

bigpxl.

Digital Marketing

Made Pixel-
Perfect, **Period.**

⋮⋮⋮ The Big Picture

BigPxl specializes in comprehensive digital marketing campaigns whose impact is greater than the sum of their pixels. When you win, we win. Team up with us to grow your business through SEO, paid advertising, web design, inbound marketing, and so much more. Let's do something BIG.

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Be Bold.

We're not afraid of taking on the big stuff. When solutions don't present themselves, we create them.

Be Humble.

We couldn't have arrived where we are without a bit of humility. In everything we do, we listen, we learn, and we come out better for it.

Succeed Always.

We endeavor to achieve something new every day. Through teamwork, we make it happen.

Brag (Sometimes).

When a plan comes together, who says we can't celebrate? We applaud the success of our teams and our partners, and we let everyone know about it.

Why BigPxl?

Standards

Not only are we a Google Premier Partner, but also fall in the top 5% of digital marketing agencies in the United States, verified through quarterly auditing from Google. This impressive badge of honor also enables us to use Google as a support system; wherein they will verbally endorse BigPxl as an elite digital marketing agency that sustains the highest campaign conversion rates in the digital marketing industry.

Experience

We have multiple Google Certified individuals among our staff at the Corporate Office in Springfield, MO.

Dedication

A Digital Marketing Specialist will be committed to your company throughout the process, as a main point of contact for questions, strategy and goal-setting for your campaign(s).

Talent

Will will extend your current marketing team by 35+ individuals, providing a specialized team for each service, making us the largest full service marketing agency in Southwest Missouri.



BigPxl Team:

- Google Advertising Engineers
- Social Media Marketing Specialists
- Social Media Management Team
- Copywriters
- Identity & Brand Designers
- Graphic Designers
- Web Developers
- Web Designers
- SEO Team
- YouTube Advertising Specialists
- Inbound Marketing Specialists
- Traditional Advertising Specialists
- Videographers
- Photographers

SEO for Any Situation

Search Engine Optimization

Where and how your business appears online matters. Users prefer websites with thoughtful designs that load quickly, are easy to navigate, and contain useful information. As it turns out, search engines prefer sites like this, too. BigPxl takes a look at the whole picture, auditing your entire online presence before crafting a customized SEO plan to put you on the leaderboard.



SEO

Search Engine Optimization or SEO is the simple activity of ensuring a website can be found in search engines for words and phrases relevant to what the site is offering. SEO's main goal is to drive organic traffic (non-paid) with quality, regular content on a well structured site to ensure an excellent user experience. Simply put, it's quality control for websites.

Content Creation

Content takes many forms, which is what makes it so vital to SEO. Content spans web pages, blogs, social media posts, branding elements like mission statements, and email campaigns to name a few. Our in-house writers apply their skills to your web copy, and time and again the results show – we've got talent.

Listings Management

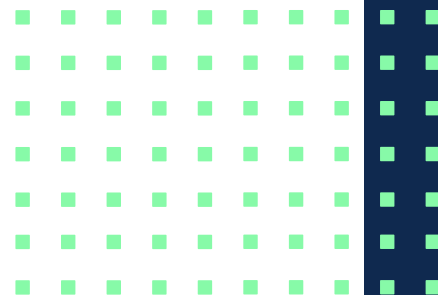
Do you know everywhere your business information appears online? That's okay, we already know the answer. The consistency of your name, address, and phone number everywhere it shows up impacts how customers are able to engage your business. Let us do the dirty work of finding, claiming, and managing your business information in every corner of the web.

Technical SEO

Things like site speed, structure, and layout affect how users and search engines are able to interact with your website. SEO streamlines these elements to give you a competitive edge on results pages and give users the best experience possible.

Reputation & Community Management

These aspects of SEO become more critical every day, but you may not have the time or budget to monitor and respond to the flood of incoming reviews, make rich, engaging social media posts, or respond to users' comments and questions.



Initial SEO Audit

Audit Examples:

Title Tags

102 title tags are too short.

Meta Descriptions

75 pages of 205 total pages are missing Meta Descriptions. This is a missed opportunity to gain authority with Google.

H1 Headers

172 pages of 205 missing H1 headers.

Local Listings

GMB does not populate on SERP when "plumbers springfield mo" is searched

Blogs

There is no blog or news feed accessible.

