

Digital Economy

Program Menu

A Digital Needs Assessment will help your Digital Service Squad develop a tailored plan for your business.

Here are some of the services you may be able to receive.

Ads & Analytics

KEYWORD SEARCH 2 HRS

Providing adequate keyword tips in order to rank higher on Google.

ANALYTICS ANALYSIS 2 HRS

Looking over analytics and providing actionable tips.

COMPETITOR ADS 3 HRS

Providing lists of competitor ads in order to plan/optimize current ads.

COMPETITOR FUNNEL ANALYSIS 4 HRS

Looking at competitors' funnels & evaluating for potential optimization.

CREATING AN AD CONTACT

Assisting in the creation of a (Google/Facebook) ad/campaign - looking into competition and industry standards & discussing potential content that can be created in order to compliment the sales funnel.

Social Media

SOCIAL MEDIA AUDIT (BRANDING STRATEGY) 2 HRS

Teaching and guiding to ensure logos, banners, bios, posting cadences and handles are consistent with your brand guidelines.

CONTENT CREATION STRATEGY SESSION 2 HRS

Teaching strategy on how to increase social media engagement.

SET IT UP 2 HRS

Assisting in setting up one of the social media accounts of your choice.



CITY OF
FORT SASKATCHEWAN
ALBERTA

CUSTOMER AVATAR CREATION

1 HR

Identifying and defining 3 Digital Customer Avatars to better help target your ideal customers online.

CREATING A FACEBOOK AD FROM YOUR PAGE

2 HRS

Guiding you through the basics of creating a Facebook Ad from your business page from start to finish.

SOCIAL WRITING AUDIT

2 HRS

Auditing and editing the copy of the about sections and descriptions on your various social media channels to ensure copy is clear and compelling.

Website & SEO

EXISTING WEBSITE AUDIT

2 HRS

Auditing your websites sitespeed, and domain authority and learning actionable steps to improve them.

ON PAGE SEO

2 HRS

Analyzing your overall SEO rank, and providing recommendations for improved performance.

USER EXPERIENCE AUDIT

3 HRS

Assessing your website, the structure and the overall user experience.

COMPETITOR AUDIT

4 HRS

Researching up to 2 competitor websites, and assessing how your website compares.

Please note:

The hours indicated are estimates only. A Digital Service Squad member will recommend a work plan for your business, upon completion of a Digital Needs Assessment.



CITY OF
FORT SASKATCHEWAN
ALBERTA