

GOOD WOLF MARKETING

Impact-Driven Marketing Agency

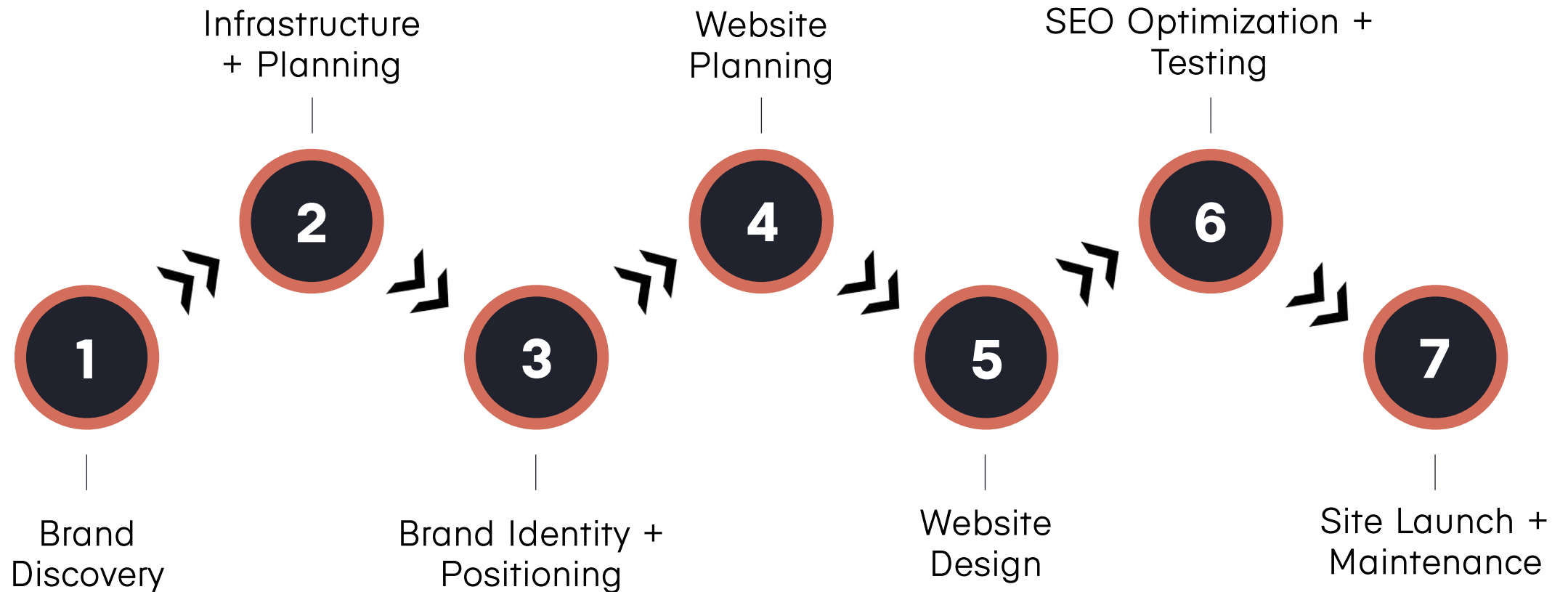


GOOD WOLF WEBSITE AND SEO PROCESS





Website Development and Design **Process**



Brand Discovery



- Timeline
 - Milestones and review points
- Determine Goals
 - Qualitative and quantitative
- Brand Blueprint
 - 25 questions to gain insight into brand messaging, positioning, and identity

LA SPORTS™ BRAND BLUEPRINT

Goal: determine the elements of our brand identity. This is used as a playful guide to get started.

| Question: | Response |
|--|----------|
| Brand Image | |
| What colors represent your brand? | |
| What 3 adjectives describe your brand the most? | |
| What is your mantra? | |
| If the brand was a car, what car would it be? | |
| If the brand was a person, what would their personality be? | |
| Who's your dream brand ambassador? | |
| Who's your community/tribe? | |
| Which top 5 brands inspire you the most? | |
| Brand Positioning | |
| What is/are your brand's strengths? | |
| What are the biggest challenges the brand faces? | |
| What is unique about the brand? | |
| What is most recognizable about the brand? | |
| What do you see for the brand's future? (growth, stability, experimentation) | |
| Audience | |
| Who are the brand's ideal customer personas? Primary and secondary | |
| How does the brand target their ICP? Any specific tactics | |
| How does our audience learn about the brand? | |
| What is the audience's current perception of the brand? | |
| What is the desired perception of the brand? | |

