is responsible for maintaining good standing with connected platforms
- Client is responsible for any ongoing subscriptions to connected platforms
- Reporting will be provided via link sent through email on a monthly basis
- Reporting can be provided as a static PDF upon request
- Reporting options for additional integrations are reliant on source providing integration options for reporting and may change without notice.

Related & Recommended Services:

- We'll be providing a full overview of potential strategies and recommended follow up services as part of your Digital Marketing Roadmap.

Email Management

No hassle simple email inboxes for businesses that need their own webmail service.

Priced Per Inbox - Recurring

Email Management Product Information

Looking for a Cloud based Email solution different from Google or Microsoft?

Just need an email that works without all extra steps to get started?

We provide a no-nonsense simple Email management

Email and calendar tools are essential for business success, and you need a solution that just works. Our easy-to-use Rackspace Email for small businesses are an affordable, reliable and secure choice that can scale to your needs. Discover why we're the choice for millions of mailboxes worldwide.

Access Anywhere

Users can access their email using Outlook, their mobile phones or through the webmail application.

Keep Bots Out

Enjoy fewer bots and spam emails with premium spam and anti-virus protection.

\$10 per inbox / mo.



ORGANIC SEO

Improve your site's ranking for keywords relevant to your business and potential clients.

Our SEO specialists are dedicated to implementing targeted solutions that translate into tangible business results, from better rankings and increased traffic to enhanced online visibility.

Recurring – Has Multiple Tiers

Organic SEO Product Information

Introduction

In today's digital landscape, your online presence is your strongest asset.

Our SEO Services are designed to elevate your digital presence, driving traffic and conversions. We provide ongoing reporting as part of every package because we believe in keeping you in the loop at every stage, ensuring that every strategy, every tweak, and every significant milestone is communicated and understood.

Whether you're just starting, looking to preserve your rankings, or want to become a leader in your market, we offer a tiered approach to SEO that aligns with your business goals.



Organic SEO

Process Overview

Summary

Our SEO services begin with a kick-off meeting to align with your team's goals for your website, examine your current website rankings, and brainstorm potential keywords pivotal to your business. Following this initial deep dive, our team handles additional keyword research, pinpointing the high-value keywords essential for your visibility and success. With your approval, these keywords are woven into your content to enhance your site's relevance and search engine visibility while we initiate ongoing ranking tracking.

As we complete your keyword research, our team logs into your website and ensures its SEO foundations are solid. Tackling critical on-page SEO tasks such as optimizing page titles, meta descriptions, URLs, and heading structure and improving your page speed. We'll also help you optimize your Google My Business Profile, touching upon all details to maximize your local search visibility.

SEO is nothing without ongoing care. All tiers include monthly reports provided to you detailing your SEO progress, including keyword rankings and traffic insights via Canvas Insights. You'll also receive recommendations on content creation from our Digital Strategists, who perform a monthly SEO health check to check in on your website.

On Standard+ plans, our team provides monthly meetings and ongoing support for optimizing the content you create for your website, ensuring that any new content you create aligns with your SEO goals. We'll also work with you to create SEO content for you so that you are constantly moving the needle forward and improving your presence every month.

Process Overview

- **Kick Off:** We'll meet with your team and dive into your goals for your digital presence, review your website's current rankings, and brainstorm keywords for your business.
- **Keyword Research & Optimization:** Our team works with you to complete extensive keyword research, identifying high-value keywords crucial to your business. Upon approval, we integrate selected keywords into your content, enhancing your site's relevance and visibility, and begin ongoing tracking of your rankings.
- **On-Page SEO:** Our team configures your site's technical SEO aspects, including indexing, crawlability, page titles, page meta descriptions, heading structure, URLs, and page speed optimization, ensuring search engines can easily access and favorably evaluate your website.
- **Google My Business Optimization:** Our team will review your Google My Business Profile and work with your team to fill out all the details and optimize your profile.
- **Monthly Reporting:** You'll receive monthly reports on your digital presence and progress on your keyword rankings and traffic details through Canvas Insights. You'll also receive a full review from our Digital Strategist with content creation recommendations and details from your monthly SEO health check.
- **Monthly Content Optimization:** In Standard+ plans, we'll provide ongoing support for new content being added to your site and optimize it for your SEO goals.
- **Monthly Content Creation:** In Standard+ plans, we'll create an SEO-optimized piece of content for you each month based on your goals and business needs.