Title Tags

Title tags are the clickable results that display on search engine results pages (SERPs). Keyword Placement within title tags can affect your rankings and your click-through rate. Title tags that are too long will not display properly on SERPs, meaning that your page is not communicating clear information about its relevance to users/ queries.

Meta Descriptions

Meta Descriptions are what users see when they find you on SERPs. These text snippets appear below the clickable link of each result. While they do not directly affect your page's ranking, they do affect its click-through-rate, which is a significant factor in determining a page performance. Pages with duplicate meta descriptions miss an opportunity to provide unique copy to entice clicks. With optimized meta descriptions, you can expect to see your page performance improve.

Local Listings

Local Listings Your Google My Business Listing (GMB) allows your business information to appear before that first search result. When used correctly GMB is a powerful tool for driving consumers your way, dominating the first page of a Google search. GMB levels the playing field and allows every business the opportunity of achieving a prominent listing

Blogs

Bloggging is vital for SEO for a number of reasons. First, it keeps content on your website fresh and current. Google rewards fresh content and penalizes sites that become outdated. It also provides an opportunity to target keywords that are relevant to your business. Not posting blogs to your site is a missed opportunity to attract potential user traffic and convert new customers.

SEO 12-Month Partnership

Everyone needs Search Engine Optimization (SEO). Some businesses need better brand recognition while others need to push more conversions. Let us customize a plan for you. Our experts perform an exhaustive audit before developing a strategy tailored to your business' needs and goals.

Tech SEO

Includes fixes to broken pages & links, site speed optimizations, sitemap maintenance, and more.

Listings Management

Includes creating, claiming, and updating online listings across multiple platforms.

Page Optimizations

Includes optimizations to metadata, links, and page content.

Blog Optimizations

Entails organizing blog structure for optimal usability.

Backlink Management

Entails the review, identification, and removal of low-quality or harmful backlinks.

Backlink Acquisition

Entails the use of content and outreach strategies to acquire new, valuable backlinks.



Review Management

Includes monitoring and responding to new reviews across your business' most relevant review platforms.

Review Acquisition

Entails the development and customization of a review widget and mailing list to prompt customers to leave reviews on platforms like Google, Facebook, and Yelp.

Mobile Optimization

Entails the correction of sizing, layout and speed issues that affect mobile users.

Content Campaigns

Includes the development of content strategies based on valuable keywords to attract new, qualified users to your website.