Infrastructure + Plan

- Project Roadmap
 - From Day 1 to launch
- Meeting Schedule
 - Regular cadence, ad-hoc meetings, and review points
- Centralize Content
 - Gain access to review all sales materials, photos, and relevant content

| TechSoft SYSTEMS Website Roadmap | | | | |
|--|------------|----------|--|--|
| Phase 1: Website Launch (March 9 - May 11) | | | | |
| Task Name | Start Date | End Date | Description | TechSoft Support |
| Content and Sales Material Review | | | | |
| Photo and Video Content Review | Mar. 9 | Mar. 30 | Gain access to Sharepoint/One Drive and review visual content | Centralize content |
| Technical Document Review | Mar. 9 | Mar. 30 | Analyze content and copy within current sales materials | Centralize sales materials |
| Brand Exercises | | | | |
| Brand Blueprint | Mar. 9 | Mar. 16 | 15 question brand questionnaire. Gain a better understanding of the TechSoft brand. | Complete questionnaire |
| Competitive Analysis | Mar. 9 | Mar. 23 | Identify 4 competitors, analyze messaging, services, target market, and unique selling proposition | Input/review the 4 competitors |
| Website Inspiration | Mar. 9 | Mar. 23 | Identify 3-5 websites within the industry that you like/features you would like to integrate | Identify websites for inspiration |
| Brand Toolkit Review | Mar. 9 | Mar. 16 | Review logo variations, fonts, colors, design elements, imagery | Send toolkit (or logos, fonts, colors) |
| Website Development & Design | | | | |
| Planning | | | | |
| Site Map Creation | Mar. 16 | Mar. 18 | Site map - to showcase full site layout, user journey, define menu, and site pages | |
| Keyword Research | Mar. 16 | Mar. 23 | Identify 8-10 keywords, analyze the volume and competition for each keyword | |
| Home Page Wireframe | Mar. 18 | Mar. 23 | Wireframe of UI design and content layout of home page | |
| Home Page Wireframe Review | Mar. 23 | Mar. 25 | Review of Home Page PDF to get a sense of structure and look and feel | Review wireframe |
| Design | | | | |
| Home Page Design | Mar. 28 | Apr. 7 | Home page creation and review, mobile first, responsive, professional and innovative UI/UX design | |
| Home Page Review | Apr. 1 | Apr. 7 | Gain access to Webflow development site, review content, animations, layout, etc. on all devices | Review home page |
| Capabilities Page Design | Apr. 4 | Apr. 18 | Creation of Capabilities pages (IT Services, Cybersecurity, Data Protection, Consulting, Outsourcing) | |
| Capabilities Page Review | Apr. 12 | Apr. 18 | Analyze layout, funnel, copy, content, CTAs | Capabilities page review |
| Ecommerce Implementation and Integration | Apr. 15 | Apr. 25 | Implement products and integrate payment portal | |
| Ecommerce Landing Page Review | Apr. 21 | Apr. 25 | Review the product landing pages, ensure payment portal is functioning properly | Ecommerce review |
| Subpage Design (About, Careers) | Apr. 25 | Apr. 29 | Creation of About pages - About and Careers pages (featuring open opportunities) | |
| Subpage (About, Careers) Review | Apr. 27 | Apr. 29 | Review layout, copy, design and current positioning and application process | Subpage review |
| Contact + Resources Page Design | May. 2 | May. 6 | Creation of content and lead gen page, implementation of resources (videos, sales materials, blogs, decks) | |
| Contact + Resources Page Review | May. 4 | May. 6 | Review contact information, lead gen forms, and resources | Contact/Resources Review |
| SEO & Miscellaneous | | | | |
| Keyword Optimization | May. 4 | May. 7 | Meta-tagging, alt text, heading review (H1, H2, H3 tags), geo-tagging images | |
| Google My Business | May. 6 | May. 7 | Create and update GMB page | Send GMB login access |
| Final Edits | | | | |
| Test Integrations | May. 7 | May. 10 | Ensure all CRM, payment portals, and plugins are working and connected properly | |
| Final Review & "Red Team" Testing | May. 7 | May. 10 | Ensure all links are functioning, test site on all devices | |
| SITE LAUNCH | | 11-May | | |

