

SHARPNET SOLUTIONS

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SEO Marketing

We offer SEO marketing services beyond competitors' capabilities, featuring industry-leading performance guarantees and no time-based commitment.



Social Media Marketing

Keep your social media platforms updated & your customers engaged. With our team on your side, social media marketing can also boost SEO, providing twice the benefit.



Content Marketing

Content that wows people AND the search engines. From blogs to web page content, you'll receive twice the impact from our content marketing team.



WordPress Security

Bad people are out there, but so are we. Our security team reduces website threats including hacking and viruses. Includes site backups and disaster recovery.



PPC Management

Throwing money at AdWords isn't good enough. PPC campaigns are fine-tuned to affordably drive quality inbound leads as efficiently as possible.



Conversion Tracking

Innovative technology that tracks the origin of all inbound web and phone based leads. Calculate your advertising ROI and dial-in the perfect marketing strategy.



Website Design

The perfect mix of technology and creativity. Our websites are mobile friendly, SEO-friendly and people friendly. Get more for less from a website made by our designers.



SSL Hosting

Did you know that Google penalizes websites that are not securely hosted (SSL)? We include SSL with all web hosting services on fast servers to improve page load speeds.





SEO Marketing

Comprehensive, Performance-Based SEO

We feature an array of SEO marketing services to accommodate different businesses in different situations. Our solutions are scalable to accommodate each client's specific needs, ensuring the most cost-effective and productive SEO services available. We service companies ranging from Fortune 500 to SOHO and everything in-between. We are a world-class leader in the SEO industry and offer SEO services beyond the capability of our competitors, featuring industry-leading performance guarantees and no time-based commitment.



Full-Service Search Engine Optimization

Hands-on SEO Optimization

We implement our SEO efforts directly onto your site
No need to pass our work on to a web designer or IT team

Hands-off SEO Optimization

We can work directly with your production team

No Secrets

We share what we know and we hide nothing
We'll explain the particulars behind the work we execute

Depth of Knowledge and Execution

Our team provides unparalleled depth of knowledge for SEO and other digital marketing strategies. We are a highly technical team, capable of identifying the root-cause of poor search engine performance and the successes of competitor SEO rankings. We fix issues that other SEO firms cannot identify, and produce measurable results much more rapidly.





PPC Management

Pay. Per. Click.

We provide professional and affordable PPC management services for companies large and small. We specialize in building high-performance PPC campaigns capable of generating a superior ROI. Receive more sales for a lower per-unit cost.

We have professionally managed over \$5 million in PPC marketing budget through the years. We have provided industry-leading PPC management services since the inception of PPC over 18 years ago. Put our talents to work for you, and see the difference that our professional PPC managers can make for your company.



Sales Conversions: *Where Science Meets Art*

The PPC industry is highly competitive, and requires marketing savvy coupled with analytical ingenuity. We develop effective PPC marketing and keyword content to attract interested consumers, and then track those consumers through your sales process.

We are able to optimize dozens of variables to help maximize the performance of the PPC campaigns that we manage:



WE SQUEEZE EVERY DROP OF GOODNESS FROM ADWORDS, ENSURING THAT YOUR ADWORDS BUDGET IS AS PRODUCTIVE AS POSSIBLE.

- KEYWORDS
- KEYWORD BIDS
- TIME OF DAY
- DAY OF WEEK
- LOCATION OF PROSPECT
- AD COPY
- MOBILE VS. PC
- MANY OTHER VARIABLES



Social Media Marketing

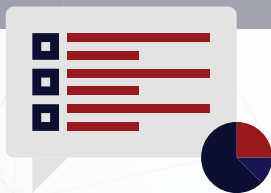
Keeping in Touch with Your Audience

When you frequently post content to your social media accounts, search engines notice. A presence on Facebook and Twitter helps Google identify your company as a legitimate resource for potential customers. Consistent communication with customers shows search engines that you are a legitimate brand. More than 76 percent of companies use social media to boost their SEO rankings and improve customer loyalty. With the right social media marketing strategy, you can establish your company as a trusted resource. We eliminate the challenges and daily headaches of posting content, giving you more time to focus on growth.

How We Social

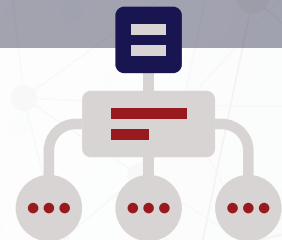


We keep your social media platforms current, helping to improve customer loyalty and connect with new prospects. We make sure the content on your page is relevant, true to your voice, and interesting to your audience.



We can effectively feature your specials or product promotions with the right tools to make sure they are seen. Our specialized approach to content promotion will help you stand out as a leading competitor.

Besides frequent posts, we optimize your profile page to attract search engines and potential customers. We find the most relevant information for your business and put it in one convenient place, boosting search rankings.



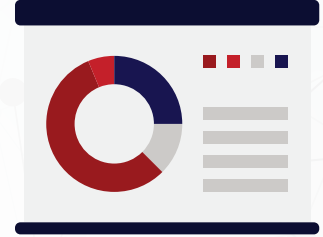
We are proud of our work and know you will appreciate our commitment to your success. Our ultimate goal is adding value to your brand, demonstrating our expertise, and nurturing a community.



Conversion Tracking

Comprehensive Sales Lead Tracking

Business owners and marketing directors struggle to understand which advertising channels are productive, and which are flops. Our conversion tracking solutions solve this problem. While many other conversion tracking resources can identify the source of web based leads, our team can also track the origin of phone based leads as well.



