

WATERLOO REGION DIGITAL SERVICE SQUAD SERVICES

GOOGLE TOOLS

G-Suite Consultation - *2 - 3 hours

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 consult, a G-Suite expert will answer your specific questions and help you troubleshoot.

Google Drive Consultation - *2 - 3 hours

Storing your files in the cloud is great for collaboration and saving space on your computer but navigating all of the options can be a challenge. In this consult, a Google Drive expert will answer your specific questions and help you troubleshoot.

Google Ads Discovery - 1 hour

If you are new to advertising or want a second opinion our team will introduce you to the basics and determine if advertising on Google is right for your business.

Google Ads Optimizations - *4 hours

Have one of our advertising experts evaluate your existing Google Ads campaigns and recommend optimizations. A Google Ads account is required.

PHOTOGRAPHY

DIY Recommendations - 1 hour

Meet with a photography expert for a 1-hour introduction to the tools a small business owner can use to take their photography in-house. With the right light box, your smart phone will go a long way.

Photography Audit - 1 hour

Meet with a photography expert to review your existing photography and see if your images are consistent and on-brand.

WEBSITE AND SEO

General Website Audit - *5 hours

Is your website performing? Meet with a website expert for 1 hour to walk through the goals of your website and schedule a follow-up meeting. During the follow-up meeting, you will be presented with a report that outlines general suggestions for improving your website's performance.

Accessibility Audit - 1 hour

Is your website accessible? In this consult, a website expert will show you how to scan your website for WCAG 2.1 compliance, and explain what options are available for achieving compliance.

SEO Audit - *2 - 3 hours

Can search engines understand your content? In this 1-hour consult, a website expert will introduce you to schema markup and help you use the Google rich results test to find out how search engines see your website.

Website Needs Assessment - 1 hour

Meet with a website expert for 1 hour to discuss your website needs. In this consulting session, an expert will help you determine if your business is ready for a website and, if so, which platform will be best for you.

Website inspiration survey - 1 hour

Describing your vision for your website can be challenging. In this consult, a website expert will teach you how to describe the visual design of your future website to a designer or an agency.

Accessibility and SEO Needs Assessment - 1 hour

Building a website that performs is an iterative process. Are you ready to up your accessibility and SEO standards or do you still need to focus on the basics? A website expert will help you find out in this meeting.

SOCIAL MEDIA

Social Writing Audit - *2 hours

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

Content Creation Strategy - *3 hours

Ever wonder what, how, and when to post on your social media channels? This session takes you through the plan of all of these 3 things! Tips & tricks on how to increase your social media engagement and build a content calendar.

Set it up - *3 hours

Just starting out on social media? We got you covered! Use this time to work with us at your pace. We will assist you in setting up one of the social media accounts of your choice. Select the platform: Facebook, Instagram, LinkedIn, Twitter, & Pinterest.

Social Media Banners - *5 hours

Need profile images and banners for social media? Sit down with a social media expert for 1-hour to discuss your requirements and schedule a follow-up meeting. At the follow-up meeting, you will be presented with a finalized social media banner and profile image for either Facebook, Instagram, twitter, or LinkedIn that matches your branding (you must already have complete brand guidelines & a usable logo).

How to do a Facebook & Instagram ad from your page - *2 hours

This Ad tutorial will guide you through the basics of creating a Facebook Ad from your business page from start to finish. You will learn how to write and enhance simple, compelling ad copy and creative, and how to optimize your ad accordingly!

IDENTITY & BRAND MANAGEMENT

Logo Audit - 1 hour

Does your logo perform? Sit down with a branding expert for a 1-hour review of your logo. Learn key terminology such as logo mark vs logo type, and black & white vs knockout. Plus, discuss the basic concepts that determine logo performance.

Branding Checklist - 1 hour

Do your brand guidelines cover the basics? This checklist goes over the 4 things your brand guidelines need to include that are often overlooked. Spend 1-hour with a branding expert to learn how to apply the checklist to your business.

Brand Colour - 1 hour

Whether you are refining your existing branding or creating your branding from scratch, it's important to understand how your brand colours make your customers feel and how they relate to your industry. During this 1-hour session, a branding expert will help you understand some basic facts of colours in branding.

Brand Font - 1 hour

How difficult can it be to pick a font? Is your official font royalty free? Can it be easily used on a website? Does it make your brand feel more modern or more classic? During this 1-hour session, a branding expert will help you understand the basics of picking a font for your small business.

***Hours stated include a 1-hour client consultation.** Additional time is for the Squad to work on client requirements

Questions? Contact info@waterlooregionsmallbusiness.ca