

WebitMD INC.

Web Presence... Defined

Corporate Headquarters

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WHO WE ARE

WebitMD is an Interactive Internet Marketing agency that provides custom strategy plans for multi-scale businesses. Our boutique approach provides personalized, targeted and innovative solutions for our clients from start to finish. **We strive to build marketing relationships & synergy rather than just providing marketing services.**

Our Services include: Search Engine Optimization (SEO), PPC Management, Conversion Optimization, Internet Marketing Strategy Consulting, Website Design & Development, Multilingual Marketing, and eCommerce store development.

THE WEBITMD APPROACH

Conceptualize

WebitMD has a solitary goal to increase our client's presence on the web. Our agency is unique because of the way we develop innovative strategies and campaigns combining various elements of Internet Marketing. Our concepts are formulated from the ground up for multi-scale businesses.

Strategize

Before a successful campaign can set forth, the appropriate steps must be taken to ensure the most effective results. Whether a campaign includes various Internet Marketing elements or just a single tactic the proper strategy must be in place before execution. WebitMD will ensure that all aspects of your company's online and offline marketing campaigns are in sync.

Execute

Now it is WebitMD's time to shine! Our SEO Strategists, Web Developers and Web Designers all work in-house and are in constant communication with one another. This business model allows for seamless execution and regular interactions between our clients and the WebitMD team.

Monitor & Refine



Internet Marketing is ever-changing. Post execution, the WebitMD team monitors and refines your strategy to ensure long-term effectiveness. As your online business presence grows so will your need for a more in-depth online campaign. WebitMD has worked with clients from local businesses to large-scale international giants. We grow as you grow!

OVERVIEW OF SERVICES

WebitMD offers a range of services in an effort to build your Online Presence. WebitMD is your one-stop shop.

Search Engine Optimization (SEO):

A Search Engine Optimization (SEO) strategy is a vital component of your long term marketing efforts online.

At WebitMD, we understand in the ins and outs of SEO and address all components of the strategy including site architecture optimization, keyword-rich content, optimized Meta tags/descriptions, and comprehensive link-building. We leverage both on-site and off-site strategies, understanding how the search engines algorithm works, and adjusting our techniques accordingly.

WebitMD also provides extensive tracking and monthly reporting to ensure your specific objectives are being met. Whether you are launching a start-up website or looking to improve your current organic positions, we combine proven methodologies with creative implementation to generate significant results for your business.

Why does my business need SEO?

- To enable people, who are already searching for what you do, to find you!
- To remain competitive in today's online environment
- To attract more prospects, with a better return-on-investment, than any other form of marketing

How is WebitMD different?

We do not perform cookie-cutter type SEO campaigns that involve a checklist of tasks and once completed, all of us stand around waiting for results. Rather our campaigns contain the basis elements that all SEO strategies should have but also look deeper into the users on your site and modify the SEO factors accordingly. Our SEO campaigns have ranged from smaller local business to large cap international enterprises, all with the same outcomes, increased search engine rankings.

Services:

- Keyword Research & Strategy
- Competitor Analysis
- On-page Optimization
- SEO Friendly Architecture
- SEO Consulting



- Google Webmaster Tools
- Google Analytics
- Monthly Reporting

Pay-Per-Click Management:

Our agency's experienced pay-per-click (PPC) management team has proven results structuring and organizing pay-per-click campaigns that keep targeted traffic, conversion rates, and ROI success measurements in mind.

Leading analysts project that paid search marketing spend in the U.S. alone will grow from \$21 billion in 2010 to \$36 billion by 2014. Internationally that figure will reach \$55 billion by 2014. Don't be alarmed by these stats – be a part of them!

At WebitMD, we develop effective paid search campaigns that generate clicks and conversions from users who are looking to purchase. We perform extensive keyword research, look in depth at your competition, create persuasive landing pages, and write engaging ads all while maintaining quality with the search engines (Google, Yahoo & Bing) to lower your costs. When the search engines are happy they award us with a lower cost-per-click. This boils down to you getting more clicks for the same money!

How do you know that it's working?

We monitor and measure the performance of all campaigns to make sure it is delivering optimal results for your business. Our goal is not just to drive thousands of clicks to your site with no feasible return on your spend – rather we want your spend with us and the search engine to always be profitable at your bottom line.

