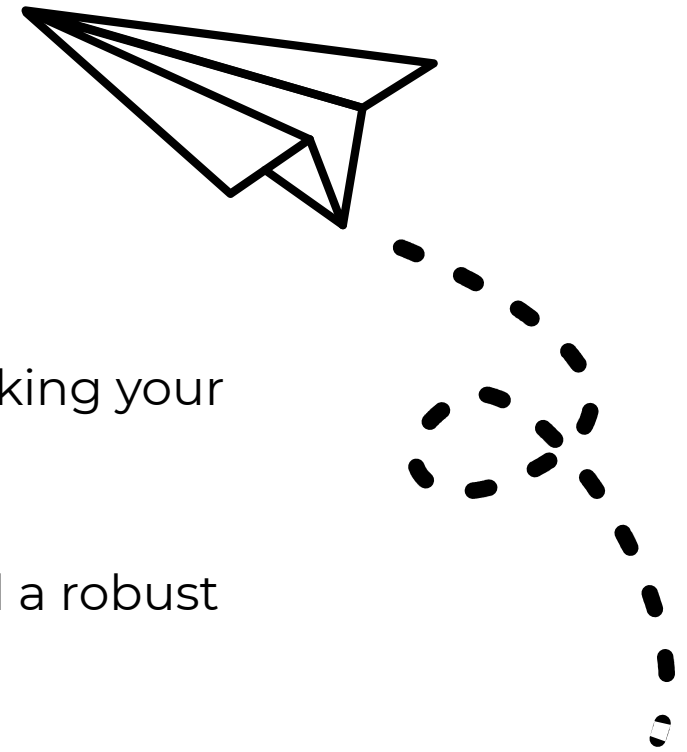




Marketing & Web Design

What? How? Why?

Business Growth & Online Presence



If you're reading this, you must be thinking about taking your business to the next level.

I help companies develop persuasive marketing and a robust online presence for sustainable growth over time.

All you need to get started is a sterling reputation with your customers and colleagues. If you already have that, we're ready to rock and roll.

My job is to get your business seen by as many ideal customers as possible. Your job is to take care of them once they get there.

Web Design & SEO

What's Involved?

I'll make sure your website is working as it should be to improve your ranking and click through rate. That means people searching for a business like yours will find it much more easily.

Organic SEO (Search Engine Optimisation) is mostly concerned with website content structure, customer-centred practices and making sure all the best bits about your business are showcased in the right order.

- A design that accurately speaks to your target market
- Prioritised site speed and a user-friendly experience
- Sharpening images, blogs & copy
- Structuring site content to ensure it's indexed
- 60 days of monitoring and amending SEO for best results



WORDPRESS

WIX



SQUARESPACE



Social Media

In A Nutshell

Together we'll decide on a social media platform that suits your business best. That means psychologically profiling your ideal customer and where they like to scroll online. I'll design, schedule and test tailor-made content to see what works best for you. All you have to do is send over a few pictures and videos each month.

- Defining purchasing behaviours & age groups
- Collating pictures and videos
- Tailor-made social media posts and videos (reels)
- One-of-a-kind captions, keywords & researched hashtags
- Stay in control with pre-approved content
- Answer enquiries and messages as they come in

I specialise in organic Facebook marketing, so we often start there and branch out over time.



Social Media Results

FACEBOOK PRO CALL

OVERNIGHT RESULTS

Last 28 days ▾

13 May - 9 Jun

Reach Engagement Net followers 3-sec

6,776
Reach ⓘ

+27K% from previous 28 days



15 FACEBOOK POSTS

28 DAYS



Great job – you had 64,854 views! ⓘ
33% from previous 28 days



\$0 .. 0%
Approximate ear...



