



AVELLANA
Web Design Group

one click away from bringing the world to your business.

AVELLANAWEBDESIGN.COM

targetFOCUS

- Internet Marketing
 - Website Development, Redevelopment
 - Social Media Engagement
 - Search Engine Optimization
 - Email Marketing

workFLOW

- Developers in the United States
- Developers in the Philippines
- Capitalize on the efficiency of 12 hour time difference
- Maximum work hour for each developer 10hrs/per day
- 20 hrs/ day for US/PHIL collaboration on projects 140 hrs/wk
- Strategy based upon company profile, customer groups, competitive analysis

websiteDEVELOPMENT

- One stop shop
 - Domain Management – single point service, redirection of other domains
 - Managed Hosting – mirrored servers, collocated, daily backups, 99.999% uptime
 - Web Creation – custom html, content management systems
 - Monthly Maintenance and Support Options
 - Manage and support existing sites, social media and SEO and manage them for you
 - Integration with Social Media and SEO
 - Responsive Design
 - Analytics
 - Full Coverage of Your Website



AVELLANAWEBDESIGN.COM

socialMEDIA

- Catered to your specific business
- Develop accounts or manage existing accounts on various social media channels: Linked In, Facebook, Twitter, YouTube, Instagram, Periscope
- Integrate with website and Email marketing
- Post with a purpose

searchFOUND

- Integrate a series of optimizations to achieve better rankings using the following forms: i. Local listings and data aggregators (Bing local, Yellowpages, etc)
- Social Media optimization (Google, Facebook, Twitter)
- Anti-Virus submission
- Search engines submissions and verification (Google, Bing, Yahoo)
- Search engine optimization (robots file, meta tags, text)
- Localization of site to address of record claiming all pages using accurate business information
- Integration with 12 local search engines, among them 3 data aggregators including Google, Bing, Yahoo, YP and other engines) that will spread accurate information to many other local search engines.
- SEO Maintenance Updates throughout the year



AVELLANAWEBDESIGN.COM

emailMARKETING

- Constant Contact for various programs including: eNewsletter, promotions, coupons, events
- Upload your client list and create managed groups
- Create call to action to sign up on a specific listing based on your profile
- Utilize Email Marketing for retargeting existing customers
- Analytics to help define and refine campaigns

startingPOINT

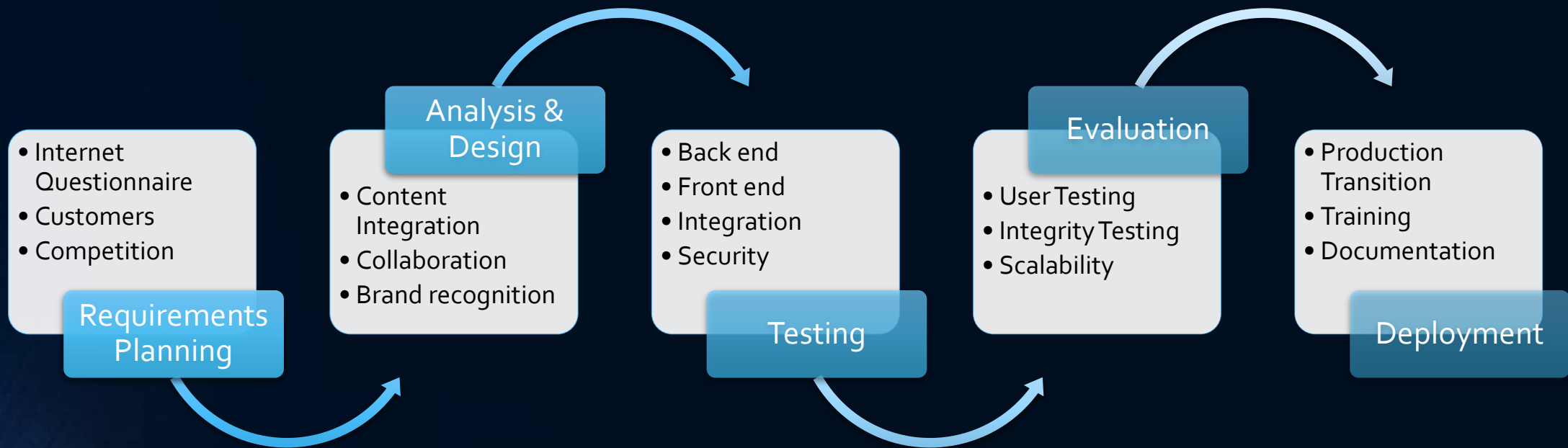
- Internet Questionnaire
- Define your business, your customers, your purpose, your competition
- What distances you from the rest of the pack?
- What key words do customers / potential customers look for?
- What are the pain points / gaps of that your customers experience that need your service?
- How do you heal the pain and bridge the gap?