Organic SEO

Product Overview



ORGANIC SEO ESSENTIALS

- ⊕ Google Analytics & Search Console Set Up & Integration
- ⊕ On Page SEO Configuration
- ⊕ Page Speed Optimization
- ⊕ Google My Business Profile Optimization
- ⊕ In-Depth Keyword Research
- ⊕ Site Optimization for 5 Keywords
- ⊕ Monthly Reporting with Digital Strategists Insights & Content Recommendations

\$400 / Mo.

ORGANIC SEO STANDARD

- ⊕ Everything Included in Organic SEO Essentials
- Plus:**
 - ⊕ Site Optimization for up to **10 Keywords**
 - ⊕ Monthly Meetings With Digital Strategists to Review Progress
 - ⊕ Monthly SEO Content Optimization for New or Existing Content
 - ⊕ Monthly Creation Of One Piece of SEO Content

\$800 / Mo.

ORGANIC SEO PRO

- ⊕ Everything Included in Organic SEO Essentials
- Plus:**
 - ⊕ Site Optimization for up to **25 Keywords**
 - ⊕ Monthly Creation of up to Three Pieces of SEO Content

\$1600 / Mo.

ORGANIC SEO CUSTOM

Interested in something more advanced?

Looking for us to create more SEO content, manage additional keywords, or have additional reporting needs?

Let's build something custom for you!

Starting at
\$2,000 / Mo.

Organic SEO Essentials

\$400 / mo.



The Organic SEO Essentials package is ideal for businesses entering the digital arena. It covers all the essential SEO strategies needed for initial growth. From technical setups like Yoast SEO configuration to foundational keyword optimization, we make your site search engine friendly and ready to rank.

Deliverables

- On-Page SEO Efforts, including Yoast SEO configuration, keyword mapping in Yoast, Configuration of title and meta descriptions, heading structure, URL optimization, and image alt text configuration
- Submission of the site to Google Search Console for performance monitoring and issue identification.
- Optimization of the Google My Business Profile to improve local search visibility.
- Page Speed Optimization updates during onboarding.
- Set up and configuration of Google Analytics for detailed traffic and user behavior insights.
- Comprehensive keyword research to identify initial target keywords.
- Website Optimization and tracking for up to 5 keywords to boost site visibility and ranking.
- Monthly Canvas Insights Reports featuring Digital Strategist Recommendations and insights from our recurring SEO health check.
- Monthly SEO Content Recommendations to guide future content development efforts.

Organic SEO Standard

\$800 / mo.



Organic SEO Standard is designed for those ready to push their SEO efforts and looking for continuous improvement in their rankings. This package expands upon the fundamentals with more keywords, content optimization & creation, and monthly meetings for deep insights into performance.

Deliverables

- On-Page SEO Efforts, including Yoast SEO configuration, keyword mapping in Yoast, Configuration of title and meta descriptions, heading structure, URL optimization, and image alt text configuration
- Submission of the site to Google Search Console for performance monitoring and issue identification.
- Optimization of the Google My Business Profile to improve local search visibility.
- Page Speed Optimization updates during onboarding.
- Set up and configuration of Google Analytics for detailed traffic and user behavior insights.
- Comprehensive keyword research to identify initial target keywords.
- Website Optimization and tracking for up to **10 keywords** to boost site visibility and ranking.
- Monthly Canvas Insights Reports featuring Digital Strategist Recommendations and insights from our recurring SEO health check.
- Monthly SEO Content Recommendations to guide future content development efforts.
- Monthly Meetings with our Digital Strategy team to review Canvas Insight reports, content creation, and your overall SEO progress.
- Monthly SEO Content Optimization to align new or existing content created by client with SEO best practices and strategy.
- Monthly creation of one piece of written SEO-optimized content, such as articles, blog posts, landing pages, or Google My Business profile updates configured for maximum impact with your SEO strategy and long term goals.

Organic SEO Pro

\$1,600 / mo.



Organic SEO Pro is for businesses aiming to lead the pack, including optimization and tracking for up to 25 keywords and creating multiple SEO content pieces per month. You can rest assured that your website will create fresh content each month to build your digital presence continuously.