Services:

- Google Adwords Campaigns
- Microsoft Bing/Yahoo AdCenter Campaigns
- Raising keyword click through rates (CTR)
- Lowering cost-per-click (CPC)
- Preventing irrelevant clicks
- Increasing conversion rates & Quality Scores
- A/B Ad Testing
- Landing Page Development
- Tracking & Analytics
- Monthly Reporting
- Profitable ROI!!

Website Design:



Web Design had become a tricky part of a marketing strategy online. There are millions of creative ideas that may look good on the screen but not convert a visitor to place an order online or pick up the phone to call you. On the other hand, there are sites that may convert users but look awful to the eye. The fine tuned blend between creative and converting is what we focus on at WebitMD. We believe that is the fundamental goal with any new design or site "face-lift" and our design strategies revolve around that goal.

At WebitMD, we create influential designs that are straightforward, clean, and easy-to-navigate so you're messaging is unmistakable and compelling. Our designers produce best-of-class websites that are intuitive and interactive, engaging visitors and inspiring them to take action.

We have made the switch!

Most web design companies give you the option of a \$3k to \$5k website that is static HTML or the "custom" \$10k+ sites that are built on a Content Management System (CMS). WebitMD has made the switch with **ALL** of our website designs to be built on a CMS platform. The advantages of having a CMS include: user friendly dashboards, SEO friendly code, ease of creating new pages, templates, and a centrally managed system, just to name a few.

Depending on your needs our web design team can build upon Wordpress, Joomla, Drupal, and Expression Engine platforms. Each has their own pros and cons that are determined at the brainstorm and planning phase of a design project.

Services:

- Content Management System (CMS) Designs!
- Wireframe Development
- Banner Design
- SEO Friendly Architecture
- Soft Launch "touch up" phase
- Hard Launch
- CMS Training

Conversion Optimization:

Conversion Optimization is the process of fine-tuning your website to lower the bounce rate and more effectively lead visitors to the action you want them to take. By increasing your conversion rate, WebitMD will help you, simply, make more money.

WebitMD's Founder and CEO, Mattan Danino, began his internet marketing career working with clients to improve the traffic that they were already getting. He looked deep into the business models of those clients to fundamentally understand what they sold and how to convert those sales in the online arena. This process is completely different for each client, industry, product or service, and website; therefore the creativity of every strategy must be molded to fit the scope of these elements.



Once the front end marketing is done (via SEO & PPC campaigns) and traffic is being delivered; our job with Conversion Optimization Consulting has just begun.

Our proven methodology:

We can't tell you all that we do now, but know that our methods of conversion have been proven time and time again. Our method is broken down into a 5 stage process:

1. Uncover your online goals
2. Use several tools for testing and analyzing
3. Add our own formulated recommendations for increasing conversion
4. Implementation
5. Testing and refinement

Strategies used:

- Metrics Analysis via. Google Analytics
- Website Optimizer via. Google
- Usability Testing
- Landing Page Optimization
- Sales Funnel Process
- Multivariate Testing A vs. B
- Reporting
- Ongoing Client Brainstorming and Feedback

Internet Marketing Strategy Consulting:

A successful online marketing campaign is one that incorporates comprehensive industry research, defined objectives, creative solutions, proper executive and maintained analysis and reporting. All these elements combined form a strategy, that when implemented, actually drives results.

What good is marketing without the proper strategy? - Its NO good!

Other marketing companies serve as sales factories that push you into various services that they "think" your business needs. There is minimal research preformed on your industry and the sales individual that you spoke with before signing a contract no longer works with you once you are on-board. This causes frustration and we have heard that same story too many times now...

At WebitMD, we are changing the way that marketing is executed. We focus on the most effective strategies and wireframes to achieve those goals before even starting. We advise only on the valuable marketing channels that will serve your business profitable in ROI vs. marketing spend. Our clients love that we work with you as a one-stop shop for all initiatives. We implement our own consulting and never send work outside of our team

What our clients love most...



We work with you one-on-one and have a vested interest in improving your bottom line ROI and in-turn, stay with us as a client. We are happy when YOU make more money!

Our methodology is one of a kind!

We take brands from a ground-up website design, through the entire marketing process and follow up with the conversion of the online marketing efforts into raw sales for your business. We love to learn about other industries and what makes people convert online into leads or sales. It's this comprehensive hands-on approach that you will not find anywhere else...Trust us!

