

ABOUT US

Techna is the personable digital marketing provider that gives you what you need for your business to grow. We date back to 2002 and have since then expanded and continued to produce impressive and reputable results for our clients. We aim to be your top digital marketing provider pick by offering various services that are designed to help your business grow. From a completely new website to an ad on social media, Techna provides professionals all the way.



(360) 200-8688
www.technadigital.com

OUR PROFESSIONAL SERVICES



SEO



Local
SEO



SEO by
Industry



Web
Design



WordPress
Websites



Graphic
Design



Web
Strategy



Website
Management



Website
Hosting



Website
Maintenance



Performance
Review



Content
Marketing



Blog
Writing



Website
Copy



Social
Media



Press
Releases



Paid
Advertising



Pay-Per-Click
Campaigns



Google
Ads



Social
Media Ads



Website Design

More than just a good-looking asset, your website needs to give the impression of competence, quality, and trustworthiness in one glance. That is why we help determine what is the best website for you by understanding who you are and what your business goals and objectives are.

Type of Websites We Offer

STANDARD

FROM **\$2,500**

Our Standard website package uses a **WordPress** template that best fits your business and website objectives. If you are looking for a modern website, and have a budget, a Standard Website is a perfect option.

100% CUSTOM

FROM **\$4,800**

Having a **100% custom** website lets you stand out from your competitors and lets you have your dream website. Going 100% custom is recommended for large and/or unique businesses, but also for any business looking for one!

Call today to receive a free quote!



Graphic Design

Our graphic design experts create designs that hold true to your brand and will set you apart from your competitors. Graphic designing for your business plays a big part in how others see you. Having top-quality graphics on your website and promotional items is a must!



Web Strategy

If you are new to the digital marketing world or having a website, we can help you determine the best website strategy to use. Every business is different so we make sure to offer you what you need according to your business brand and goals.

Contact us today to continue growing your business using modern digital marketing strategies!

DaBina

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SEO

With the full name of Search Engine Optimization, SEO is the science and art of getting your website discovered, analyzed, indexed, and then ranked on the search engines. It is vital for businesses who are on the web to implement SEO practices, that is if they want to be found. There are two types of SEO that matter, and we do both!



Local SEO

Because local SEO helps businesses, we provide the effort needed to ensure that whoever wants to be found by their locals, will be able to do so. We help by

- ✓ Link building
- ✓ On-page SEO
- ✓ Keyword targeting

Get a Google My Business Profile!

Your Google My Business profile is one of the first aspects of local SEO that you can apply. It is a huge benefit for your business to use your Google My Business profile to connect with your audience as it helps build trust, credibility, and consistency.

Let's get your Google My Business profile set up and maintained to begin



Improving your visibility to users online



Growing your audience from your local area



Getting more website, phone call, and foot traffic



SEO by Industry

Every industry has its own unique language and needs specific SEO to appeal to its target audience. This is why we have a team of talented SEO specialists and writers to support them. We have experience with a diverse range of industries such as...



Medical



Non-Profit



E-Commerce



B2B



B2C



Content Marketing

One of the most important aspects of your website, or digital marketing in general, is content. The quality, quantity, style, and variety all play a part in determining how successful your online presence will be. The more quality content you have, the more you will be seen and known.



Blog Writing

Blogs give us the chance to be found and seen as an expert, but sometimes blogging can be challenging and time-consuming. That is why we will do the writing for you! Blog Packs were created to give you a handful of blogs that are written on topics that are relevant to both your business and the world. Our Blog packs are made to give you the flexibility of posting, so there is one for everyone!

20-Blog Pack	\$1,200
10-Blog Pack	\$700
5-Blog Pack	\$450

Call today to receive a free quote!



Website Copy

Along with a unique design, a website also needs a unique copy. We provide you with website copy that matches your brand, objectives, and is optimized to reach your target audience.



Press Release

Gain immediate exposure to your target audience and create opportunities for sharing. Press Releases provide additional support to your SEO, and we are here to help.