Deliverables

- On-Page SEO Efforts, including Yoast SEO configuration, keyword mapping in Yoast, Configuration of title and meta descriptions, heading structure, URL optimization, and image alt text configuration
- Submission of the site to Google Search Console for performance monitoring and issue identification.
- Optimization of the Google My Business Profile to improve local search visibility.
- Page Speed Optimization updates during onboarding.
- Set up and configuration of Google Analytics for detailed traffic and user behavior insights.
- Comprehensive keyword research to identify initial target keywords.
- Website Optimization and tracking for up to **25 keywords** to boost site visibility and ranking.
- Monthly Canvas Insights Reports featuring Digital Strategist Recommendations and insights from our recurring SEO health check.
- Monthly SEO Content Recommendations to guide future content development efforts.
- Monthly Meetings with our Digital Strategy team to review Canvas Insight reports, content creation, and your overall SEO progress.
- Monthly SEO Content Optimization to align new or existing content created by client with SEO best practices and strategy.
- **Monthly creation of up to three pieces of written SEO-optimized content, such as articles, blog posts, landing pages, or Google My Business profile updates configured for maximum impact with your SEO strategy and long term goals.**

Next Steps & Assumptions

Overview of Next Steps

- We will send an agreement for signature.
- Once signed, we'll work with your team to get access to your website and schedule your kick-off meeting
- During your kick-off, we'll brainstorm keywords with you and review the next steps and our SEO process!

Resources Involved

- Digital Strategist
- Project Management
- Developer (For Technical Updates)

Related & Recommended Services:

- **Web Custom:** Create a new website designed with SEO to propel your business forward.

Assumptions

- Client will provide access to website for our team to be able to provide optimization efforts.
- For Best Results, site should be built on WordPress and hosted on Loud Canvas Servers.
- Google My Business Profile will be maintained by the client.
- Client will ensure the availability of a designated decision-maker for timely feedback and decisions related to SEO strategy, keyword approval, and content approval to avoid implementation delays.
- Specific ranking outcomes for keywords are not guaranteed.
- Project timeline assumes timely feedback and approvals from the client; delays in communication may extend the overall delivery schedule.
- Client will provide Loud Canvas with all necessary access to integrate with Canvas Insights for ongoing reporting.
- Some metrics (such as Keyword rankings) only begin tracking once added to Canvas Insights and will require time to provide data.
- Reporting will be provided via link sent through email on a monthly basis and can be provided as a static PDF upon request.
- Recommendations made by Digital Strategists may require additional services to be approved for implementation.
- Client agrees that our team may create new content or modify existing content on their website for SEO purposes, following a mutually agreed-upon content strategy.
- Monthly Creation of SEO Optimized content is limited to written content such as articles, blog posts, or landing pages. Additional design or development requirements outside may require additional services.
- Royalty-free images, videos, and icons will be high-resolution, aligned with the client's brand, and may be sourced from online stock libraries.



OMNI CHANNEL ADS AUDIT & MANAGEMENT

Our Omni Channel Ads Management is set up with a step-by-step approach to managing your ad campaigns, ensuring you're informed and involved at every crucial juncture.

The key to a successful ad strategy isn't just about casting a wide net—it's about being agile, making informed decisions, and pivoting to where your audience truly is.

Recurring – Variable Monthly Spend

Omni Channel Ads

Audit & Management

Product Information

Introduction

Our Omni Channel Ads Management service is designed with a step-by-step methodology in handling your ad campaigns. This ensures that you're not only informed but also actively engaged as we progress your campaign from inception to testing to fully running

A Two Step Process

We believe in walking before we run when it comes to ads management. Our Omni-Channel Ads management clients go through an Omni Channel Ads Audit before diving into a fully budgeted campaign.

This separate service is designed to allow us to configure and test the waters of your campaign before providing a detailed recommendation for long-term spending.



Omni Channel Audit

Process Overview

Summary

Our Omni Channel Ads Audit is the first step to a comprehensive, long-term ad management strategy. This one-time service is designed to set the foundation for effective omnichannel advertising and doesn't require a full budgeted ad spend, making it an efficient and insightful entry point into long-term ad campaigns.