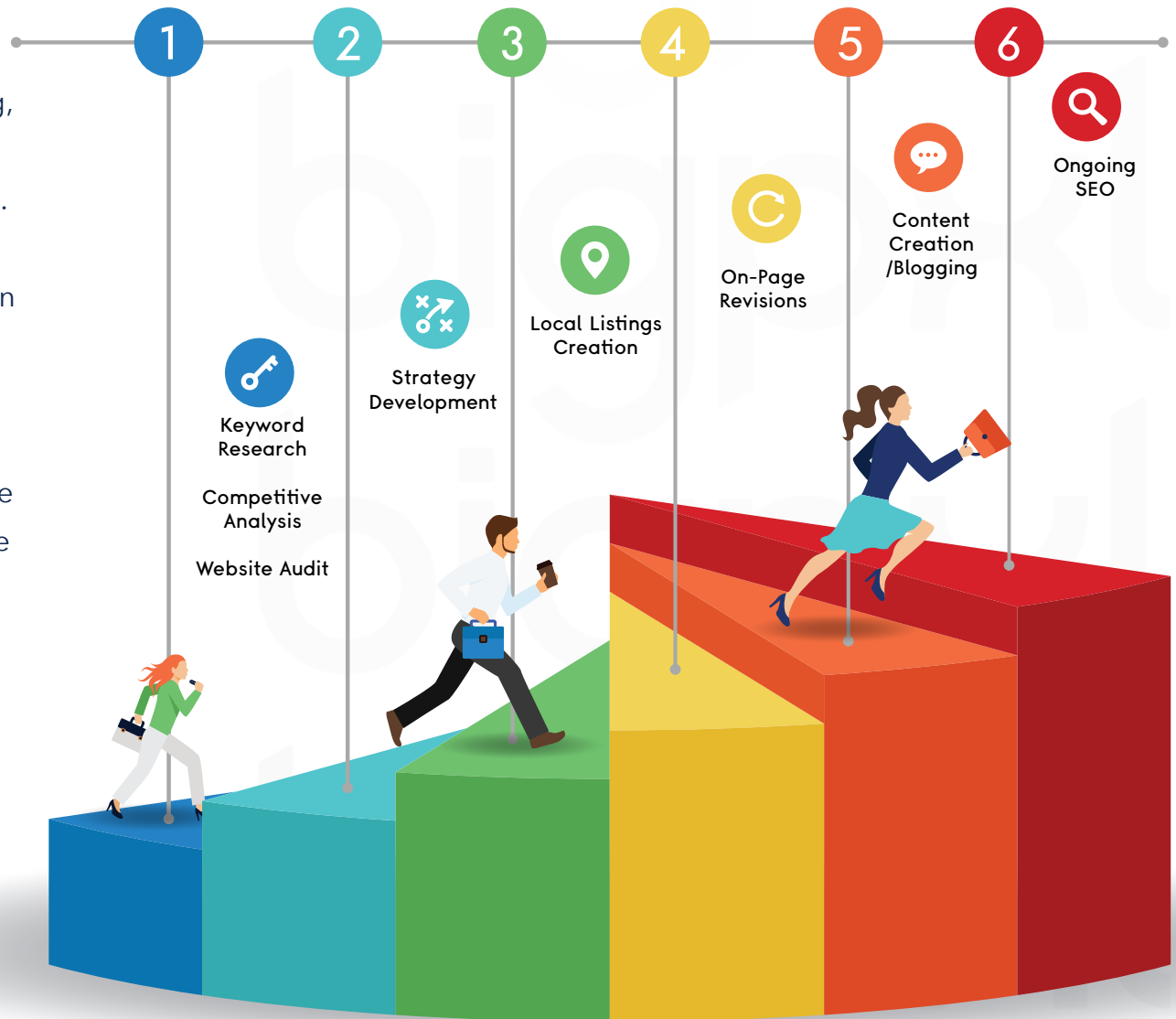
Community Management

Includes the development of posting strategies for relevant, major platforms like Facebook, Instagram, Twitter, and Pinterest to generate shares and links to your website.

The SEO Journey

What is SEO? Search Engine Optimization (SEO) is the key to sustaining a prominent Google ranking, and is the process of organically increasing the visibility of your website.

To survive online, it is crucial to invest in a long-lasting SEO strategy—your best clients will find you through organic search results. Google ensures that only the most relevant and authoritative websites are displayed at the top of the user’s search results.



SEO Authority & Relevance

What determines Relevance?

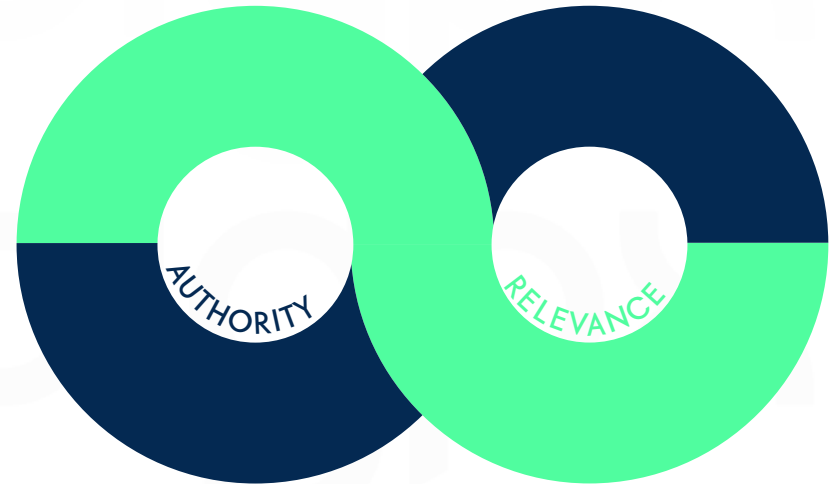
Website content that is interlaced with specific keywords relevant to users' search queries and your business.

What determines Authority?

The amount (and structure) of quality content that is relevant to users' search queries and your business.