2.1K ↑ 73%
Engagement



4 .. 0%
Net fol

20 FACEBOOK POSTS

90 DAYS

< Professional dashboard
Insights

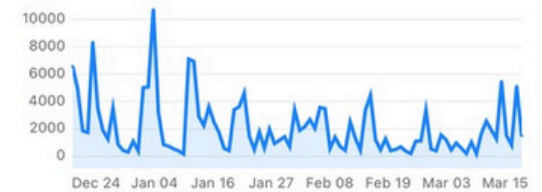
Views Earnings Engagement Audience

Last 90 days ▾

19 Dec - 18 Mar

188,233 Views ⓘ

-- from previous 90 days



SEO Website Results

**TRAUMA
THERAPIST
SOLE TRADER**

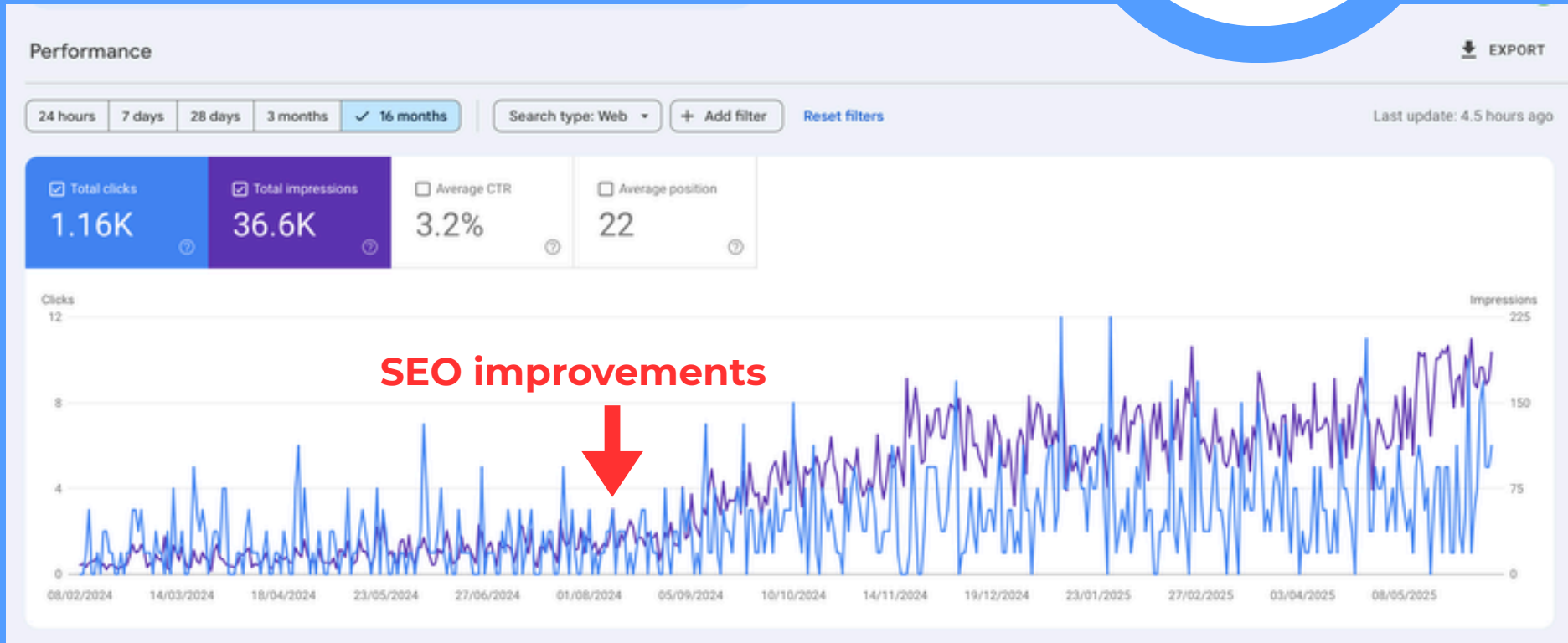


Sessions [?] by
 Session primary ch...

SESSION PRIMARY ...	SESSIONS
Direct	2.6k ↑476.7%
Organic Search	1.5k ↑24.3%
Organic Social	133 ↑33.0%
Referral	75 ↑56.3%
Unassigned	66 ↑560.0%

SEO Website Results

**KENT
REPAIRS
COMPANY
(TEAM OF
5 PEOPLE)**



SEO Website Results

**E-COMMERCE
STORE BASED
IN THE UK**

Search traffic over the last 90 days

Total Impressions

29K

↑ 457.8%

Total Clicks

1.5K

↑ 466%

Unique Visitors from Search

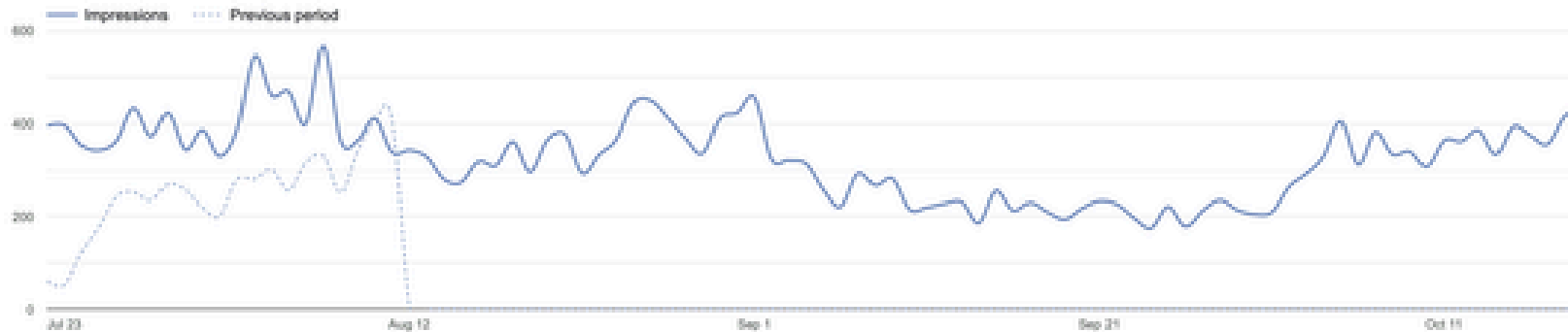
1.4K

↑ 1,161.2%

Key Events

10

↑ 100%



Source: Search Console [🔗](#)

**Contact Catherine for
a website re-design
quote 07305894584**

Reviews

“Catherine has been an **invaluable source of help** and support in the marketing of my counselling business... she is professional, talented and gifted in what she does, and a **pleasure** to work with.”

ALB Counselling
Faversham



“Catherine has recently worked for us to increase our online presence with some SEO work. She was **always in constant contact** discussing the steps she was taking and keeping us updated every step of the way. She is very personable, and you can tell she knows what she is doing. We have seen some good results so far and are **very happy we chose her** for the job! We would not hesitate in recommending her and award her 5 stars!”

Why Not Fix Ltd
Folkestone



“Catherine has helped my business a lot over the last month... communication is excellent she goes that extra mile to help and above all **she gets results.** I have finally found someone that **I trust with my social media** platform and is a real pleasure to work with. Thank you.”

Maximum K9 Training,
Ashford



Work With Catherine

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www.onlinepresencespecialist.co.uk

the
online
presence
specialist

