



Now Your Entire Web Presence
is within Reach!

Reach  ast Infosheet | WSleworks

Setup

- ✓ Conduct initial Web Presence strategy and objectives planning Claim, set up and link your directory listing and pages, including Google Places, Yahoo Local, Bing, YP.com and many more to your Cast page
- ✓ Update and sync your business information across 100+ local directories and listings
- ✓ Collect, upload, store and manage your digital assets, such as logos, coupons, ads, pictures and videos, for use on all your pages
- ✓ Build, publish and optimize your custom Cast page in your brand style (option to embed the feed on your website)
- ✓ Set up communication package to provide call tracking number and text messaging
- ✓ Create, publish and link your Facebook, Twitter and YouTube accounts to your Cast page
- ✓ Develop plan for monthly content creation and casting such as updates, tips, offers, events, products, etc.

Create & Cast Content

- ✓ Research and write original, engaging posts for your Cast page, including updates about what's happening at your business, helpful tips for customers, special promotions and offers, upcoming events, interesting stories about key products, etc. (Basic program 4 posts/month)
- ✓ Automatically cast each post in real time to Google, Yahoo and Bing for indexing
- ✓ Cast posts in real time to your fans and followers on Facebook, Twitter and YouTube
- ✓ Research and write custom articles and submit them to hundreds of other sites and blogs, building inbound links to your Cast page and increasing search rank (Basic program 8 articles/month)
- ✓ Optimize each post for search and social discovery with appropriate keywords, links and tags
- ✓ Bookmark your Cast page posts on key sites like Digg, Delicious, and StumbleUpon to improve Search Rank

Listen & Engage

- ✓ Set up and tune your Radar to monitor the Web for mentions and reviews of your business, products, competitors and business type
- ✓ Build your base of fans and followers by engaging with people who are talking about you online and increasing social shares
- ✓ Monitor your Radar for positive reviews and mentions, respond when appropriate, and cast positive mentions across your social pages
- ✓ Provide recommendations and guidance on tactics to drive additional positive online reviews
- ✓ Monitor your Radar for negative reviews or comments and notify you, then propose a response strategy so you can engage personally and resolve the issue

Analyze & Report

- ✓ Conduct monthly review of your results and provide recommendations for content and engagement strategies
- ✓ Review detailed reports such as visits to your Cast page, sources of traffic, top rated content, fans and followers, mentions and reviews, social shares and customer calls and emails