Thought about your next steps?

Congratulations! You've got a new website, likely filled with fantastic new features to help grow your traffic, and tools designed to make managing the site much easier for your team.

But what now?

You can launch the site, let it sit on the internet and hope that people actually find it and stop by to enjoy all the wonderful new options. Unfortunately, in this competitive world, hope isn't the greatest marketing strategy.

A lot of times, the post-launch marketing strategy tends to be overlooked when companies build a new website. It can be easy to assume that a new site will fix all the ills that exist within the marketing mix. However, in truth, the marketing strategy is just as important to the success of the site as is good creative design, strong programming, and a powerful platform.

So what are your next steps? With all of the information available through simple Google searches, it's easy to find a ton of information on the subject. That said, it's also easy to find a ton of misguided information and confusion. That's where your friendly-neighbourhood Cheeky Monkey can help.

Online Marketing Services

Content Marketing

It's been said time and again (go ahead, Google it): Content is King. The truth is that content is king when it comes to websites, but the website is the Kingdom. If the king is misguided, the kingdom suffers. It's a simple truth to remember when looking at your website and the content within.

Website content needs to be crafted with purpose, and there has to be a clear strategy when approaching its development. It's critical to understand your keyword mix and how that can affect the overall strategy. But it's not enough to just find the appropriate keywords – your content needs have context and relevance in order to be effective.

Keyword Research

Cheeky Monkey Media can help your company with the selection of topical keyword targets. By analyzing website traffic patterns, potential returns, relevance to corporate offerings, and competitor keywords, the appropriate keyword mix can be chosen in order to lay the foundation for ongoing content marketing strategies.

We don't recommend targeting specific keywords. Instead what we look for is overall organic traffic growth within a topical area. Rather than telling you that we're going to rank you for specific keywords, we'll provide you with a keyword planning doc that lists all relevant keyword target suggestions broken up by topic. In addition, you'll be provided with a keyword insights doc which lists the top keyword targets in each category along with any relevant modifiers to understand what people are searching for. This helps to inform site architecture, find gaps in content, and helps to write metadata.

Optimized Website Content

Once the keywords and phrases have been selected, Cheeky Monkey Media will work with your content team to establish appropriate guidelines for keyword optimization. Through analysis, audits, editing and content writing services, your website content can be dramatically improved for Search Engine indexing.

Although it's important to have a large amount of keyword saturation within content, keyword phrases need to remain relevant, logical and appear organic within text or serious penalties could be experienced. The Cheeky Monkey Content Team can help ensure that keywords appear significantly within the written word while ensuring appropriate connotations are used to avoid sanctions. Cheeky Monkey Media can also provide strategic planning services that will provide a framework and guideline for your internal tean members to manage, should your in-house writing staff be up for the challenge.

Content Services include:

- Content Audits
- Content Optimization
- Social Media Plan

- Editing & Writing Services
- Content Marketing Plan
- Strategy Development

Creative Design

Web Design, and all other types of creative design go hand-in-hand at Cheeky Monkey. We offer countless other services that fall under this category, but Creative Design is the anchor in every marketing campaign, and we'll deliver your message skillfully and effectively.

Whether it's a new landing page for a new campaign, an infographic or poster to better communicate a complex topic, or a fresh design to improve conversion rates in an existing campaign, we've got the muscle to make that happen.

SEO Strategy

SEO Strategies are tactics used on the website to increase the site's ability to rank well for keyword terms, and ensure that site visitors are engaging on the pages, thereby increasing site metrics. SEO Strategies account for almost half of a website's overall page and search engine scores, and are an easy way to increase a websites organic rankings. You may have already been exposed to the term "On-Page Tactics". It's a great buzzword but it can easily lead to confusion and frustration for the casual SEO marketing enthusiast.

Note: On-page optimization is one small part of an SEO strategy. Optimization is part on-page optimization, off-site optimization, website crawlability, incoming links, optimized code (for speed and efficient crawling)

Website Audits

Have you seen the pictures of monkeys picking gnats out of each others' hair? That's what Cheeky Monkeys look like when they start a Website Audit. With a fine toothed comb, the CMM Content Team will review and analyze current web content, and provide options for improvement. Recommendations will be presented to the client for approval and action.

On top of content evaluation, the Cheeky Monkey Content Audit will review your website for best coding practices and programming snippets that could lead to issues with your site indexing. Did you know that the programming of your site could be keeping it from being properly indexed by search engines? From WC3 standards to XML sitemaps, the content

audit will ensure that your site has all the bases covered and the content you've spent time and effort on won't go to waste.

All audits include reporting and recommendations.

IA Reviews

We love when people refer to their Information Architecture as a sitemap, but the IA is so much more than just the page list and mapping of the website. It's an integral piece of the website strategy that encomasses the appropriate navigation tree, organization of information, placement of key elements, and identification of potential navigation obstacles.