We start with a kickoff meeting where we learn your advertising objectives and preferences for channels. We then conduct an initial review of your current ad accounts or assist in setting up new ones.

We'll then start configuring your first ad campaign. Simultaneously, we ensure comprehensive Analytics Setup on your website or landing page, a crucial step for tracking conversions and defining the campaign's success.

Before the campaign launch, we present the prepared assets for your final approval, guaranteeing alignment with your vision and goals. We then proceed to a moderated testing phase using a pre-set budget. This phase is structured to identify which ads resonate and perform effectively, enabling targeted adjustments and optimizations and identifying any weak points in the conversion process.

When our testing phase is complete, we'll provide a full report with recommendations for future ad campaigns. This report includes a thorough review, expert advice on appropriate ad spend levels, and strategic campaign adjustments for optimum performance.

Process Overview

- **Kick-Off:** We'll meet with your team and dive into your goals for your ads and your preferred channels. We'll also review the entire audit process, define success metrics, review preliminary keywords, review your current ad accounts, or help you set up your accounts.
- **Campaign Set Up:** Once we've accessed your account, we'll start setting up your first campaign based on our kick-off call.
- **Analytics Prep:** A good campaign is nothing without being able to track success – while we are setting up your first campaign, we'll also be setting up analytics on your website or landing page to track conversions
- **Campaign Approval:** When we're all done preparing your campaign assets, we'll have you give a final review before we launch your campaign to the world.
- **Campaign Testing:** We'll push your campaigns live to start gathering data! We recommend running tests for 2-3 months to see what ads are getting traction and which aren't.
- **Full Assessment and Recommendations:** At the end of your testing period, we'll review the results together and provide a complete assessment of recommended ad spend and campaigns going forward.



Omni Channel Ads Management Process

Overview

Summary

Our Omni Channel Ads Management service is for managing, maintaining, and optimizing ad campaigns long-term. We start with a kick-off to review lessons learned from your Omni Channel audit and review areas of improvement or adjustment based on our initial testing. Additionally, we'll revisit and refine success metrics with you, ensuring our objectives are synchronized for maximum impact.

Once your campaign is locked in, we go into maintenance and optimization mode.

We perform weekly optimizations to identify performance anomalies early, adjust bids on keywords or ad sets based on their performance, and improve or remove underperforming ads. Let you know of any changes to your campaign.

We also provide Monthly Reporting to delve into the performance specifics using Canvas Insights. In these meetings, we'll break down ad performance, suggest and implement updates to ad copy to maintain freshness and carry out monthly maintenance processes for each platform to ensure your account stands in excellent standing.

Process Overview

- **Omni Channel Audit:** This service requires you to complete an Omni Channel Audit before starting – we'll take the lessons learned from this audit to create a tailored long-term campaign.
- **Kick-Off:** We'll review the results of your Omni Channel Audit together, ensure we have the access we need, and review our success metrics to ensure we are on the same page.
- **Campaign Launch:** A good campaign is nothing without being able to track success – while we are setting up your first campaign, we'll also be setting up analytics on your website or landing page to track conversions
- **Weekly Optimizations:** We'll review your campaigns weekly to check for any anomalies in performance, check your spending, adjust bids for keywords or ad sets based on performance, ensure lead quality, and adapt any underperforming ads.
- **Monthly Reporting:** Every month, we'll meet with your team to provide a breakdown of ad performance using Canvas Insights and suggest updates to ad copy to keep ads fresh and incorporate any upcoming events or specials. We'll also follow monthly maintenance processes for specific platforms to keep your account in good standing.



Omni Channel Audit

Our Omni Channel Ads Audit lays the essential groundwork for a strategic, long-term digital advertising and ensures your conversion path is ready for full engagement.

Supported Platforms: Google, Bing, LinkedIn, Meta (Facebook and Instagram)

Deliverables

- Assistance with the creation of ad accounts
- Keyword Research and Campaign Configuration
- Analytics and Conversion Tracking Setup
- Ad Copy and Creative Creation
- Campaign Launch and Testing for 3 months
- Post Testing Report provided in PDF format with details on lessons learned, highlights, recommendations on ad campaigns, and recommended long-term budget.
- Presentation of the Omni Channel Audit results with our Digital Strategy team and recommendations on the next steps for a successful long-term ads campaign.

