



# blindspot

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## Strategy and Insight for the Digital Space

### WHO IS BLINDSPOT?

Blindspot is a full-service digital marketing agency that specializes in helping small-medium businesses (SMBs) develop their digital presence.

Having an attractive, well designed, user friendly website is imperative for any business, but the work doesn't always stop there. Think of your website as the beginning, a solid foundation that can be continuously built upon. Reinforcing your online presence by extending your branding through social media, increasing visibility through effective SEO, and utilizing both email and content marketing can help establish your company as an industry leader.

Here at Blindspot, we are passionate about helping our clients navigate and grow within the digital space, and we can do as much or as little as you need.

### WHY CHOOSE US?

When you work with Blindspot, you are getting enterprise level quality within the budget of a small-medium business.

We take the time to get to know each client, and through the collaboration process, we build a website that reflects the client's individual message and brand while helping them grow their digital presence and reach their target audience more effectively.

However, because we are a full-service agency, our services can extend far beyond the initial build.

### WANT TO GROW YOUR ONLINE PRESENCE?

We have the ability to:

- Build a semi custom theme or custom site on the robust WordPress CMS platform
- Increase visibility with search engine optimization (SEO)
- Content development and management
- Social and email marketing
- Site maintenance, content updates, backups and security

### CONTACT

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### CAPABILITIES

#### Website Design and Development

- We use the flexible and scalable Wordpress Content Management System (CMS)
- Semi custom and custom themes tailored to your businesses specific needs
- Builds are attractive, well designed, and user friendly

#### Search Engine Optimization (SEO)

- Increase your page rankings and search engine results
- On-site SEO (keywords, meta tags, proper permalinks and link building)
- Off-site SEO (social and content)

#### Copywriting

- Editing of current copy
- Creation of new copy

#### Social Media

- Create consistent look with your website and branding
- Daily/weekly posts
- Networking and outreach

#### Printed Materials

- Logo design, business cards, corporate identity, direct mail and point of sale, marketing collateral
- Word and PowerPoint templates

#### Photography & Video Production

- People, product and places
- Storytelling

#### Content Marketing

- Blog creation
- Email marketing

#### Site Maintenance

- Updates and security
- Plugins