



NIAGARAMEDIA MACHINE

Websites • SEO • Content Management & Creation • Design

ABOUT US

We are a Niagara-based team of experienced digital design experts who know how to get results.

By applying superior solutions to your unique concerns, we'll achieve trackable outcomes that boost your bottom line. We'll ensure that your message reaches an audience that makes sense for your business.

Our first focus is to understand your business from your perspective to properly identify which solutions will work best for you.

Several of our associates have operated successful businesses of their own or worked in key positions at major corporations, so we are well-qualified to understand your business process and how we can help you succeed.

WEBSITE DEVELOPMENT

Your website's effectiveness determines whether prospective clients will do business with you ... or not. You can't afford to get it wrong! A great website is more than just a solid business investment. Today, it's a necessity for companies that want to remain viable. A quality website is working for you 24/7.

We build customized - not canned - websites designed to deliver what you need. We won't try and fit you into a mold,

which is a critical mistake made by lazy developers. Our unique website development process incorporates your specific company goals and objectives.

Information on NMM's proven process can be reviewed and/or downloaded at the link below:

<http://niagaramediamachine.com/documents/website-process.pdf>

SEO AND CONTENT MANAGEMENT

SEO (Search Engine Optimization) and Content Management are key components of your website that ensure prospective customers can find your business. Your business needs an accurate online listing presence that communicates the right information for potential customers.

The end goal of every SEO strategy is to get you more customers. And there are no shortcuts. SEO keeps you in front of your customers when they are actively searching for products or services that you offer, helping you attract and retain clients.

There are two types of SEO - Local and Organic. Local SEO strategically optimizes your online listings and reviews, ensuring consistency of your core business information wherever it appears. Organic SEO optimizes your website so the right buyers will find you.



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LOCAL SEO

If you want to drive customers to your business, investing in local SEO is a must. A strong local SEO strategy helps you attract purchase-ready consumers, increases your brand exposure, and boosts your online visibility.

You can't just set and forget the information you put online; you have to continuously update your local business listings. Keeping your online information accurate and current is key to building trust with search engines and consumers alike.

ORGANIC SEO

Organic SEO ensures that your site is optimized to support users' search experiences. This is not an overnight process. Conversions, not clicks, are of paramount importance here.

Our process identifies any 'bad practices' currently in use on your website which, if left in place, will have severe negative effects on your SEO rankings and thus your online visibility to prospective clients.

You need the right keywords, not necessarily more of them. Our focus is on the relevance of keywords, not how many we use. Irrelevant keywords lower your Google rating.

CONTENT CREATION

Creating content that speaks to the true intent of a customer's search entices visitors to your website to stay on the page longer and makes them more likely to act.

Well-written, strategized content helps drive customer engagement. Let our experienced team of creative writers craft the perfect language to effectively promote your business.

Website visual appeal is important. Our graphic design specialists can create visual effects that resonate with your audience and enhance your brand. They can also make your business stand out from your competition with a distinctive, memorable logo and unique business card design.

**GETTING RESULTS FOR YOU IS OUR
TOP PRIORITY. LET'S GET STARTED!**

**FOR FURTHER INFORMATION
PLEASE CONTACT**

Dave Mace, President, Niagara Media Machine
Office: 289-397-0258 • Cell: 289-969-1704
Email: dave@niagaramediamachine.com
niagaramediamachine.com