



# U.C.A.S. Marketing Proposal

# Proposed Marketing Services

\$250 per service

1x

01

## CONFIGURE ANALYTICS

Set up Google Analytics and the Facebook Pixel along with filters and goals.

02

## GOOGLE ADS

Pay-Per-Click marketing to drive warm traffic to the website or a landing page.

03

## FACEBOOK ADS

Pay-Per-Impression advertising on both Facebook and Instagram to drive brand awareness and events.

04

## ON-PAGE SEO

Content creation and optimizing on the website to improve organic Google rankings.

05

## OFF-PAGE SEO

Link building, citation boost, Google My Business optimization.

# An Idea of a Potential Monthly Marketing Budget

11/21

## November

- Analytics Configuration - \$250
- Google Ads - \$250
- **Google Ad Spend - \$500**
- Citation Clean-Up - \$399

Total: \$1,499

12/21

## December

- Google Ads - \$250
- **Google Ad Spend - \$500**
- Google My Business Optimization - \$250

Total: \$1000

01/22

## January

- Google Ads - \$250
- **Google Ad Spend - \$500**

Total: \$750

02/22

## February

- Google Ads - \$250
- **Google Ad Spend - \$500**
- Search Engine Optimization - \$250

Total: \$1000

03/22

## March

- Google Ads - \$250
- **Google Ad Spend - \$500**
- Facebook Ads - \$250
- **Facebook Ad Spend - \$250**

Total: \$1250

## Local Citation Clean-Up

1x \$399

### Current state of NAP

- Name
- Address
- Phone Number

UTAH COUNTY ACADEMY OF SCIENCES  
940 W 800 S, Orem, UT 84058,  
(801) 863-2222

97% INACCURATE  
LISTINGS

(i)

#### LISTINGS WITH WRONG OR MISSING:

Business Name

93%

Address

97%

Phone Number

93%

# Website Speed & Mobile Friendliness

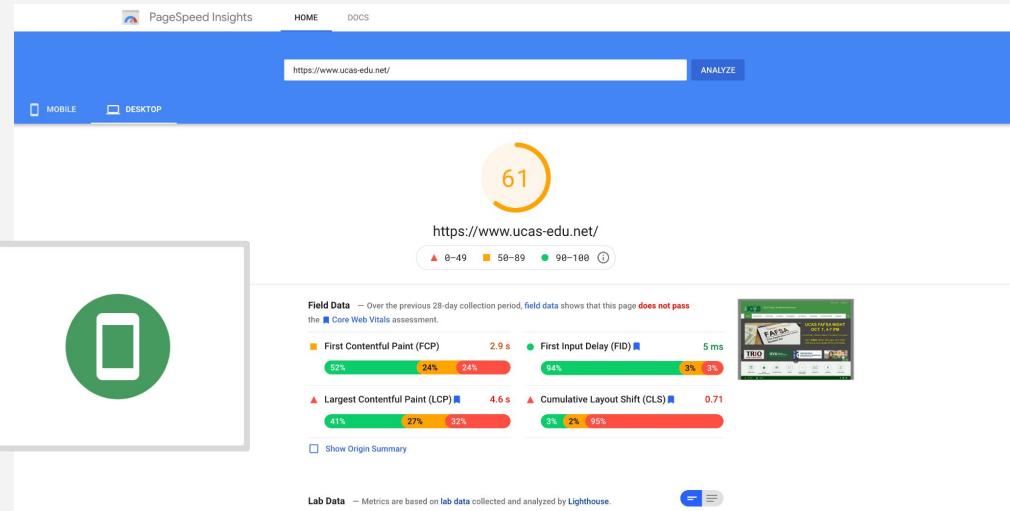
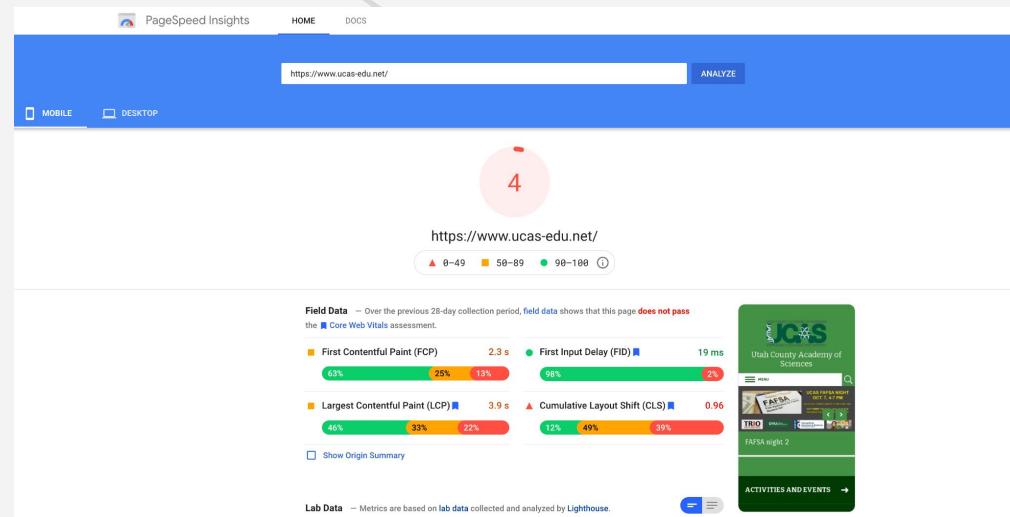
## Scores:

- Mobile Speed: 4/100
- Desktop Speed: 61/100
- Page is mobile friendly

Tested on: Oct 6, 2021 at 11:37 AM

**Page is mobile friendly**

This page is easy to use on a mobile device



## DATA TRACKING

- Google Analytics
- Facebook Pixel
- Are filters and goals in place?
- Is demographics enabled?
- Have we connected our Google Analytics to our Google Ads account?
- Have we enabled Google Search Console?

Google Tag Assistant Legacy

Tag Assistant is changing. [Learn more](#)

### Result of Tag Analysis

5 In total

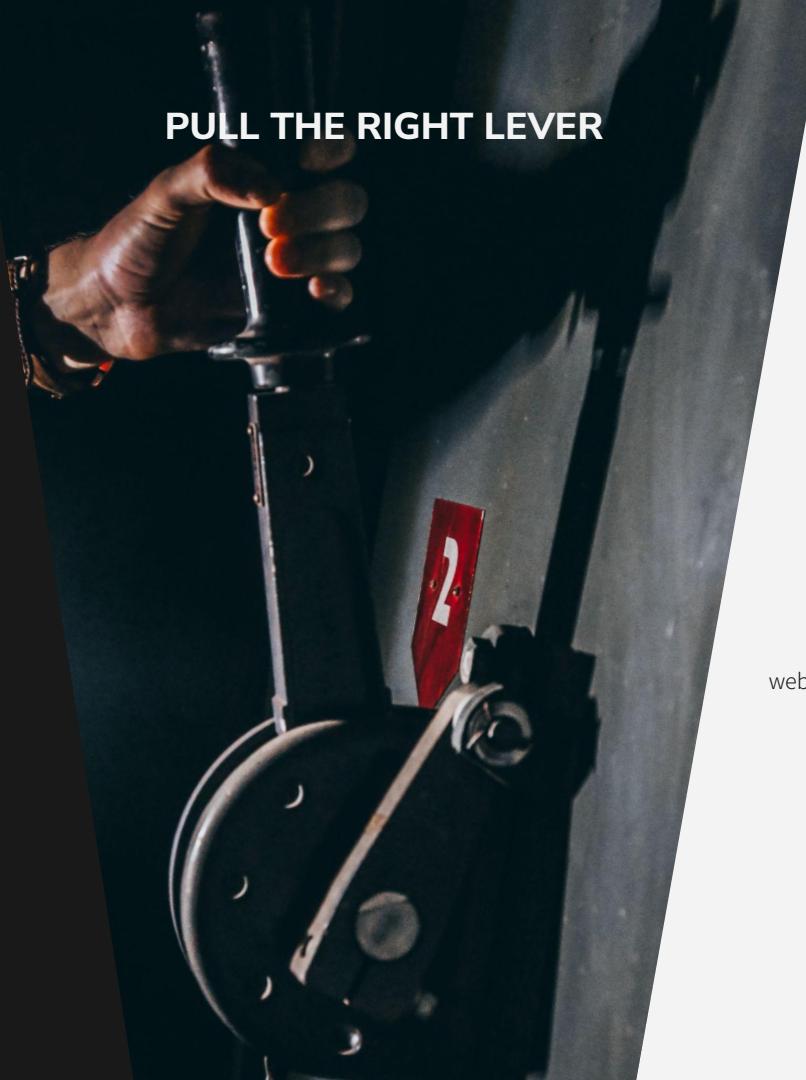
1.	Global site tag (gtag.js) AW-875696718	
2.	Global site tag (gtag.js) AW-875696718	> <span style="float: right;">X</span>
3.	Global site tag (gtag.js) UA-286313-1	
4.	Google Ads Remarketing Tag 875696718	
5.	Google Analytics UA-286313-1	