Why Businesses Will Spend More Than \$80 Billion on SEO Annually:

- More than Five Billion daily Google searches
- 5% of internet users will not go beyond the first page of their Google search results
- Improvements in content have been shown to increase blog traffic by 2000%
- 93% of all traffic comes from a search engine
- Google changes its search engine algorithm roughly 500-600 times per year
- SEO leads close 8x more frequently than leads generated by traditional media



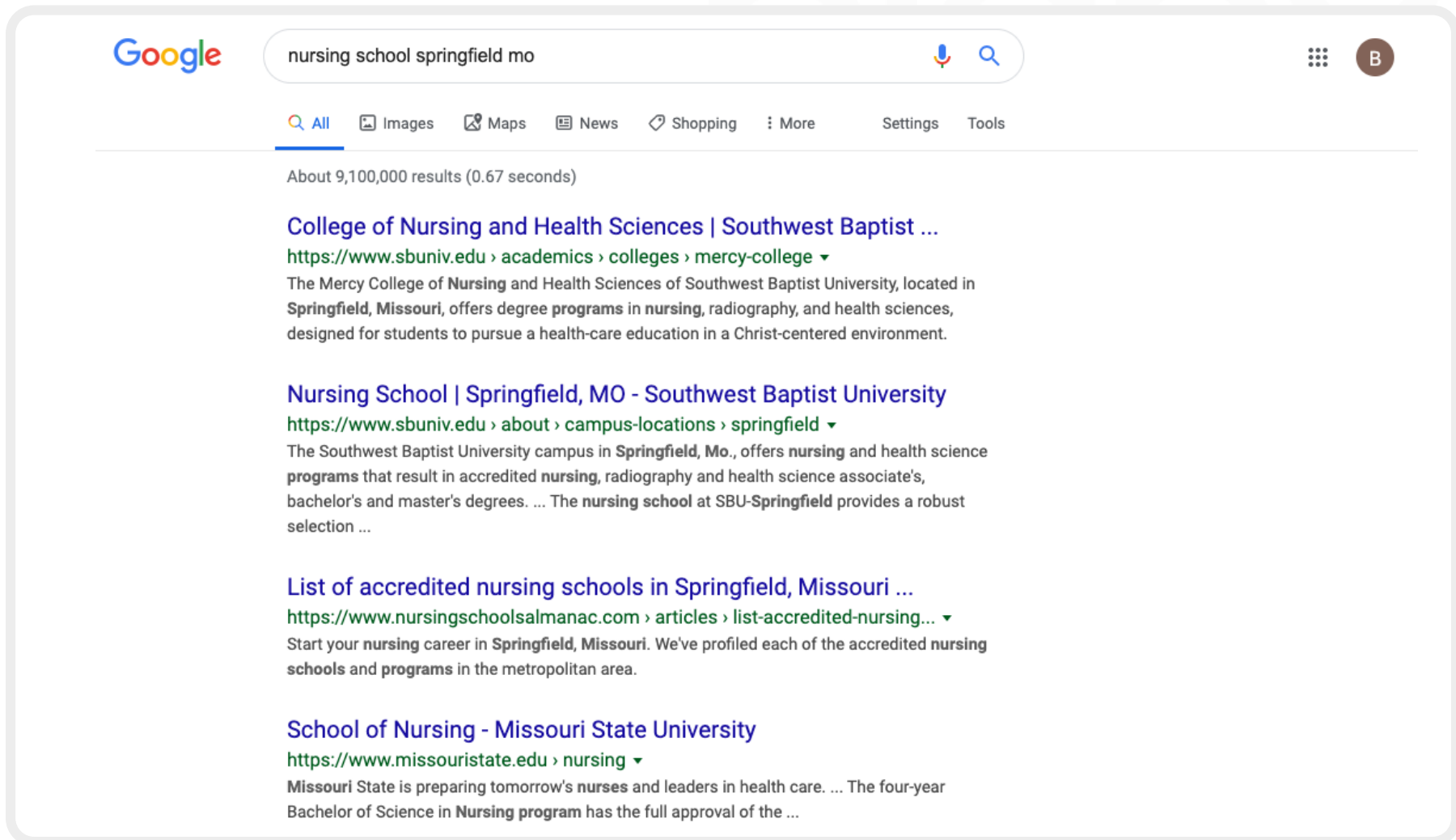
Benefits of SEO

- Increased organic site traffic
- Improved Google rankings for valuable keywords
- Higher quality site traffic (Longer site visits = page views)
- New client acquisition
- Brand awareness/brand equity
- Increased leads
- Improved local visibility
- Permanent website improvements

Examples of Organic Traffic

Takeaway:

In order to show up in the top four results of a SERP (Search Engine Results Page) for specific queries the user makes, Google must see your website as an authority in your industry. The key to achieving this authority lies in a successful SEO strategy that adds fresh, unique, and relevant content to your website continually.