Phone-based leads can often exceed the volume of web-based from marketing channels including AdWords, SEO, Social Media, Print and TV. Now you can see exactly how effective each marketing channel is, allowing you to make intelligent decisions about your marketing strategy.

Tracking Highlights

- Tracks origin of both web-based and phone-based leads
- Continue using your same phone numbers
- Captures call details: call time, call length, call number
- Record calls for quality monitoring & sales team feedback
- Determine advertising ROI from all advertising sources
- Weed-out low performing advertising, maximize sales
- Provides data that Google Analytics & AdWords cannot
- Simple online reporting displays lead source details
- No need to build landing pages, boosting conversion rates



Content Marketing

Content that Wows People & Google

Content is the backbone of the internet: Google loves it, people love it. In order to capture the attention of your audience and competitive search engine rankings, your website needs good content. Web content must serve two masters: Google and people. Our content is crafted to keep both happy.



What is Content Marketing?

Content marketing is the delivery of content to a targeted audience, with the goal of driving sales. Digital content can include blogs, articles, social media, web page content, SEO landing pages and much more. Our content marketing team produces original content which is never outsourced or copied.

How Can Content Marketing Help You?

Your website will gain credibility.

It's the backbone of the internet and it's how Google figures out who you are. These words compel prospects to purchase from you.

Your website can expand your market.

By integrating a content marketing program into your overall digital marketing strategy, our team can help your business grow.

Your website needs content, plain and simple.

BLOGGING

ARTICLES

WEB PAGE CONTENT

SOCIAL MEDIA

MISC CONTENT NEEDS

VIDEO PRODUCTION





Responsive Web Design

SEO-Friendly & Secure



We specialize in website designs constructed quickly and affordably. Our website designs are attractive, functional and engaging. We build out all of our designs using the WordPress CMS. WordPress is the most popular CMS on Earth, with over 50% of the worldwide CMS marketplace.

Why Our Web Designs are the Best...



MOBILE-FRIENDLY



PEOPLE-FRIENDLY



SEO-FRIENDLY

Our digital marketing know-how goes into every website we design.

This expertise ensures that your website can perform well on search engines, and once people find it, they will be more likely to engage with your company.

Competitor web designs can't compete.

Our work is not outsourced overseas, where communications can break down or ethics can come into question.

We do it all.

Being both a digital marketing and SEO company, if you need any assistance marketing your new web design to the social world, we can provide a single point of contact to address all of your needs.

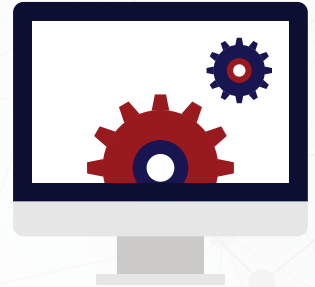


WordPress Security

Minimizing Your Risk

WordPress Security and Off-Site Backups

Supercharge your hosting! With over 30,000 websites being hacked every day, we offer WordPress security to minimize the risk of a compromised website. So far, we have had zero instances of a hacked website using our security solutions. We implement website speed acceleration tools to help your website load even faster than before. Our fast, secure web hosting offers peace of mind, even in a worse-case scenario.



Security Highlights

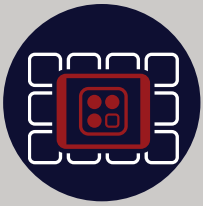


- Scans for existing malware, trojans and viruses
- Removes any identified exploits
- Blocks vulnerabilities and hacking attempts
- Restores unauthorized changes to original state in real-time
- Automatic off-site backups for a worst-case scenario
- Quick response time should any exploit get through
- Keeps WordPress and plugin updates current

Few business owners fully understand the impact that a hacked website will have on their company. It can be a crushing blow that sets everyone back, and at great expense. Don't risk the well-being of your website and your business. Eventually, all sites will be hacked if they are not protected.

Don't be another statistic!

OUR DEVELOPERS CAN ASSIST MOST COMPANIES THAT HAVE COMPROMISED WEBSITES, OR OTHER BUSINESSES THAT WANT TO REDUCE THE RISK OF BEING COMPROMISED.

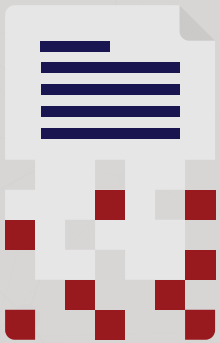


SSL Web Hosting

Secure. Sockets. Layer.

We feature secure (SSL) hosting automatically with all web hosting services. As of October 2017, Google began penalizing websites that are not securely hosted, so SSL is essential for good website health. We also utilize fast servers that are not overloaded, ensuring quick page load speeds that improve user experience and search engine performance. SSL fees are included in your monthly hosting bill.

Why SSL?



○ Data can be compromised

Without a secure hosting environment, an opportunity is created for it to be intercepted, or for customers to be misdirected.

○ Web browsers warn users

Chrome, Edge, Safari and FireFox actively warn people when they visit websites that are not securely hosted. This can be a deterrent, resulting in lost business.

○ Rankings will drop

Why Fast?

○ People get frustrated

Slow page load times and are likely to lead users to leave a slow website due to bad user experience.

○ Google penalizes slow websites

Google identifies slow websites as a problem, so a slow website will cause reduced sales rates and reduced search engine rankings.

○ Faster loading = more conversions



Our team does not overload web servers, ensuring faster load times and improved user experience.