Where to optimize

Multiple installations of Global site tag (gtag.js) detected

Record

VIEW RECORDINGS



PULL THE RIGHT LEVER



## TRAFFIC

If we have a profitable conversion rate, we need to increase traffic to the website via any means possible.



## CONVERSION

If we have plenty of traffic visiting the website, but not enough ROI is generated, we will need to review the customer's website journey and experience.

# CONVERSION RATE OPTIMIZATION

## Things to consider....

- A) How many clicks to enroll?
- B) Soft conversions
- C) Top exit pages
- D) Email & landing page confirmation



# GAME PLAN

01

## CONTENT

Feed the Ducks

02

## SEO

Dominate Rankings

03

## COMMUNITY

No-Brainer Value

04

## PAID ADS

Track the Duck

05

## GENERATE

Convert Warm Leads

# 01

## CONTENT



## FEED THE DUCKS

Rich & valuable content with no strings attached.

- Podcast
- Vlog/Blog
- Google Web Story
- Shareable Content for Social Media



# CONTENT HOME

blog.redmond.life/blog

 Redmond  
LIVE YOUR JOURNEY™

BRANDS CATALOG OUR MISSION LEARN SHOP | 

  
**Where Does Real Salt Come From and Why Does It Matter?**  
Redmond Life  
September 12, 2019

  
**The Physical Benefits of Fasting**  
Racheal Neiger  
June 25, 2019

  
**Game Day Party Recipes**  
Chef Shawn  
February 1, 2020

 **SUBSCRIBE TO OUR NEWSLETTER.**  
Simple. Clean. Real.

**SUBSCRIBE**

Five O'Clock Example

Education

Recipes

Health and Wellness

FAQ

Fasting

## PODCAST & BLOG



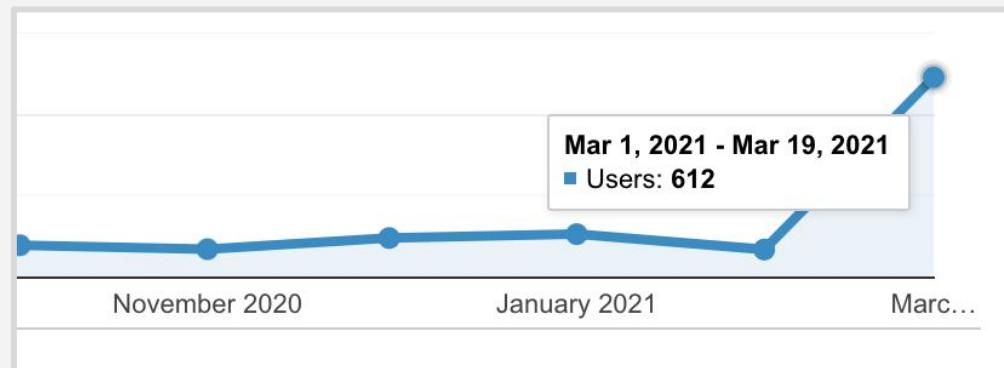
### EDU-TAINMENT

We walk the walk. Now, it's time to talk the talk.

