


A group of five diverse individuals are seated on a brown leather couch against a wood-paneled wall. From left to right: a man with glasses and a beard uses a smartphone; a man in a blazer uses a laptop; a woman with curly hair uses a smartphone; a man in a white patterned shirt uses a laptop; and a woman in a grey t-shirt uses a smartphone. The scene is lit with warm, indoor lighting.

ARE YOU TRYING TO STAY COMPETITIVE
IN TODAY'S DIGITAL MARKET?

PRÔME

A person wearing a white cap and dark clothing is seen from behind, sitting in a small boat on a calm body of water. The person is holding two long oars that extend into the water. The sky is filled with large, dramatic clouds, with a soft light source creating a glow behind them. The water is dark and reflects the light from the sky. A semi-transparent dark rectangle is overlaid on the middle of the image, containing white text.

IF YOU DON'T KNOW WHERE
TO START, YOU'RE NOT ALONE.

PRŌME

A young child with curly hair is sitting on a light-colored couch, looking at a laptop. The child has a confused expression, with their hands raised near their face. A smartphone is resting on the laptop keyboard. The background is a simple indoor setting with a window.

I MEAN, WHAT EVEN IS “SEO” ??

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LET US HELP OUT A BIT WITH A QUICK
BREAKDOWN OF TODAY'S TRENDING
DIGITAL MARKETING TERMS:



SEO | SEM | PPC | GMB



2022

PRŌME

SEO

“Search Engine Optimization”

is the practice of optimizing your web pages to make them reach a high position in the search results of Google and other search engines. SEO focuses on improving the rankings in the organic [aka non-paid] search results.

SEO helps optimize your entire marketing initiative. While pointing multiple advertising efforts towards your website, digital or terrestrial, you want to make sure that your site is set with the correct call-to-actions (CTA) and optimizations in order to capture more of your audience and increase your sales conversions.

A solid SEO plan is the foundation of any successful digital marketing effort.



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<https://velocitydpi.com>

Velocity Graphics - Sign Company - Large Printing Services ...

1 Las Vegas Local Sign Company - Digital **Printing** - Custom Signage Fabrication - **Grand Format Printing** - Graphic Services.

<https://velocitydpi.com> > grand-format-printing-las-veg...

Large Format Printing Services Las Vegas - Velocity Graphics

Digital **Printing** - Full-on Wall Wraps - **Large Format** - **Grand Format Printing** - Wall Graphic Services **Las Vegas**.

<https://www.impressbyprint.com> > large-format-printing-a...

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Apr 15, 2019 · Uploaded by Richard Padgett

<https://colorreflections.com> > printing-services > grand-...

Grand / Large Digital Graphics Printing Services - Color ...

Color Reflections offers creative and custom **large-format printing** services for ... in Atlanta, Hollywood, Houston, **Las Vegas**, Orlando, and Philadelphia.

<https://signarama.com> > ... > Design And Printing

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ORGANIC

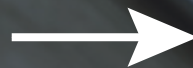
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PPC

PPC (Pay-per-click)

is an internet advertising model used to drive traffic to websites, in which an advertiser pays a publisher when the ad is clicked. Pay-per-click is most commonly associated with search engines like Google, but is also offered by BING, FACEBOOK, and AMAZON to name a few.

While SEO can take time to gain traction, PPC gives you the ability to *buy* exposure and increase visibility more rapidly. In many cases, it is beneficial to create strategies for SEO and PPC to work together, gaining exposure to multiple target audiences simultaneously. PPC is also a smart choice for boosting other short term projects like Webinars or seasonal E-commerce products.



Ad

<https://tripactions.com/corporate/travel>

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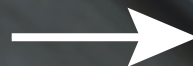
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GMB

“Google My Business”

is a free web tool that helps local businesses achieve high visibility on Google Search and Map results for relevant local searches. Through the use of Google My Business, local companies have the ability to control exposure within the communities they serve. The Google My Business section is the area just off to the right when you search for a local brand. It's mainly known as the place you go for hours, directions and reviews.

A well optimized and consistently maintained GMB is priceless in every sense of the word and should be the keystone of any grand scale local marketing effort!