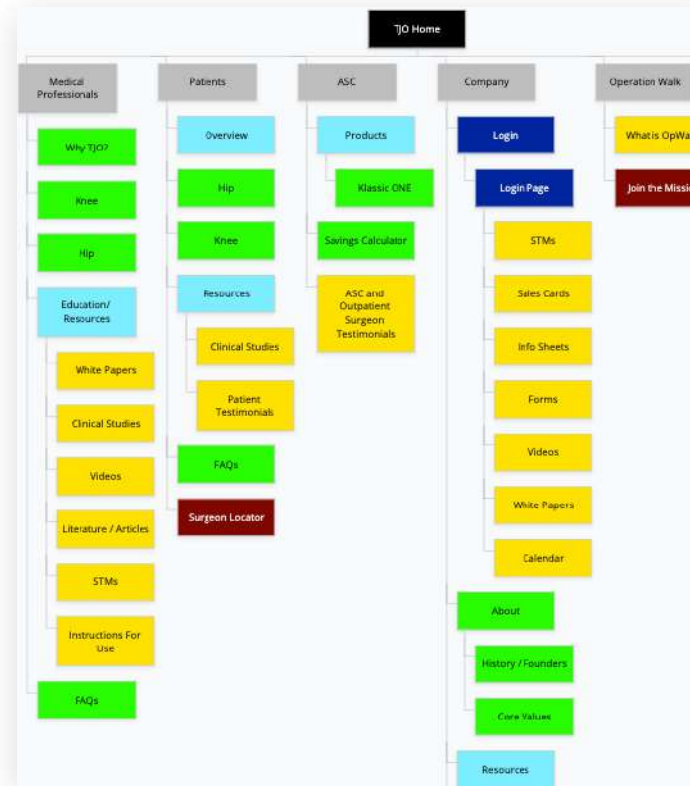
Brand Identity + Positioning

- Identify USP/Unique Niche
 - Determine the gap in the market
- Competitive Analysis
 - Gain insight into competitor's digital footprint, messaging, positioning and value proposition
- Target Audience (ICP)
 - Primary and secondary
- Brand Guideline Toolkit
 - Standardize fonts, colors, logos, and design elements