Cheeky Monkey will review the Information Architecture and present potential issues, flaws, and best practice recommendations to the client for approval. By uncovering potential issues that can be found in website organization, many challenges relating to user engagement, abandonment, and site bounces can be alleviated.

Conversion Path & Call-to-Action Development

Developing your search strategy is a smart step when seeking resolutions to user engagement. While having a well-planned Information Architecture resolves many issues, Conversion Path and CTA (Call-to-Action) Development take your On-Page strategy one step further by analyzing goal paths throughout the site, and ensuring visitors have easy access points to begin their browsing experience through the site and into a conversion goal.

Conversion goals will differ depending on the main goals of the web strategy. However, many service and information-based sites rely on key conversion goals as well. Whether your site is intended to elicit a newsletter sign-up, or the completion of a contact form, a conversion goal exists.

By refining the conversion flows within the site architecture, and developing strong Calls-to-Action that allow visitors to enter the conversion funnel from any point, the Cheeky Monkey Media team will work to create an intuitive and easy-to-follow conversion funnel to help your website realize online goals.
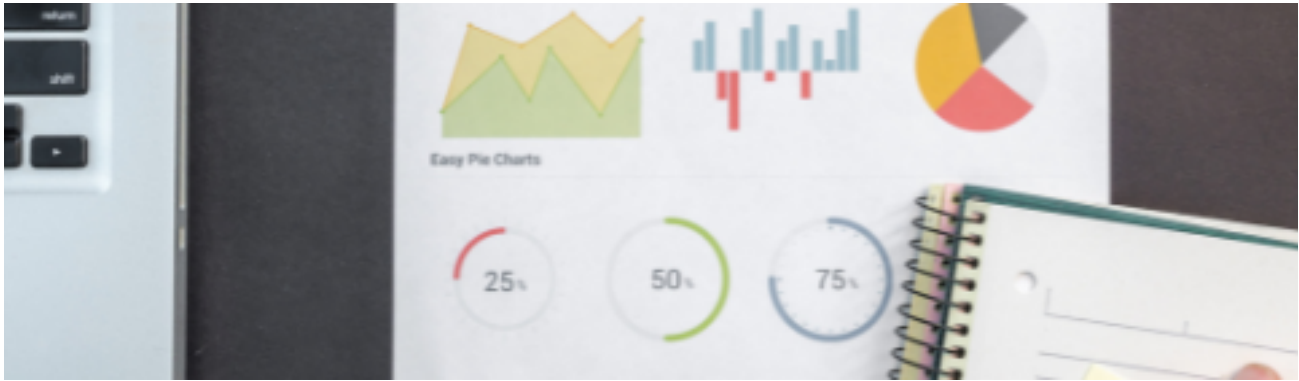
Metrics & Reporting

Of course, all of the best strategy, planning and execution in the world won't mean a thing unless you can appropriately measure results. The world of web metrics allows easy access to statistical analysis, and provides a wealth of information that can be used to track improvements, challenges and opportunities.

It is highly recommended that every Online Marketing Campaign carry specific web metric installation and setup in order to proceed.

Google Analytics Install

If your site doesn't already have Google Analytics installed (and these days, there's no excuse not to), the Cheeky Monkey team will go through the site and do so. With Analytics installed, your company will be able to track simple metrics like visits, pages per visit, average time on site, and bounce rates. Further, the amount of information available through straightforward Analytics reports can be invaluable to marketing teams moving forward, whether that team is your internal marketing department, or any talented monkey.

Also highly recommended and necessary to track everything: Bing Webmaster Tools and Google Search Console.

Reporting

With Analytics in place, strategies developed, and campaigns being executed, the Cheeky Monkey Team provide clients with insightful reporting on results. Reports include thorough reviews of all major metrics, as well as analysis on top pages, keyword terms, traffic sources, and recommendations for ongoing campaign success.

Pay-per-Click Management

Organic Search Engine marketing is the best long-term solution for website success, but in many cases it is necessary to see immediate gains from the marketing efforts. In these cases, Pay-per-Click campaigns are a perfect intermediary while waiting for the organic campaigns to gain momentum.

With the Cheeky Monkey Marketing team on your side, pay-per-click ad management is made easy. While it can be fun to manage your own campaigns, it can also carry its own pitfalls. By putting the Cheeky Monkey team on your side, you can take advantage of years of online marketing experience while generating short-run returns on your marketing spend.

Management

Cheeky Monkey Media will manage Pay-per-click ads on a monthly basis. Management of PPC Campaigns includes analysis, reporting, content writing and ongoing monitoring. Each month, the CMM team will monitor all PPC campaigns, and revise ad copy, keywords and landing pages as required.

Full management of PPC Campaigns allows Cheeky Monkey Media to administer the ads and keywords on behalf of your company. This alleviates the need to have internal time and resources spent on deciphering what can be one of the biggest mysteries in the realm of Search Engine Marketing.

On a monthly basis, Cheeky Monkey Media will report budget spend, impressions, clicks, click-through rates, and overall quality scores for the campaign. Recommendations will be made on an ongoing basis for all campaigns in order to discuss ongoing execution of the strategy.