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Social Media

Social Media helps get your brand out there and helps in creating brand awareness. We can provide our social media management and posting services to help you. Contact us today to learn more about all of our packages.

Packages

3 x Week

Get 12 posts a month for your Facebook and Instagram. Captioned, imaged, and posted.

\$160/mo

5 x Week

We post for you 5 days of the week. We add hashtags to posts to help your visibility.

\$260/mo

All Platforms

Stay active on your Facebook, Instagram, LinkedIn, Twitter, Pinterest, and Google My Business posts with 7 posts a week!

\$800/mo

**Contact us today to continue growing
your business using modern
digital marketing strategies!**

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Website Analysis and Management

Getting your website designed is one part, keeping it managed is the other. There are many things to consider such as security, updates, and knowing where you stand compared to your competitors. We provide you with what you need to ensure your website is up-to-date and protected.



Hosting

Hosting from Techna provides you with the procedures and offerings that are needed to keep your website safe such as

- ✔ Security Monitoring
- ✔ Alerts and Support
- ✔ Server Backups
- ✔ Availability and Optimizations

Improve your website performance, receive a professional domain, and get optimal security for your website to perform its best. Using optimized high-performance web servers, we have configured our web servers to deliver the fastest WordPress hosting available today.

Also, when you host with Techna, you automatically receive our maintenance services too!



Maintenance

To make it simple, we offer you everything you need to help maintain your website for a low monthly rate.

WordPress Website Updates

- Check and Update All WordPress Files
- Content updates and changes
- Design and development tweaks
- Test All Forms
- Find and Fix 404 Errors and broken links
- Check and Delete Spam Comments
- 2X/Mo Service Reports
- Secure Offsite Backups

Security & Performance Audits

- Run Performance Tests / Speed Optimization
- Google Analytics & Search Console Monitoring
- Active Malware Scanning
- Server Hardening & Firewall
- Optimize WordPress Database
- Review Security Logs
- Fix Common Performance Issues
- Security improvements
- SSL certificate monitoring

Just \$150/mo.

Let Us Be Your On-Call WebMaster!

If you already have a WordPress website, we can make any fixes or provide support when you need it!



Performance Review

Web pages and landing pages need to be optimized and fine-tuned for maximum conversion optimization.

We can set up regular weekly or monthly meetings to review performance and plan your next steps.

Analyses

Because we can, we designed our own Analyses for business owners to understand

their website and learn what they can do to improve it.

- **Website Analysis:** Get a full detail and summary of how your website is performing in 8 areas including SEO, Design, Content, and Social.
- **SEO Analysis:** Understand how you rank in your SEO and what you can do to improve it.
- **Competitor Analysis:** Know who your competitors are locally and from afar.



Paid Advertising

You can get to the top of the search engine results page by practicing Paid Advertising techniques. Paid search or pay-per-click (PPC) advertising, typically refers to the “sponsored result” on the top or side of a search engine results page (SERP). This can be a fast way to acquire new customers and can be turned up during slow times.



Pay-Per-Click Advertising (PPC)

PPC is a great way to market your business as you can target it to your specific audience. Unlike the usual marketing, you only pay unless someone clicks on your ad. Hence, pay-per-click advertising. With pay-per-click, you set the budget and control costs. You only pay when an interested person clicks on your ad. You can promote new products and services very quickly too!



Google Ads

Google Ads (formerly known as AdWords) is one of the fastest, most targeted ways to advertise your business. Our Google Ads Management Services are designed to help your small business grow.



Social Media Ads

Of all of the ways to advertise, social media still proves to be effective. We create unique and eye-catching advertisements for your social media accounts.



We want to be transparent in our pricing and what we offer which is why we created this service booklet. If you do not see a price for a service you are interested in, please contact us and we will get back to you right away!

As a bonus, just for being a business,

**Call today and
receive \$50 off any service!**

(Some restrictions may apply to monthly services)

Let **Techna** be your new digital marketing provider!

TECHNA
DIGITAL MARKETING

Contact **DaBina** at **(360) 670-0699** or
dabina@technadigital.com to take the next step
towards business growth today.