| | | DR. SANTOR | SETH MATTISON | JASON DORSEY | COREY SEEMILLER |
|-------------------|--|--|---|---|---|
| PROFILE | OVERVIEW & EXPERIENCE | Award-winning CEO with Fortune 100 experience (NASA and Disney) | Speaker, advisor, author, lack of experience. Salesman for 1.5 years in 2000, experience as "Change Agent" and bridgeworks - bridging the generational divide | #1 Millennial and Gen Z speaker. Keynote speaker, advisor, "generations researcher" Twitter Tagline: "Gen Z and Millennial Expert Global Speaker 1,000+ standing o's 4x Author new book: 'Zconomy! Core Board Member led 66+ studies 10 years 'Gen Z and Millennial Expert' VC experience | TedX Speaker, 3x Author, Professor, PhD. Co-founder at Sonoran Center for Leadership Development in 2008. "Dr. Corey Seemiller has worked in higher education for more than 20 years in both faculty and administrative positions in higher education. She has both taught and directed programs related to her areas of expertise, which include leadership, civic engagement, career development, and social justice" |
| | TAGLINE | Millennial and Gen Z Enthusiast Dr. Santor creates hapoor workplaces by overcoming generational differences | helping leaders prepare for the future of work | "His presentations will inspire your organization to take action to unlock each generation's potential, from employees to customers." | "The Gen Z Speaker" - "If you supervise, teach, parent, or work with Generation Z, don't wait to learn about how to best work with this generation!" |
| | COMPETITIVE ADVANTAGE <i>Unique Value Proposition</i> | Fortune 100 experience, college professor, 2x author on Gen Z's and Millennials | 15+ years experience, vast clientele - strong brand. Millennial Consultancy - FutureSight Labs - Helping leaders make data-driven decisions, influence behavior, and drive outcomes by leveraging cutting-edge research and analysis. | Over 1,000 Standing Ovation, media outlets, clients | Academic intelligence - TedX speaker, professor, 3x author on Gen Z |
| MARKETING PROFILE | TARGET MARKET SEGMENT | 2,500+ employees, California/Florida/TX - technology, services, fortune 1000 | Executive teams, HR, CEO, leader | Fortune 500 brands | Dr. Seemiller speaks to institutions, businesses, professional organizations, non-profits, and community groups. "Who is Generation Z?" |
| | MARKETING STRATEGIES | 2 posts per week on LinkedIn and Instagram, TikTok on the roadtrip, email marketing through Rocket Reach and Salesblazer | massive amount of video content, quotes, non-academic, "influencer" "cool factor", event promos | Flex research expert, client testimonials, media appearances, academic research | Online courses, testimonials, webinars, blogs, professional |
| | WEBSITE ANALYSIS | 8.5/10 - brand design is there, focus on keynotes, solid bio and press/media focus. Home page focuses on credibility through PR logos and experience | 9/10. Fresh, modern, sleek design, connects to consultancy, no blog, not content heavy, typical site map - https://www.sethmattison.com/ | 8/10. Simple landing page and site map, first fold flex testimonials and media, speaking -> research -> media, videos, blog, content heavy - https://jasondorsey.com/ | 5/10. Bad UI and UX design, lack of imagery, text heavy. No CTA's. Traditional site map. Blog's through Medium (hurting SEO) - https://www.coreyseemiller.com/ |
| | LINKEDIN activity | 2x / week | 1 post per month, light engagement, event promotion, videos | 1-2 posts per week, active engagement, articles and thought leadership, event promotion | 1-2 posts per month, light engagement, articles, blogs, academic content |
| | LINKEDIN following | 2,200 | 0.5k | 35k | 1.5k |
| | FACEBOOK activity | 2x / week | Non-active | 1-2 posts per week - Quotes, videos, personal, celebratory of third-parties | 1-2 posts per month, light engagement |
| | FACEBOOK following | 75 | - personal | 134k | 147 |
| | INSTAGRAM activity | 2x / week | 2-3 posts per month - Fashion and wife posts + motivational videos | 1-2 posts per week - Quotes, videos, personal, celebratory of third-parties | n/a |
| | INSTAGRAM following | 33 | 25.8k | 12.7k | n.a |
| | TWITTER activity | 1-2x / week | Event promo, 2-3x per month | 1-2 posts per week - Quotes, videos, personal, celebratory of third-parties, retweets of relevant content | 0-1 posts per month, light enagement |
| | TWITTER following | 15 | 6.5k | 214k | 142 |