\$7,600 one time.

Minimum Ad Spend* \$500/mo.

Omni Channel Ads Management

Prerequisite: Omni Channel Audit

Building on the insights from the Omni Channel Ads Audit, our Ads Management service is for managing your ad campaigns long term.

Supported Platforms: Google, Bing, LinkedIn, Meta (Facebook and Instagram)

Deliverables

- Campaign Set Up And Launch Based on Audit Insights
- Analytics Set up for conversion tracking
- Weekly internal campaign optimizations and maintenance
- Monthly performance reporting with Canvas Insights, including actionable insights and recommended ad copy updates
- Ongoing platform-specific account maintenance.

Ads Management Starts at \$1,600/mo.

6 Month Agreement

Recommended Ad Spend* \$1,000/mo.

*Minimum and Recommended ad spend for campaigns can vary based on industry and location from \$500/mo. – \$1,500+/mo.

Schedule a Free 30-minute consultation with us to discuss your project and get tailored recommendations and pricing

Omni Channel

Frequently Asked Questions

What Platforms Do You Support?

We currently offer ads management for Google, Bing, LinkedIn, and Meta, including Facebook and Instagram ads

Why Omni Channel?

Omni Channel ads management allows us to create custom-tailored plans for our clients and, more importantly, will enable us to work with you to pivot and modify spending on platforms to find the best results without contractual red tape.

How do I change my ad spend or ad platform?

Let our Digital Strategists know, and we'll create a Media Authorization form that dictates where your monthly ad spend will go. If you want to change mid-campaign, we'll work with you to make an update that keeps your spending under your control.

Why Don't you offer year long agreements for Ads Management?

1. Tailored Flexibility: The digital marketing landscape is dynamic, with consumer behaviors and platform algorithms evolving continually. A shorter-term engagement model allows us the flexibility to adjust your marketing strategy in real-time, ensuring optimal performance at all times.

2. Results-Oriented Strategy: Our goal is not merely to manage your ads but to make them successful. Locking in a year-long contract does not account for the variable nature of ad performance. If a strategy isn't working as expected, we believe in the freedom to pivot—be it through enhancing SEO, optimizing your website, or reevaluating your offer—without bureaucratic constraints.

3. Partnership Over Contractual Obligation: We view our relationship with clients as a partnership rather than a vendor-client contract. This mindset propels us to act in your best interest, continuously seeking ways to improve your results. A shorter engagement term fosters an environment of trust and mutual respect, where decisions are made based on what's best for your business, not contractual stipulations.

Next Steps & Assumptions

Overview of Next Steps

- We will send an agreement for signature
- Once signed, we'll work with your team to get access to your website and schedule your kick-off meeting
- During your kick-off, we'll brainstorm keywords with you and review next steps in our Omni Channel Process

Resources Involved

- Digital Strategist
- Project Management
- Developer (For Technical Updates)

Related & Recommended Services:

- Web Custom – Create a brand-new website designed with conversions in mind
- SEO – Build your organic presence along with your ad conversions by investing in a long-term SEO strategy.

Assumptions

- Client is responsible for account creation and maintaining good standing with their ad platforms
- A signed media authorization form is required for Loud Canvas to enable ad spend on clients behalf.
- Daily budgets for ads may be exceeded in line with the ad providers acceptable standards
- Client will provide access to all necessary ad accounts and websites to configure conversion tracking
- Client will designate a representative with authority to authorizing campaigns and media spend
- Spending below the recommended ad spend or minimum ad spend may result in poor performance of campaigns and reduced conversions.
- Supported Platforms Include: Google, Bing, LinkedIn, and Meta (Facebook & Instagram)
- The success of running multiple campaigns and locations is dependent on your ad spend
- The Omni Channel Audit may result in recommendations other than Omni Channel Advertising services dependent on the client's website and current business goals.
- Royalty-free images, videos, and icons provided will be high-resolution and aligned with the client's brand and may be sourced from online stock libraries.
- In the event of Omni Channel Services being terminated – Loud Canvas will disable all active campaigns and provide an overview to the client of campaigns disabled before removing our own access for client to maintain long term. "We shut off the lights on our way out"