



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



LISTINGS WITH WRONG OR MISSING:

Business Name

93%



Address

97%



Phone Number

93%



Website Speed & Mobile Friendliness

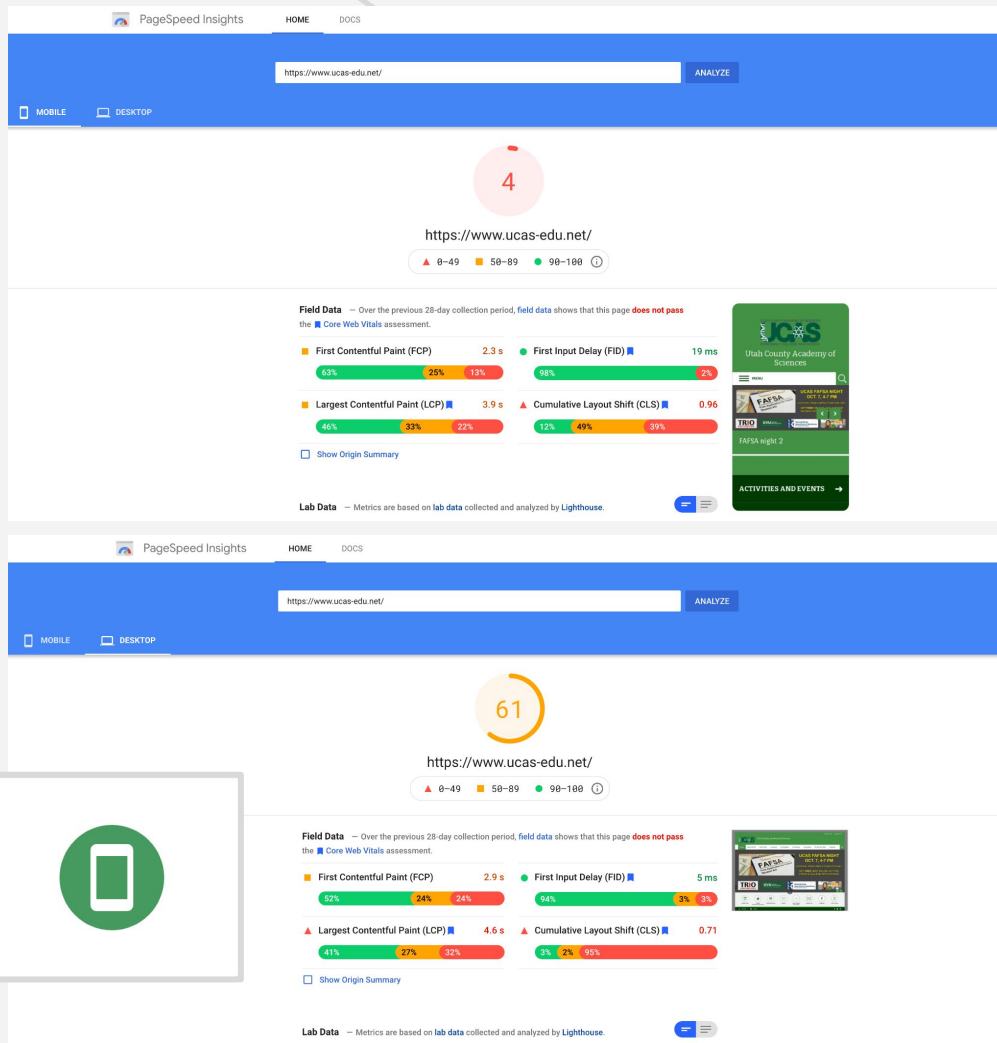
Scores:

- 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
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




BRANDS CATALOG OUR MISSION LEARN SHOP | 



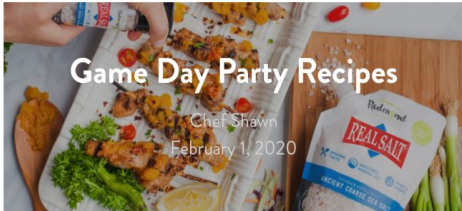
Where Does Real Salt Come From and Why Does It Matter?

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.

Enter your email

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.

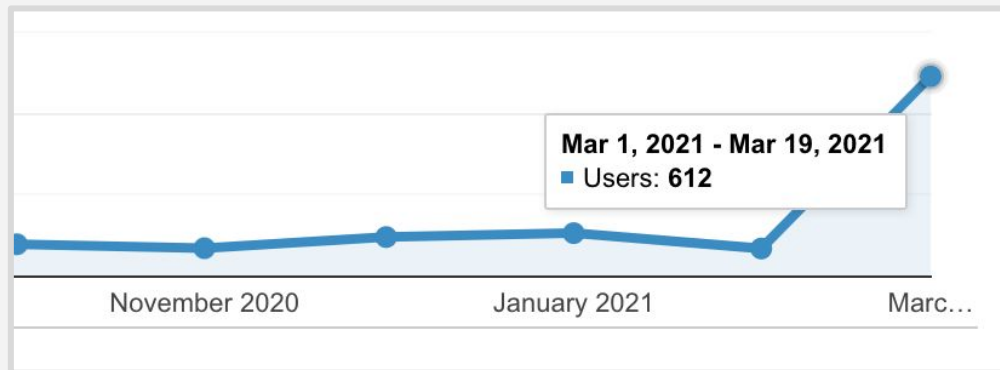
Share insights from faculty, educators and parents.