The screenshot shows a Google My Business profile for 'Velocity Graphics | Digital Printing, Graphics & Design'. At the top, there are two images: one of three people in an office and another of a building exterior. Below these are buttons for 'See photos' and 'See outside'. The business name is prominently displayed, followed by a 5.0 star rating from 31 Google reviews. Action buttons for 'Website', 'Directions', 'Save', and 'Call' are visible. The profile indicates it is a 'Print shop in Paradise, Nevada' and that the user manages this profile. Service options include 'Curbside pickup' and 'Delivery'. The address is '3391 W Oquendo Rd, Las Vegas, NV 89118'. Hours are listed as 'Open' and closing at 6PM. A 'Health & safety' section mentions staff wearing masks and disinfecting surfaces.

W Oquendo Rd
Ponderosa Way
Polaris Ave
See photos
See outside

Velocity Graphics | Digital Printing, Graphics & Design

Website Directions Save Call

5.0 ★★★★★ 31 Google reviews

Print shop in Paradise, Nevada

You manage this Business Profile ?

Service options: Curbside pickup · Delivery

Address: 3391 W Oquendo Rd, Las Vegas, NV 89118

Hours: Open · Closes 6PM ▾

Health & safety: Staff wear masks · Staff get temperature checks · Staff required to disinfect surfaces between visits · [More details](#)

PRŌME



Which leads us to..
drum roll please

PRŌME

SEM!

“Search Engine Marketing”

The definition of SEM varies depending on who you ask, and is sure to continue evolving as the world dives deeper into The Second Dot-Com Boom. ✨ In PROME terms, SEM is utilizing all of the available tools: PPC, GMB, SOCIAL MEDIA, BLOGS & SEO in harmony to create perfect digital marketing synergy.

Obligatory Visual Chart
NEXT PAGE →

ranking

PROME

STRONG WEBSITE INFRASTRUCTURE

- + Engaging Design [Mobile First UX/UI]
- + Industry Standard CMS [Wordpress]
- + Site Load Speed Optimizations
- + Security & Active Maintenance
- + Sitemap Development & Submission

OPTIMIZED LANDING PAGES

- + SEO Driven Competition Research
- + Master Keyword List Development
- + Compelling Imagery & Layout
- + Keyword Rich Text / Copy
- + Strategic Call-to-Actions & Forms

PAID SEARCH CAMPAIGNS

- + Campaigns Aligned w/Landing Pages
- + Grooming Negative Keywords
- + Audience Data Sources Configured
- + Bidding Strategies Actively Managed
- + Budget Monitoring & Maintenance

#SYNERGY



SEARCH ENGINE DATA ANALYSIS

- + Search Engine Results Pages [SERPS]
- + Conversion Rate Analysis
- + SEO Measurement & Testing
- + Refine Text / Copy based on Results
- + Active Competitor Monitoring

LEAD TRACKING & USER METRICS

- + Call-Tracking Numbers [Recording]
- + Form-Tracking Data Monitoring
- + Lead / Sales Audit Dashboard
- + Setting of KPI's [Goals]

PROMETHEAN DIGITAL STRATEGY

- + Game Planning Sessions [Sprints]
- + Scheduled Progress Meetings
- + Custom Data Reporting

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TODAY'S STATISTICS & TRENDS

"More than **75%** of consumers took a new interest in online activities in **2020**. Of those, **21%** purchased a product online for the first time."

"**85%** of people think that a company's website when viewed on a mobile device should be as good or better than its desktop version."

"Retail eCommerce sales is projected to grow to **6.54 trillion** US dollars in **2022**."

"Projections show that PPC ad spending will reach over **\$258 Billion** in 2022."

"The **first five** organic results on the **first page** of a Google search result, account for **67%** of all clicks."

"Companies with **30** or more landing pages generate **7 times** more leads than those with fewer than **10**."

"Over **3.6 billion** people used social media worldwide in **2021**, and that number is projected to increase to almost **4.41 billion** by **2025**."

PRŌME

The PRŌMEthean Difference

“There are 1000’s of Marketing Agencies out there,
What makes us different!?”

Would stellar service & attention to detail be too simple of an answer? Maybe...but it wouldn’t be wrong. Having cut our teeth in the high-fashion event industry, we understand brand-awareness, and we understand what it takes to keep our clients feeling like they’re the only client we have.

We could mention that our infrastructure is based on years of government level systems and automations, but still it wouldn’t really capture the true essence of what sets PRŌME apart... on the edge of your seat??

... It's actually even simpler →

PRŌME



WE GENUINELY LOVE WHAT WE DO!

Our team is intensely passionate about our products. This isn't a "job" for us, we'd be doing this regardless! Let us geek out over your product for a while and you'll see what "The PRŌMEthean Difference" is all about.

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