Share insights from faculty, educators and parents.

## WEBSITE ENGAGEMENT

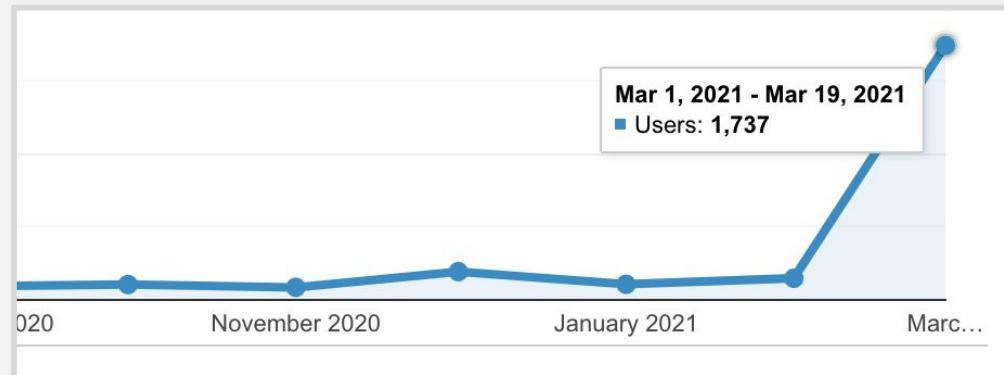
### EXAMPLE #1



### GOOGLE WEB STORIES

Google Web Stories are a powerful media built for telling stories and giving life to a brand, product or service. Don't believe me? Check out these experiments that I have done using some current marketing clients.

### EXAMPLE #2



## CONTENT HIGHLIGHTS

### PODCAST

We create shareable content that is easy to consume. Audio is a great medium for increasing brand recognition.

### BLOG/VLOG

This is an easy follow-up step to turn our podcast into SEO juice by transcribing the audio into text that is readable by Google Bots.

### WEB STORIES

Increase page and content growth on the website. Low bounce rates, increased time-per-session and a captive audience.

### NEWSLETTER

Summary of our weekly made content to follow-up with brand recall and grow our community.



