



Effective Digital Marketing
Consulting

A creative blend of business perspective and technical innovation. Our work helps both large and small companies find new customers in a more effective manner. We envision, manage, design, and **deliver**.

seo

Accept nothing less than the most powerful next-generation SEO platform, with cutting-edge technology and service innovations that deliver the future of organic search result positioning strategies. Custom-tailored & impactful SEO programs.

SEO Services

- Content Decay Analysis
- Bounce Rate Strategies
- Keyword Cannibalization Analysis
- Site Performance Fixes
- Directory Listings
- Search Console Analysis
- Page Speed Insights
- Structured Data Markup

- Keyword Mapping
- Competitor Keyword Gap Analysis
- Keyword Ranking Reporting
- Google My Business Optimizations
- Bing Location Optimizations
- Local SEO (Geolocations)



pay-per-click

Omni-channel programs with strong keyword/targeting strategy and budget sanity. We identify and quantify key areas for improvement with a plan for execution.

PPC Services

Google & Bing Advertising
Search Campaigns
Shopping Campaigns
Display Campaigns

Programmatic Ads
Facebook Ads
LinkedIn Ads
Reddit Ads
Yelp Ads



auditing

SEO and PPC audits ranging in scale and scope but always providing in-depth, actionable plans.

SEO & PPC Auditing		
SEO	PPC	Tracking
Keyword Cannibalization SERP Analysis Indexing Issues Site Maps Structured Data Social Channels Page Speed Insights Meta Descriptions Page Titles Image Sizes Alt Tags Mixed Content Broken Links Redirects & Canonicals Top Organic Keywords Top Converting Pages Content Decay Competitor Landscapes	Campaign Structures Bidding Strategy Keyword Strategy Negative Keyword Lists Keyword Match Types Search Impression Share Ad Group Structure Scripting Validation Auction Insights Ad Quality Scores Ad Messaging Competitor Messaging	Conversion Tracking Call Tracking Marketing Attribution Goal/KPI Capture Tag Management Remarketing Audiences

machvive

martechstack

Our full stack solution that merges **marketing, technology, and design**. Bleeding edge web & app development, marketing automation, custom dashboards, and CMO friendly tools that connect and play nicely with one another.

Web and App Design

Progressive Web Apps	Landing Page Engagement	Fast (very fast)
Push Notifications Mobile Apps Inter-site Widgets Electron Apps Chrome Extensions	Gamification Custom Video 3D Animation Parallax Surveys	Effortless UX Responsive Mobile First Offline Capable WordPress Alternatives

Cloud API Integration

Social Puppet SaaS	Serverless	Custom Development
Twitter / Facebook Discord Bot Reddit GMB LinkedIn	Salesforce Web 2 Lead Netlify AWS Lambda Twilio SMS	Competitor Snapshots Headless Chrome Puppeteer Cypress.io

Content Marketing Proficiency

Headless CMS	Publishing Integration	Road Less Traveled
Custom React Front End Ghost + Slack Webhooks Jekyll Gatsby	AMP Formatting RSS Syndication Rich meta tags for Facebook Open Graph, Twitter Cards and Schema.org	eBooks Newsletter Self Published Book

CMO Dashboard

Decision Support	Analytics	Trends and Alerts
Reputation Management Competitor Watch Social Performance Content Performance Ad Performance	1 Click Mini-Audit Quick Reports	Content Decay Website Thresholds Trending Watch

Event Experience Branding

Vivid Visuals	Swag	Leave Behind
Digital Signage Kiosks	Promotional USB Drives	Serialized QR Codes

machvive

Let's Chat.

224.645.7588