

Consultant Services – Steady Henry

Website Evaluation

Review and evaluate website - architecture, customer interface and transaction methods to suggest improvements and implement updates to align with business goals.

Website Creation

Website design and creation in collaboration with business owner (includes account setup). Continued monitoring, updates etc. can be included as an additional service, or account is turned over to business owner with overview given of how to implement basic updates.

Social Media Marketing

Setup of social media accounts, monitoring and engagement of online community, content creation that supports content strategy and brand messaging. Social media marketing campaigns specific to business events, building online audience, increasing website traffic - leading to an increase in product sales and generation of sales leads.

Content Strategy and Brand Messaging

Develop content strategy and brand messaging, build strategy around the most effective digital channels for your brand, establish key words to reinforce search engine optimization (SEO) and determine KPIs (Key Performance Indicators) to identify key reporting metrics that surround business goals and content strategy objectives.

Google Analytics and Google AdWords

Assistance with set up of accounts for Google Analytics and/or Google AdWords. Google Analytics account is set up and linked to your website to track user activity and traffic sources. Google Adwords is used to raise search rankings with specific keywords that link to your business (note Google Adwords account charges for search engine marketing (SEM) to be discussed and is separate from consulting fees for account setup. Budget for keyword ranking/advertising is discussed and setup in Google AdWords account accordingly).

Analytics Review and Measuring Key Metrics

Tracking, monitoring and reporting of Google Analytics and/or Google AdWords accounts. Review of analytics data to provide valuable insights on the success of brand messaging and social media marketing campaigns - website traffic reports are generated to provide suggestions on adjustments to content strategy to align with business KPIs.

EDUCATION

2003 - 2007

Bachelor of Arts (Honours)

University of Western Ontario

PROFESSIONAL DEVELOPMENT

January 2019

CESBC Professional Development Workshop:
Effective Data Visualization with Stephanie Evergreen

September 2016 – October 2018

Post-Graduate Certificate - Social Media Marketing
George Brown College, Continuing Studies Dept.

2017 – 2018

Google Analytics Academy / Google AdWords,
Analytics and Platform solutions for live marketing

April 2016

CESBC Professional Development/Royal Roads
University: *Essential Skills Series: Program Evaluation*