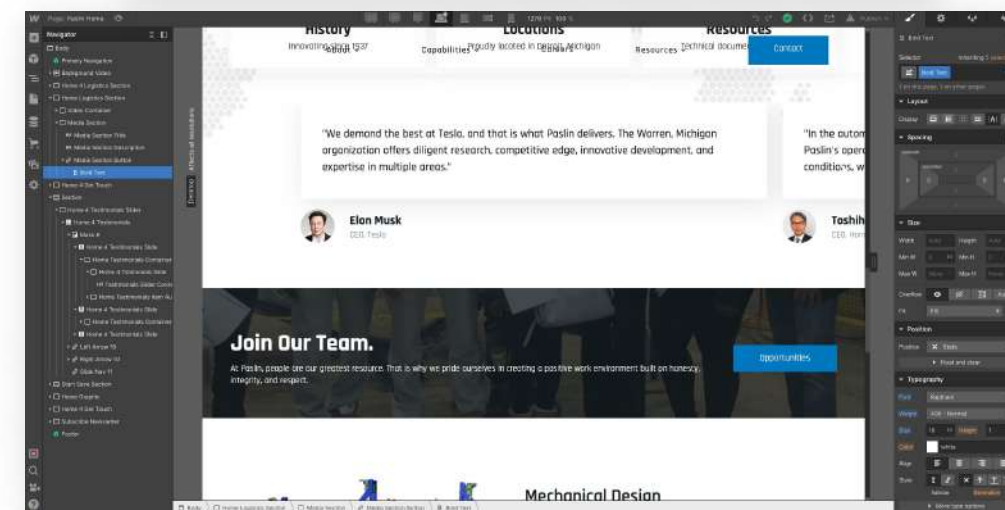
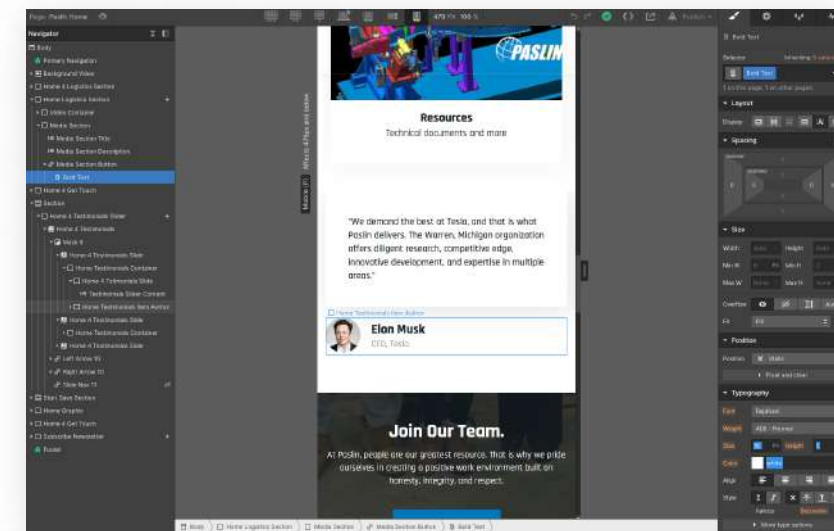
Website Planning

- Website Inspiration
 - 3-5 websites for design concepts and ideas
- Keyword Research
 - 6-10 keywords to optimize site content
- Site Map
 - High level view of the user journey
- Wireframe
 - PDF of layout and design



