

DIGITAL SERVICE SQUAD

GOOGLE TOOLS

Whether you already have G-Suite set up, or you're just getting started, you probably have some questions about all of the available tools. In this consultation, the DSS team will answer your specific questions and help you troubleshoot.

GOOGLE ADS

Many small businesses are unaware of how much to spend on advertisements. If you are new to advertising or want a second opinion, the DSS team will introduce you to the basics and determine if advertising on Google is right for your business.

PHOTOGRAPHY & VIDEO

Meet with the DSS team for an introduction to the tools a small business owner can use to take their own photography. With the right light box, and photo editing, your smartphone will go a long way, even in videos! We will also review your existing photography and see if your images are consistent and on-brand.

WEBSITE AND SOCIAL MEDIA

Meet with the DSS team for an assessment of your overall website and social media pages, in order to help you pinpoint areas of improvement for future meetings and provide general suggestions for improving your digital footprint.

SEARCH ENGINE OPTIMIZATION

If you are confident in your website, consider getting tips on Search Engine Optimization. The DSS team will introduce you to SEO and provide tips and tricks to help you use search engines to see your website rank higher on Google.

CONTENT CREATION STRATEGY

Ever wonder what, how, and when to post on your social media channels? The DSS team can guide you with tips & tricks on how to increase your social media engagement and build a content calendar.

SOCIAL MEDIA WRITING BREAKDOWN

In this meeting with the DSS, we will audit your Bio's, About sections, and Descriptions on your various social media channels and edit the content to ensure it is clear and compelling for your readers.

ACCESSIBILITY CHECK

Would you consider your website accessible? The DSS team will introduce web compliance, and what options are available for achieving proper website accessibility. It is important to make sure all potential clients can use your website equally.

BUSINESS LOGO AUDIT

Meet with the DSS team to discuss your business's logo to see if it fits your branding needs. Talk basic design concepts and terminology to improve your logo for future branding and marketing purposes.

EMAIL MARKETING

The DSS team will introduce you to some tools that can automate emails to continue promoting your brand and keep current customers up to date on new products, discounts or other promotions. We are here to help!

* All Meetings / Consultations are restricted to 1 hour, follow-up meetings can be arranged at the end of the session for further assistance.