GOOGLE WEB STORIES

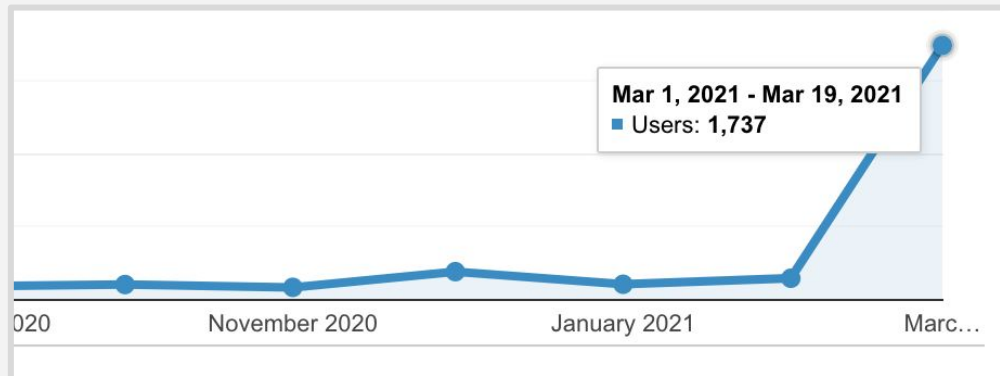
Google Web Stories are a powerful media built for telling stories and giving life to a brand, product or service. Don't believe me? Check out these experiments that I have done using some current marketing clients.

WEBSITE ENGAGEMENT

EXAMPLE #1



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.



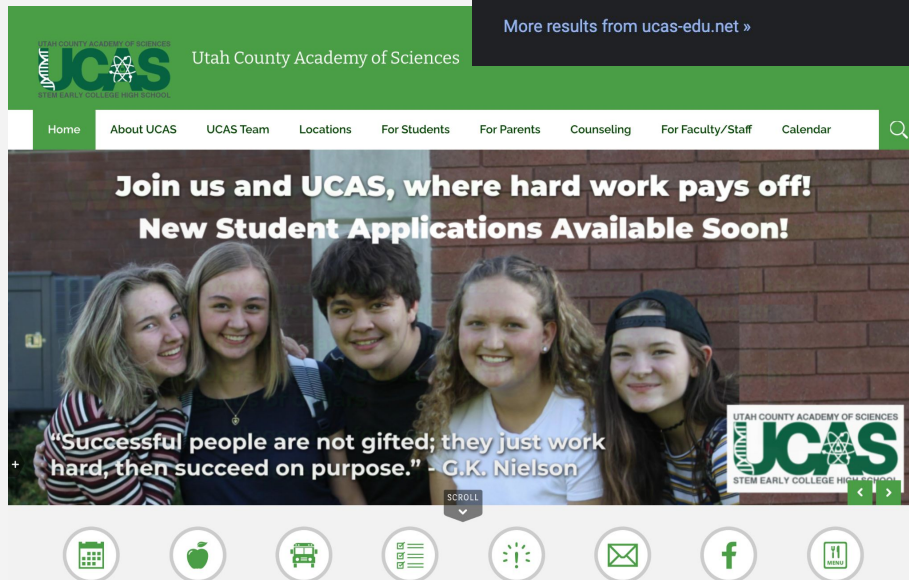
02

SEARCH ENGINE OPTIMIZATION

On-Page SEO

Text Components

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



No H1 Header

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 ...

[More results from ucas-edu.net »](#)

Contact Us

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

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 ?



Utah County Academy of Sciences / Homepage
ucas-edu.net/

942

View All ▾

48

View All ▾

374

4

Maps / Map of UVU and Orem UCAS - Utah County Academy ...
ucas-edu.net/Page/375

192

View All ▾

0

View All ▾

0

0

Student Grades and Attendance / Aspire Parent Account Setup
ucas-edu.net/Page/715

36

View All ▾

0

View All ▾

0

0

Utah Valley University Writing Center
ucas-edu.net/site/default.aspx?
Comments=true&FlexDataID=2538&ModuleInstanceId=370&PageID=321&PageType=3&RenderLoc=0&ViewID=5
C8B25C6-C8F8-4BD5-923B-8A7C70A93DDA

28

View All ▾

0

View All ▾

0

0

2019 ucas academic calendar 2020
ucas-edu.net/cms/lib/UT50000209/Centricity/Shared/2019-2020-UCAS-Academic-Calendar.pdf

25

View All ▾

0

View All ▾

0

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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.

SEO HIGHLIGHTS



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

SEO RANKINGS

Growth in content and web pages will lead to long-term success in a market that is rapidly becoming oversaturated.

CONTENT LIBRARY

Delivering solutions to parents.

SOCIAL MEDIA FOLLOWING

Build a community that will in turn build you.

RELEVANT AUDIENCE

Don't waste money placing ads in front of an irrelevant audience.

Every penny counts.

SALES

Increase organic and sustainable leads.



THANKS

Does anyone have any questions?

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