developmentPROCESS

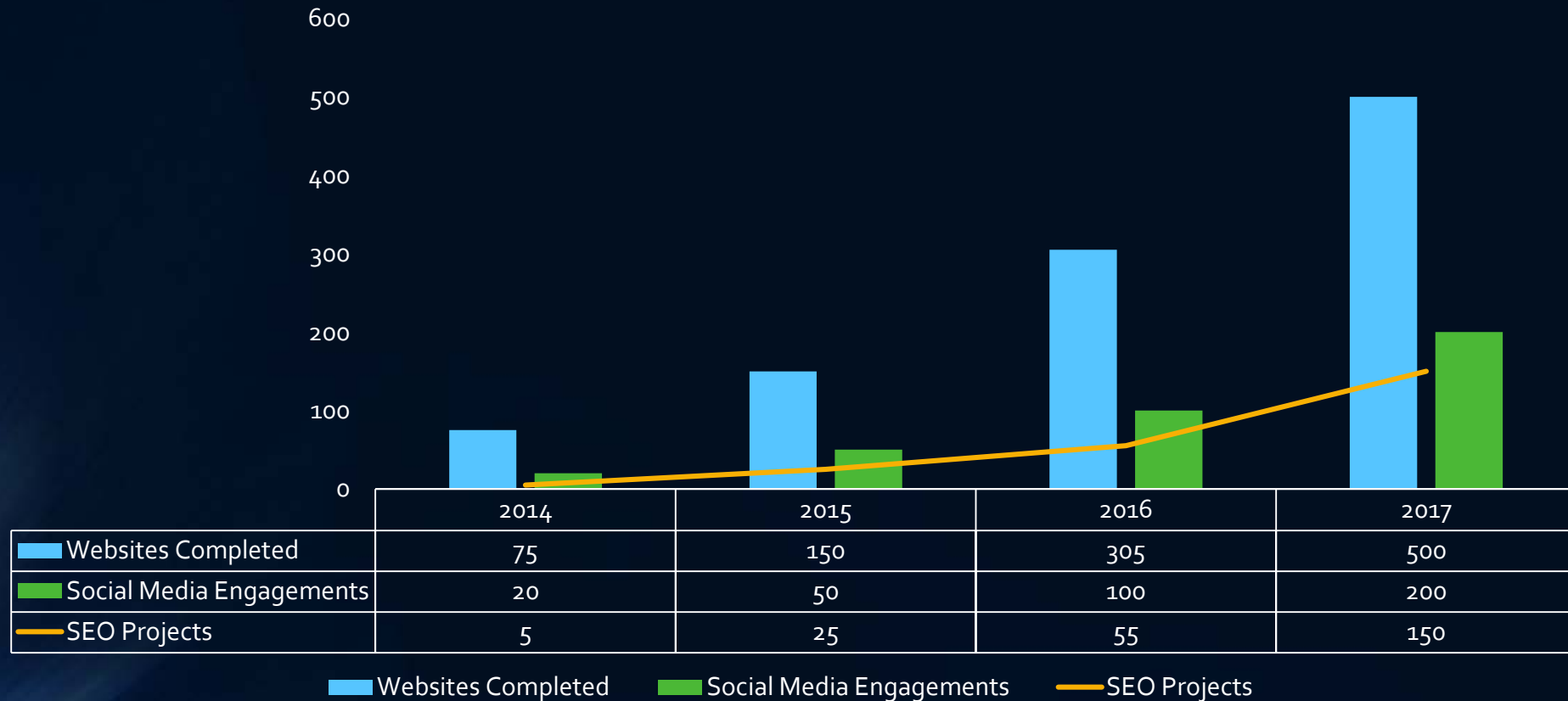
- Iterative process
- Interaction with customers in developing your internet marketing solution
- The Goal
 - Make you the subject matter expert in your field
 - Extend your marketing brand stratagem in all internet channels
 - Create and engagement process with your customers that's intuitive, provocative, and leads them to your defined call to action



AVELLANAWEBDESIGN.COM



projects COMPLETED



clientPROFILES

- Demographics
- US Clients
- International Clients

	US	International
2014	385	20
2015	680	65
2016	1075	150

awdgIDENTITY

- 20 years in the internet development field
- Tony Avellana (founder and CEO) – drawing on 27 years of business experience and acumen in information technology, process improvement, project management
 - Eli Lilly & Company
 - CIO and Executive Vice President of fortune 100 company
- In 2015 with the new workflow in place increased internet marketing projects from 75 to 200
- On track in 2016 to complete 460 internet marketing projects by December 31, 2016



AVELLANAWEBDESIGN.COM

awdgIDENTITY (cont.)

- Formation of AVELLANA DIGITAL in July 2016
 - Servicing Asia Pacific
 - Combining resources with Avellana & Associates from the Philippines
- Avellana Web Design Group to complete 460 internet projects in 2016, 700 internet projects in 2017
- Focus on increasing app development as a foundational service offering
- Operational Staff: Developers, Graphic Designers, SEO Analysts, Hosting, Content Writers, Photographers, Videographers, Hosting Solution Center



AVELLANAWEBDESIGN.COM



AVELLANA
Web Design Group

one click away from bringing the world to your business.

AVELLANAWEBDESIGN.COM