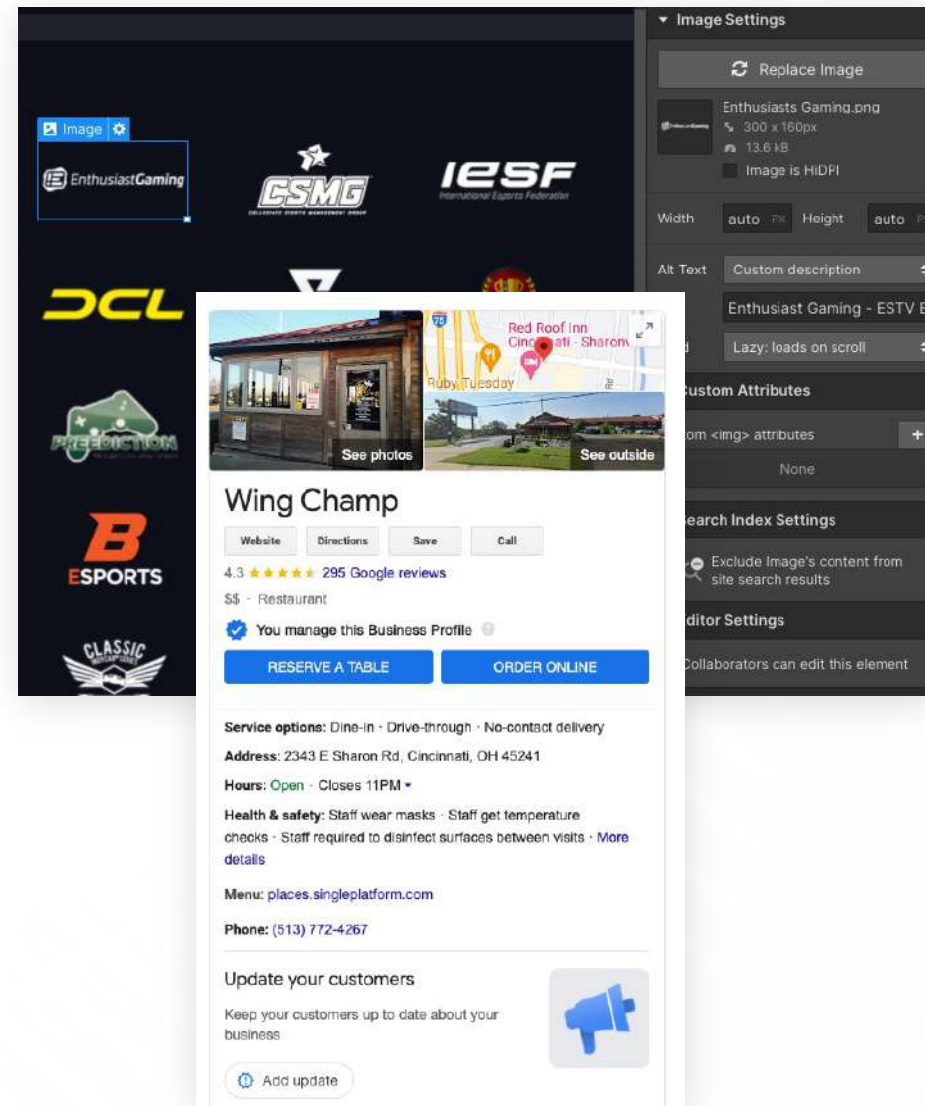
Website Design

- Webflow Development
 - Begin development and design
- Mobile-First, Responsive Design
 - Optimize for mobile
- Content + Copy Population
 - Implement all copy, photos, videos, and external documents
- Plugin Integration



SEO Optimization + Testing

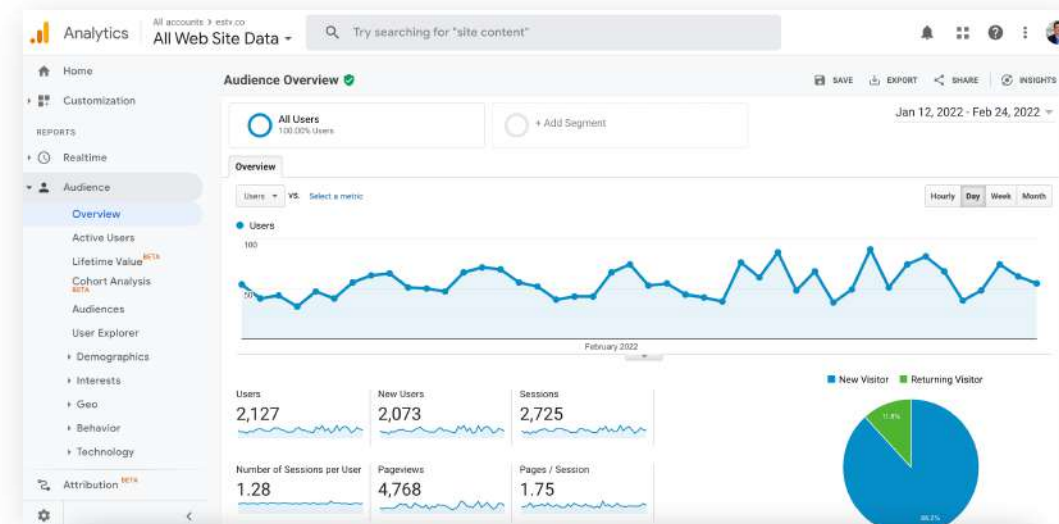
- Meta-tagging, Heading Review
- Optimize Page Speed
 - Decrease image size, utilize plugins
- Geo and Alt Tag Images
- Red Team Testing
 - Ensure the site is 100% functional
 - Test ecommerce capabilities
- Google My Business





Website Launch + Ongoing Maintenance

- Launch Website
 - Strategic social and email launch
- Monthly Analytic Reports
 - Analyze bounce rates, content and page performance, conversion rates, and more
- Monthly SEO Optimization
- Updates and Maintenance



REPORTS

Realtime Audience Acquisition Overview All Traffic Channels Treemaps Source/Medium Referrals Google Ads Search Console Social Campaigns Attribution