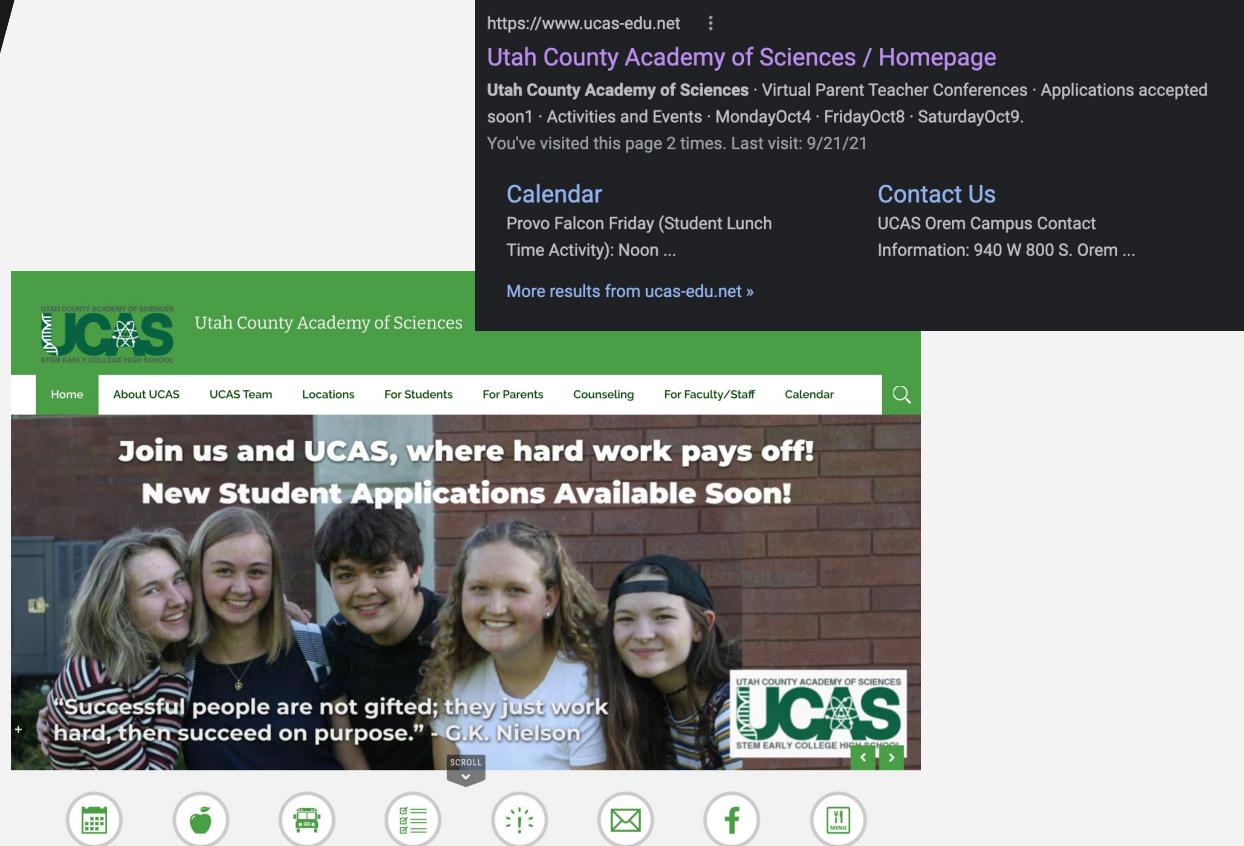
# 02

## SEARCH ENGINE OPTIMIZATION

## On-Page SEO

### Text Components

- A) H1's
- B) Title Tags
- C) Body Copy
- D) URL's
- E) Meta Descriptions



https://www.ucas-edu.net :

**Utah County Academy of Sciences / Homepage**

**Utah County Academy of Sciences** · Virtual Parent Teacher Conferences · Applications accepted soon1 · Activities and Events · MondayOct4 · FridayOct8 · SaturdayOct9.

You've visited this page 2 times. Last visit: 9/21/21

**Calendar**  
Provo Falcon Friday (Student Lunch Time Activity): Noon ...

**Contact Us**  
UCAS Orem Campus Contact  
Information: 940 W 800 S. Orem ...

More results from ucas-edu.net »

Join us and UCAS, where hard work pays off!  
New Student Applications Available Soon!

Successful people are not gifted; they just work hard, then succeed on purpose. - G.K. Nielson

SCROLL

CALENDAR

APPLE

BUS

LIST

SUN

ENVELOPE

FACEBOOK

UTAH COUNTY ACADEMY OF SCIENCES  
JCAS  
STEM EARLY COLLEGE HIGH SCHOOL

No H1 Header

## TOP TRAFFIC KEYWORDS

### SEO KEYWORDS

TOP KEYWORDS BY COUNTRY  US [1,459]

 US [1,045]

 GB [34]

 KR [17]

MORE 

SEO KEYWORDS 	VOLUME 	POSITION 	EST. VISITS 
ucas	 14,800	3	693
ucas utah	 480	1	248
uvu map	 1,600	6	69
uvu maps	 1,600	7	66
ucas provo	 140	1	61
ucas orem	 90	1	29
ucas aspire	 480	2	26
map of uvu campus	 1,000	6	18
aspire ucas	 320	2	17

## TOP TRAFFIC PAGES

### TOP SEO PAGES

#### TOP PAGES BY COUNTRY

US [1,459]

US [1,045]

