

WSI Internet Solutions

Content Marketing Plan



Benefits

- • Increase targeted traffic to your site to generate more quality leads and sales
- Reach your customers at the very moment they are looking for what you offer
- • Increase conversion of visitors to clients by building credibility and trust
- Increase your ROI significantly
- Build your brand awareness affordably
- • Decrease dependence on pay per click

WSI's Content Marketing Plan

Get ahead of your online competition with competitive intelligence. Our website blueprint is based on comprehensive keyword research where we identify what your customer's needs and wants are. This blueprint will show you what content should be developed and we provide instructions for a copywriter to deliver it in a compelling way.

The WSI Content blueprint delivers:

- Keyword Research, finding the Niche Phrases for efficient optimization
- Keyword Rich Navigation
- Research for Optimized Title Tags
- Research for Optimized Meta Description & Keywords
- Copywriter instructions
- Call to actions
- Content ideas
 - Case studies
 - White papers
 - YouTube presentation
 - Social media profiles
 - Email marketing campaign
 - Special reports
 - Article ideas

The Outcome:

By adding relevant and engaging information on your website & social media sites you will yield the following benefits:

- Extend your online brand through an increase of keywords featuring in Google's top 20 results
- Drive increased targeted traffic
- Diversify ways to engage with your prospects

FOR MORE INFORMATION CONTACT US TODAY!



Peter C. Erich
Certified Internet Marketing Consultant
Office: (561) 753 6966 | Fax (561) 753-6974
peter@winningwsiwebsolutions.com
www.winningwsiwebsolutions.com