February 2022

Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

Plot Rows Secondary dimension Sort Type: Default

| | Acquisition | | | Behavior | | |
|--------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--|------------------------------------|--|
| Default Channel Grouping | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration |
| | 2,127 % of Total: 100.00% (2,127) | 2,075 % of Total: 100.10% (2,073) | 2,725 % of Total: 100.00% (2,725) | 69.14% Avg for View: 69.14% (0.00%) | 1.75 Avg for View: 1.75 (0.00%) | 00:01:15 Avg for View: 00:01:15 (0.00%) |
| 1. Organic Search | 1,291 (59.80%) | 1,240 (59.76%) | 1,640 (60.18%) | 65.61% | 1.83 | 00:01:23 |
| 2. Direct | 620 (28.72%) | 604 (29.11%) | 783 (28.73%) | 79.57% | 1.50 | 00:00:48 |
| 3. Social | 153 (7.09%) | 144 (6.94%) | 191 (7.01%) | 61.26% | 2.01 | 00:01:53 |
| 4. Referral | 95 (4.40%) | 87 (4.19%) | 111 (4.07%) | 61.26% | 1.94 | 00:01:07 |

Show

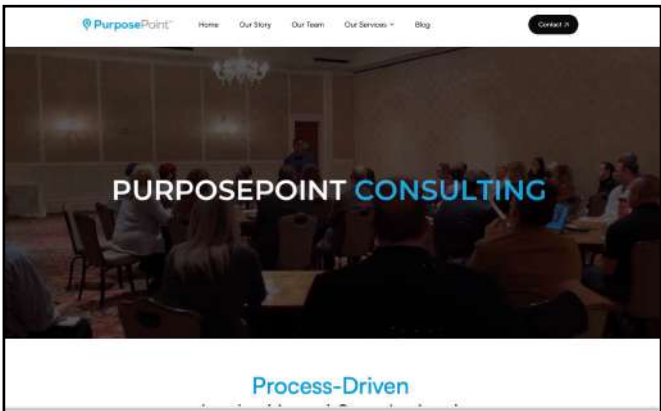


Website Examples





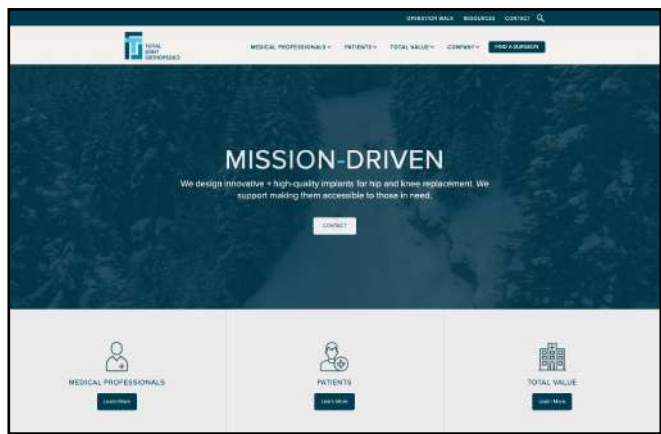
WEBSITE EXAMPLES



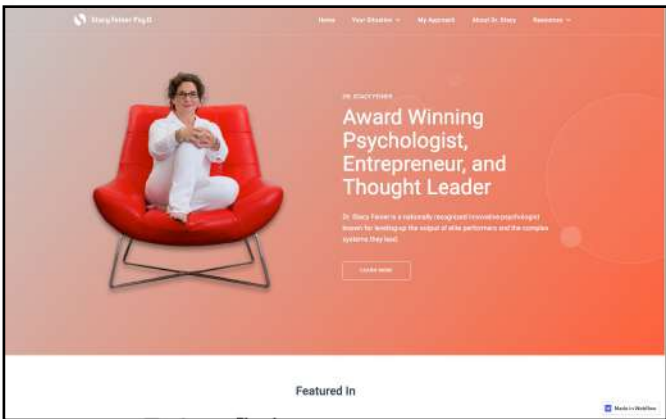
[Purpose Point](#)



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[TOTAL JOINT ORTHOPEDICS](#)



[DR. STACY FEINER](#)



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JOIN THE PACK



Thank You!

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