

Accelerator

How effective is a Roya.com Marketing Strategy?

Top Accelerators experience a 20% increase in SEO positioning, 50% increase in website traffic and 40% increase in leads! Can your current provider say the same?



On a Roya.com Accelerator Package, work with a Marketing Strategist to identify your goals and build supporting campaigns to increase website traffic, generate more leads, and grow your business!

Roya.com strategizes with you to build a comprehensive marketing strategy managing aspects of Local SEO, Organic SEO, Facebook Promotions, and Google Banner Ads campaigns. You will get access to campaign tracking tools and extensive PDF reports summarizing each aspect of your digital campaigns for clear ROI tracking.

- ✓ **Google AMP Website**
Best in class, mobile responsive web design with Google AMP technology powered by Canvas® Marketing Platform.
- ✓ **Professional Client Services Team**
Designated Project Manager, onboarding team and ongoing post launch support
- ✓ **Canvas® Toolbox & Platform License**
Built-in blogging system, page builder with drag and drop widgets, asset manager, pop-up editor, page by page SEO Configuration and more!
- ✓ **Domain Services**
Domain registration / renewal, branded email forwarding, Cloud Hosting, secure website - SSL Certificate
- ✓ **SEO and Search Friendly Content**
Specialized content database, site-wide search powered by Elastic Search (Natural Language Search)
- ✓ **Password Protected Content and Member Areas**
Control content visibility for authenticated /anonymous users, login with Facebook or Google, new user registration and lead capture
- ✓ **Real Time Analytics Dashboard**
Lead tracking, call tracking, SMS tracking, Google Analytics Integration and more
- ✓ **Call Tracking Technology**
Provision toll free or local vanity phone number, call reporting dashboard with recorded calls, SMS / text lead capture
- ✓ **Lead Capture Forms**
Customizable appointment request forms and contact forms
- ✓ **Custom Landing Page Design and Development**
Configure forms customized for your business, conversion tracking, web leads dashboard
- ✓ **Reputation Tracker**
Track new reviews and historical ratings across multiple review websites
- ✓ **Reputation Builder**
Proprietary technology to help your business reach current and past clients to help build your reviews. Intelligent filtering and powerful business rules.
- ✓ **Dynamic SEO Library**
Proprietary Search Engine Friendly Content Library
- ✓ **Social Media Integration**
Link all of your social profiles to your website either embedding a feed or linking to the page directly
- ✓ **Social Media Asset Creation**
Multiple graphics custom created for your brand to be used across social media platforms
- ✓ **Initial SEO Boost**
Initial URL Optimizations, Meta Tags, Title Tag and Keyword Optimizations, Map Submissions, Citation Building Campaign with up to 25 Local Directory Submissions
- ✓ **Ongoing SEO Optimizations - Monthly**
Organic SEO
URL Structure Optimization, Blog Post, Webmaster Tools Monitoring, Search Engine Ranking Monitoring & Reporting, Content Optimizations
Local SEO
Local Directory Submission, Google Business Profile Manager Monitoring and Customizations, Google Map Submission, Google Business Page Creation / Management, Citation Building and Local SEO Optimizations
- ✓ **Quarterly Custom Reports**
Detailed quarterly PDF reports with comparisons including aggregated data from Google Analytics, Google Search Console, Google Adwords, Facebook Insights, & more
- ✓ **Marketing Consultation - Monthly**
Strategize with your Roya.com Marketing Consultant on Goals and Campaign Performance
- ✓ **Custom Banner Ad Graphics and Campaigns - 10,000 Impressions**
Bounced Customer Retargeting, GEO Targeted Performance Network Ad Campaigns
- ✓ **Facebook Promotion Plan and Custom Ad Graphics**
Work with a Marketing Strategist to develop a custom monthly posting plan for boosted posts and targeted ads with custom designed, branded ad graphics Promotions with 2,500 Impressions
- ✓ **Professional HD Video Production**
Work with a videographer and video producer to create a business profile overview video
- ✓ **Optimize Channels**
Optimize YouTube Channels with custom graphics, descriptions, tags, etc.
- ✓ **Canvas® Studio**
Proprietary Library of Specialized Social Media Content and Customizable Ad Graphics

Testimonials

What Our Clients Are Saying



I use Roya for my Optometric marketing. They are amazing in both the content they produce and the customer service they provide.
Thank you Roya!



This company goes above and beyond for the needs of their clients when it comes to website development and support. The marketing team always exceeds expectations. We've been very happy we made the change.



We love Roya. They have been doing an amazing job taking care of our website as well as all of our advertising. We are so glad we chose to work with them for our small dental business!