The screenshot shows a Google search for "nursing school springfield mo". The search bar is at the top, with the Google logo on the left and a search icon on the right. Below the search bar, there are navigation links for "All", "Images", "Maps", "News", "Shopping", "More", "Settings", and "Tools". The search results are displayed below, showing four results. Each result includes a title, a URL, and a brief description.

Google

nursing school springfield mo

All Images Maps News Shopping More Settings Tools

About 9,100,000 results (0.67 seconds)

College of Nursing and Health Sciences | Southwest Baptist ...
<https://www.sbuniv.edu> > academics > colleges > mercy-college ▾
The Mercy College of Nursing and Health Sciences of Southwest Baptist University, located in Springfield, Missouri, offers degree programs in nursing, radiography, and health sciences, designed for students to pursue a health-care education in a Christ-centered environment.

Nursing School | Springfield, MO - Southwest Baptist University
<https://www.sbuniv.edu> > about > campus-locations > springfield ▾
The Southwest Baptist University campus in Springfield, Mo., offers nursing and health science programs that result in accredited nursing, radiography and health science associate's, bachelor's and master's degrees. ... The nursing school at SBU-Springfield provides a robust selection ...

List of accredited nursing schools in Springfield, Missouri ...
<https://www.nursingschoolsalmanac.com> > articles > list-accredited-nursing... ▾
Start your nursing career in Springfield, Missouri. We've profiled each of the accredited nursing schools and programs in the metropolitan area.

School of Nursing - Missouri State University
<https://www.missouristate.edu> > nursing ▾
Missouri State is preparing tomorrow's nurses and leaders in health care. ... The four-year Bachelor of Science in Nursing program has the full approval of the ...



Big dreamers who love digital details.

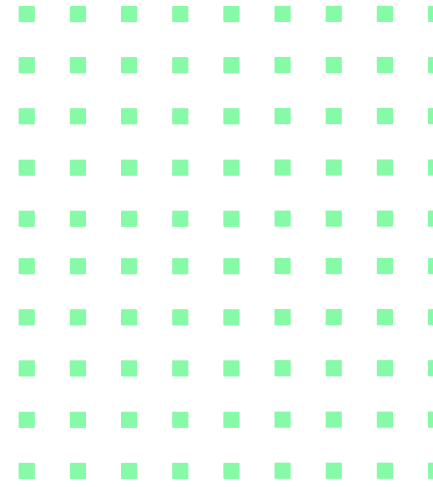
Awards

It's not just big talk – we're at home on the victor's podium.
BigPxl has accolades in copywriting, graphic design,
advertising, and more.

Awards

BigPxl Placed in 9 of 12 Submissions for 2020!

1. BigPxl Logo Design and Branding
2. BigPxl Website Design
3. Carnahan White Website Design
4. Essex Food Ingredients Web Design
5. Somo Farm and Ranch Website Design
6. When I Grow Up Gold Medal Gyms Video
7. Logo Design Counseling on the Fly Logo Design
8. Logo Design For the Love of Cabinets Branding
9. Logo Design Patterson's Hospitality Logo Design



Awards

BigPxl Placed in 19 of 22 Submissions for 2019!

1. Branson.com Stationery Materials
2. Branson.com Logo & Branding
3. Branson.com Icon Illustration
4. BigPxl Marketing Materials
5. Andy B's Website (Responsive Design)
6. Andy B's Website (Website Design)
7. Dental 32 Website
8. Dental 32 Brand Identity & Art Direction
9. SAPP Design Architects Website
10. Fantastic Sams Social Media Campaign
11. Live in Springfield Social Media Campaign
12. Akorbi Linguistic History Blog Post
13. Vacations Made Easy Orlando Travel Guide
14. Breast Cancer Foundation of the Ozarks Website Design
15. Gary Gilchrist Golf Academy Video
16. Independent Stave Company Video
17. Equi-Librium Therapy Center Video
18. Live Clean Lisa Logo & Branding
19. Fripp Outdoors Canvas Ad