GB [34]

KR [17]

MORE ▾

SEO TITLE URL	EST. VISITS	BACKLINKS	f	p
Utah County Academy of Sciences / Homepage ucas-edu.net/	942	48	374	4
Maps / Map of UVU and Orem UCAS - Utah County Academy ... ucas-edu.net/Page/375	192	0	0	0
Student Grades and Attendance / Aspire Parent Account Setup ucas-edu.net/Page/715	36	0	0	0
Utah Valley University Writing Center ucas-edu.net/site/default.aspx? Comments=true&FlexDataID=253&ModuleInstanceId=370&PageID=321&PageType=3&RenderLoc=0&ViewID=5 C8B25C6-C8F8-4BD5-923B-8A7C70A93DDA	28	0	0	0
2019 ucas academic calendar 2020 ucas-edu.net/cms/lb/UT50000209/Centricity/Shared/2019-2020-UCAS-Academic-Calendar.pdf	25	0	0	0

# SEO HIGHLIGHTS



## BLOG

Our page & content count will grow due to our transcription of podcast episodes.

We will appear for more keywords and rank higher as we create popular and linkable content.



## WEB STORIES

Bounce rates will drop and both time and page per session will increase with the interactive format of web stories.

This will be key in improving our behavioral SEO.



## CLIMB IN RANKINGS

SEO is a long-term marketing strategy that will produce exponential results after six months to a year of consistent production.

We will thank ourselves in five years from now when organic leads will flow naturally.

# 03

## COMMUNITY



# TOGETHER



## MORE THAN A SCHOOL

We aren't just a place for kids to go during the week.

We are actively & empathetically enabling the future.



## IDEAS

Stories and experiences that inspire and ignite the parent community.



## LOYALTY

When you feel like you are a part of a community, you become a brand ambassador.



## COLLABORATION

Our parents are no longer alone, but rather a part of a community dedicating to their child's education..