With ongoing reporting, trends can be observed and analyzed, making it easier for your marketing team to focus on the tactics and trends that provide the best ROI, while identifying potential issues far enough in advance that strategies can be modified accordingly. These reports can be provided in either Monthly or Quarterly intervals, ensuring that your team remains aware and up to date on all current web metrics.

Copywriting

If you have a team ready to wrestle with your PPC Campaign, but need a little help with creating appropriate ad content for Google Adwords, the Cheeky Monkey Copywriters can help. From character counts to keyword placement, the CMM team will assist in developing engaging ad copy that will attract your potential target markets.

We write as many ads as needed, we don't lock you into a set number as we keep tweaking until we make it work.

Analysis

If your Adwords are already in full swing, but you're not seeing the results you're looking for, the CMM Team can jump into your Adwords statistics and merge the results with current Analytics data. With easy to understand overviews of your ad groups, keywords, and ad copy, CMM Adwords Analysis services can help you translate the data into relevant information for your marketing team to assess.

With the appropriate feedback and information, your team will be better prepared to draw conclusions and develop ongoing strategies for your Pay-per-Click campaigns.

Services Breakdown by Hour

Deliverable	Min	Max
Discovery		
Stakeholder Interviews (group up to 4)	4	8
Content Audit	20	24
Review		
Notes & Recommendations		
Google Analytics Review	4	8
Keyword Research		
Sourcing	4	8
Competitor Analysis	8	12
Content Development		
Original Writing (per page)	4	6
Research		
Draft		
Max 1000 words		
Up to 2 Revisions		
Content Editing (per page)	2	4
Review		
Rewrites		
Up to 2 Revisions		
Quarterly Month Content Strategy	20	24
Theme Selection		
Schedule		
Quarterly Month Social Media Strategy	16	20
On-Page Strategy		
SEO Audit	20	24
SEO Optimization (per page)	2	4

*Requires Keyword Research		
Includes Meta-Information		
Does NOT include Image Tagging		
301 Redirect Plan	16	24
*Requires Audit		
Web Metrics		
Analytics Install (Account Already Created)	2	2
Analytics Install (Full)	4	6
Conversion Goals Set Up	6	8
Analysis & Reporting	8	12
Audience Definition		
Avatar/Persona Creation (each)	8	16
Research		
Review		
Outline		
Writing		
Information Architecture		
Architecture Review	20	28
CTA Development	4	8
Conversion Mapping / User Journey	8	12
Wireframing (3 templates)	24	32
PPC Management		
Management (Weekly)	4	8
Ad Copy Development	6	8
Analysis	8	12
Monitoring (Weekly)	2	4
Strategy Development	16	24

Assumptions

There is no quick fix when it comes to Search Engine Marketing. It is assumed that the client understands this truth, and is able and willing to invest an appropriate amount of time to the campaign before assessing overall results. Cheeky Monkey Media assumes campaign duration of a **minimum 3 months**.

Cheeky Monkey Media provides clients with best practice recommendations, and strategies based on previous success and experience. Each website is different, and it is assumed that both best and worst case scenarios are not indicative of all projects. Search Engine Marketing is part science, part art, and a little dash of luck. Throughout the campaign, adjustments, changes and additional development work may be required. It is assumed that the client will remain responsive to all communications, and will provide feedback and responses in a timely fashion in order to ensure the flexibility of the campaign.

At no point throughout this document or through conversations with Cheeky Monkey Media has there been a specific guarantee of results. All recommendations, strategies and services are designed to deliver positive results, but these can be affected by several external factors that make guaranteed placements irresponsible and unethical.
Most specifically, Cheeky Monkey Media absolutely and unconditionally does NOT promise to put "Your site #1 in Google within a week". (*sigh* Yes – there are agencies out there that promise this. No – they cannot deliver it.)

All campaigns and strategies are based on current best practices. Cheeky Monkey Media cannot predict, nor be held accountable for changes in Search Engine algorithms. Within a campaign, should the nature of Search Engine indexing change, Cheeky Monkey Media will endeavor to modify the strategy as appropriate.

Challenges

The client's competitive industry can affect the overall probability of success and the speed at which results will begin to show momentum.

Exceptionally specific niche markets may see lesser gains due to actual user searches of specific keyword terms. The more specific the keyword term or phrase, the fewer people will actually be searching. This limits the prospect pool and can affect results. Over-generalized keyword phrases and terms can lead to higher bounce rates, and metrics suggesting decreased user engagement. The more general the term, the higher the likelihood that these results will be observed.

Search Engine algorithms can change at any time. Any changes to the nature of search engine indexing can dramatically affect results, and can require significant change in campaign strategy.

Final Note

We thank you for reaching the end of this long and detailed document. Whether your next steps include big or small digital marketing projects to improve your online presence, Cheeky Monkey Media would love to be the team to help you grow!