EMAIL MARKETING

The greatest reach you can have with your current customers and contacts is in email form. People check their emails everyday if not within minutes on their mobile devices. Email marketing is a direct form of marketing that utilizes an eco-friendly mail option that builds brand loyalty and reminds your customer base of your business happenings and industry news. Proper email marketing campaigns are used as a method of driving recipient traffic back to your website for further browsing. Email marketing can also be used as a lead generation engine as well.

What are the elements of an Email Marketing campaign?

- Concept review of your intended recipients
- Custom email design
- Organizational lists
- Sending emails compliant with the CAN-SPAM Act
- Tracking opens/bounces/clicks/etc.
- Review & Analysis

The WebitMD Inc. difference...

We will work with you on your email campaign to ensure that the design, copy, and call-to-action elements are all in conjunction with your branding and company objectives. We will tie in the email marketing campaign with the other marketing initiatives that you may be carrying out. We have worked on email marketing campaigns for small businesses and corporate clients alike. Our email marketing team works along-side our web designers and [search engine internet marketing](#) strategists to ensure an efficient and well-organized transmission.

MULTILINGUAL MARKETING

There are 460 million internet users who speak English yet, there are over 1.5 billion users who are non-English speakers and searchers. The third most popular language on the internet (after Chinese) is Spanish. Our team at WebitMD Inc. realized this over 3 years ago and employs project managers, content writers, SEO developers, and PPC (Pay per click) Managers who are ALL bilingual in both English and Spanish. We have offices located in California as well as in Baja California, Mexico.

The benefits of working with the bilingual WebitMD Inc. marketing team:

- Marketing solutions offered in both English and Spanish
- Ability to target your business at the fastest growing online user population, the Hispanic sector



- Run campaign with Google AdWords in both English and Spanish ([Google Adwords Certified Professional](#))
- Hire an agency with offices both in the United States and abroad
- Work with a team that understands the culture
- Be at the forefront of multilingual marketing with your company's website available in multiple languages

For more information about our multilingual marketing services be sure to contact our bilingual sales team at (800) 601-2990 Ext. 5

Also, check out our sister company website at www.EspanolInternetMarketing.com

THE WEBITMD ADVANTAGE

The advantage that lies behind WebitMD is the ease of communication with your marketing partner as a one-stop shop. We understand that it is hard to coordinate with various marketing agencies to all work on a common goal. That is why our expertise is in consulting with our clients on the best strategies to build their online presence and then carry out those recommendations in-house.

PROJECT MANAGEMENT/REPORTING

Once onboard, WebitMD takes a highly personable approach to our client services. Clients will have direct access to their project managers 24/7 and regular communication is encouraged. Small changes and requests from our clients on their respective websites are inputted into our web-based Project Management System (PMS) and assigned to the appropriate individual to complete. Both our client and the WebitMD Project Manager have login access to the PMS.

During the initial proposal phase a schedule will be set for reporting and conference call meetings. Typically reports are provided monthly and phone calls with the WebitMD team happen periodically throughout the month.

RANKING EXAMPLES



"fertility center las vegas", "las vegas fertility"

Client: www.lasvegasfertility.com or www.redrockfertility.com

Google Rank: #3 out of 839,000 results

Bing Rank: #2 out of 1,010,000 results

"san francisco party bus"

Client: www.calipartybus.com



Google Rank: #2 out of 872,000 results
Bing Rank: #1 out of 9,200,000 results

"san diego party bus"

Client: www.calipartybus.com

Google Rank: #1 & #2 out of 444,000 results

Ask Rank: #1 out of 261,000 results

"pcie storage"

Client: www.JMR.com

Google Rank: #1 & #2 out of 8,240,000 results

Yahoo Rank: #1 & #2 out of 12,900,000 results

Ask Rank: #1 out of 1,780,000 results

"san diego computer optimization"

Client: www.SDCompTech.com

Google Rank: #3 out of 1,320,000 results

Yahoo Rank: #4 out of 4,050,000 results

"pcie switches"

Client: www.JMR.com

Bing Rank: #3 & #4 out of 10,300,000 results

OUR CLIENTS





תגליט • TAGLIT
BIRTHRIGHT ISRAEL
www.birtrightisrael.com



Finest Insurance Agency, Inc.
Business Insurance Specialist



HEALTHCARE
STAFFING GROUP



Welcome to Top Cat Limousine
San Diego Limo Service



(858) 673-7555



ROSIE'S REMEDIES
Natural Solutions for Your Pets



SECURITY
STAFFING GROUP



Foot & Ankle Care
of Boulder County, I.T.C.





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