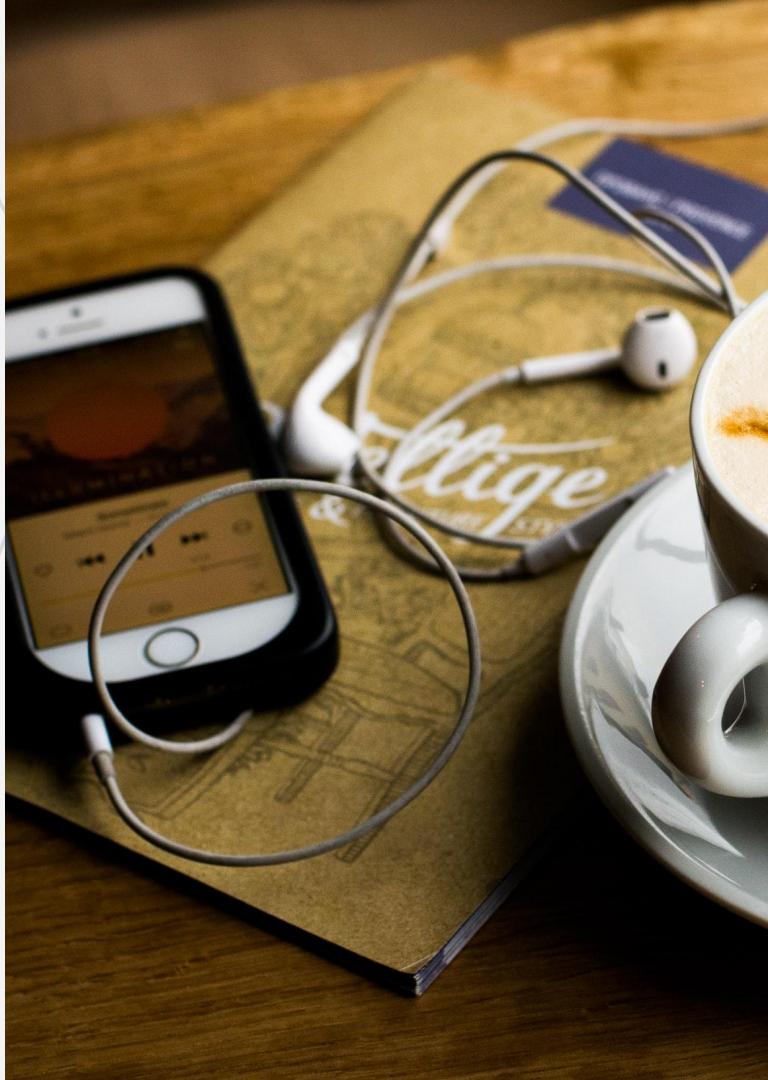
# 04

## PAID ADS



## How to Interpret Your Child's Progress Report

In this podcast, Jenny explains 7 easy steps to help decipher your child's performance via a progress report.



## SOCIAL MEDIA REQUIRES SOCIAL CONTENT

## Is Your Child Bullied? Charter Schools Can Help

Is the faculty at your child's current missing the mark with protecting your student's mental health? Charter schools can make all the difference.

## GROW FOLLOWING



## INCREASE REACH

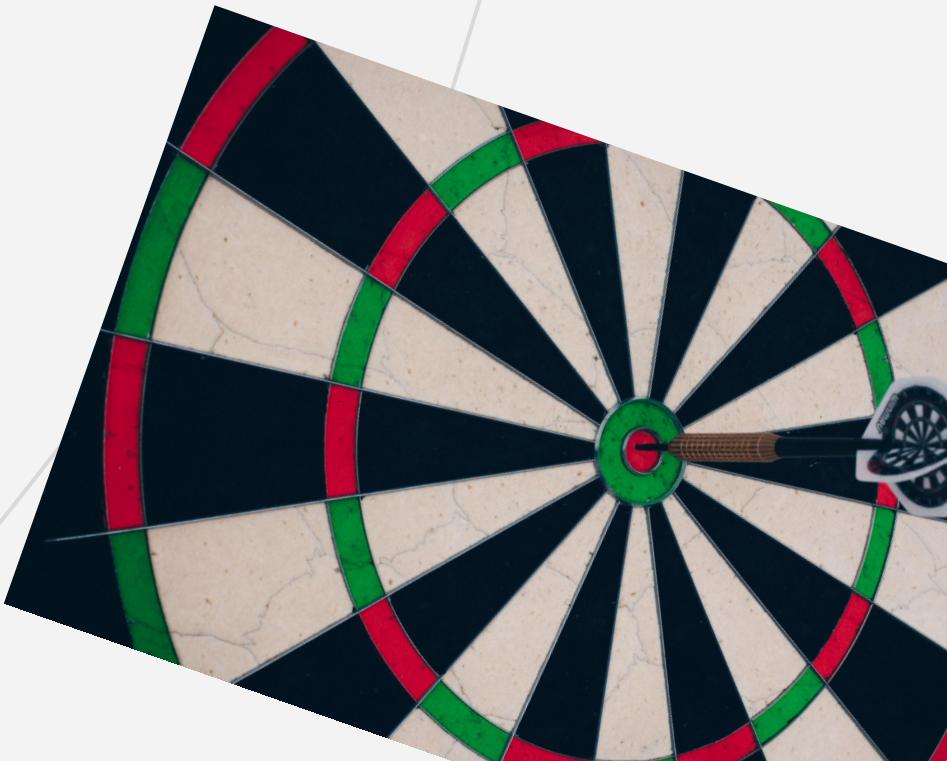
- Podcast
- Blog
- Newsletter
- Social Media

RETARGET

## TRACK & SATISFY

After someone has clicked to read or listen to the ultra-specific content with no strings attached, we can begin sending them content that solves the problem that they were looking to resolve with specific and direct sales advertising.

Ex: A parent who is looking for a school with smaller classrooms to help his/her child who qualifies as “advanced.”



# 05

## GENERATE



# GROW





# THANKS

Does anyone have any questions?

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in