DIGITAL MARKETING SOLUTIONS

AGENT GUIDE FOR PROFESSIONAL WEBSITE

CONGRATULATIONS!

In today's digital world, there is no doubt you should have a professional online presence that accurately represents your company's unique brand and personality. You made the decision to advance your digital marketing strategy because you want to enhance credibility, strengthen your professional image, and promote trust, which in turn leads to sales.

Now that your new high-end website is complete, let's make sure you are headed out of the gate in the right direction. This guide is full of helpful information intended to teach you how to get the most out of your professional website and give you a better overall understanding of its functions.

We wish you the best of success with your new **Digital Marketing Solutions (DMS)** website.

One of the first and most important things to do with a new website is to make sure people know it exists. There are some easy options you can do to help bring more attention to your new high-end website.

Driving Traffic:

- **Put your Website Address (URL) on:**
  - Business cards
  - Brochures and Sales Material
  - Marketing mailers and Booklets
  - Email Signature

- **Send offers via MailChimp**
  - Consultation Specials
  - Invitations to upcoming Workshops
  - Client Appreciation Events

- **Announce your New Website with a "Welcome" eblast**
  - We have a template set up for you in your new MailChimp account

- **Use Social Media to expand your website audience**
  - Copy and paste the website URL or any page's URL into your Social Media post
  - Share your upcoming events, there are built-in share icons on the bottom of each event
  - Share your favorite News articles from your website, there are share icons on each article
  - Ask past clients to share your Social Media posts that connect to your website
  - All of the options above will send new viewers to your website

- **Promote your local business on the internet by creating free listings on sites such as:**
  - Google Places for Business (http://www.google.com/places)
  - Yahoo! Local (http://www.local.yahoo.com)
  - Bing Local Listing Center (http://www.bing.com/businessportal)

- **Become an active part of a social media community such as:**
  - Facebook – Business Page
  - LinkedIn – Personal & Business Page
  - Twitter
  - Google+

Every year technology gets more advanced and you must stay ahead of the curve or be left behind. That's the reason why we launched the new advanced website program, **Digital Marketing Solutions (DMS)**. We believe you should stay focused on your business and clients, while we keep your website updated with the latest technology. Your website is full of new features and benefits that will help your business stay strong for years to come!

Top Benefits:

- **Promotes professional image and enhances credibility**
- **Makes company appear large (perceived size is important when it comes to business)**
- **Provides new and relevant content that is information geared to promote trust**
- **Increases company's professional online presence for search results**
- **Maintains steady communication line with new prospects and past clients through drip email marketing**

What's Included:

- **Complete Personalization to match company brand, color and personality**
- **Advanced SEO helps increase your local search engine rankings**
- **Responsive on any device: personal computer, tablet, phone**
- **Monthly Google Analytics reporting to collect valuable data from visitors**
- **Professional Email address that corresponds with the website's URL**
- **Continuously fresh and relevant content, including newsletters and videos**
- **Integrate upcoming events to get even more publicity for workshops, seminars, or classes**
- **Plus: Back-end CRM system, webinar-hosting capabilities, social media integration and more!**

COMPANY VALUES

For those who are looking for financial advice, we realize the available options are many and deciding who to work with is a challenging problem. Listed below are our Company Values which we hope will give you a better understanding of how we operate.

1. **People Matter** – We believe that each person is innately valuable and worthy of respect and honor. We believe that relationships matter and that business is relational, top to bottom. People First, Money Second is a priority statement that places people and relationships ahead of financial matters.
2. **Integrity Matters** – We believe that integrity and truth matter. We believe we need to conduct our business in such a way that we are "above reproach. We believe suitability and ethical practices come from placing a high value on other people and their needs before our own.
3. **Communication Matters** – We believe that communication with our client partners builds and maintains the trust that is necessary for business relationships to reach their full potential. We believe that our client partners deserve the type of communication that is frequent, timely, truthful, & relevant.
4. **Service Matters** – We believe that good service is practical and that great service is necessary in the pursuit of business excellence. We will pursue perfection and in so doing "catch a little excellence along the way." (Vince Lombardi)

WHO WE ARE

John Doe

President, John Doe Financial
Name@yourdomain.com

We specialize in providing strategies and guidance for those who are seeking a better lifestyle in retirement. Whether you have a retirement nest egg of five million dollars or $50,000, we can help you make sure it works as hard and as smart as you did in earning and saving it. Like many people, your retirement may last as long as 30 years and you simply cannot afford to make mistakes with your retirement money and run the risk of ruining your lifestyle during your leisure years. We have helped individuals and couples, at all economic levels, to achieve their financial and long-term goals and enjoy retirement by working hard and smart, and being ready for them when needed.

We're very hopeful for an opportunity to discuss your retirement strategy so you can learn firsthand how we can be of benefit. There is no cost or obligation when talking with us by phone or meeting to discuss your circumstances and your retirement goals. We look forward to working with you soon to help you lower your stress and worry over your retirement years.

Jane Doe

Accounts Manager, John Doe Financial
Name@yourdomain.com

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There is no cost or obligation when talking with us by phone or meeting to discuss your circumstances and your retirement goals. We look forward to working with you soon to help you lower your stress and worry over your retirement years. We're very hopeful for an opportunity to discuss your retirement strategy so you can learn firsthand how we can be of benefit.

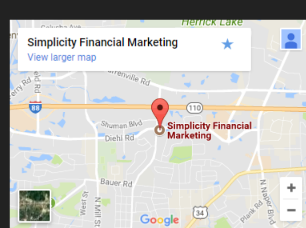
Plan For Your Future

There is no one "best place" to put your retirement money because each individual and couple has unique requirements, different tolerances for risk, and need their money at different times. Likewise, there is no one place to keep your money that fits everyone for exactly the same reasons. Your unique circumstances must be taken into consideration if you seek to find the "most favorable place" for your retirement money. This is where we can be of service.

Content Disclaimer

The information and opinions expressed herein are obtained from sources believed to be reliable; however, no representation is made as to, and no responsibility or liability is accepted for, the accuracy or completeness of the information. The information is provided as general information and is not intended to be specific financial guidance. The information is subject to change without notice. Before making financial decisions, you should consult a financial, legal or tax professional. Providing personal information may result in contact from an insurance agent. Unauthorized use is prohibited.

Location



Contact Info

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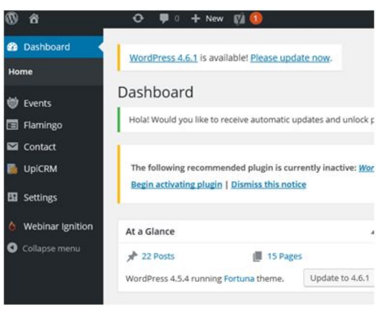
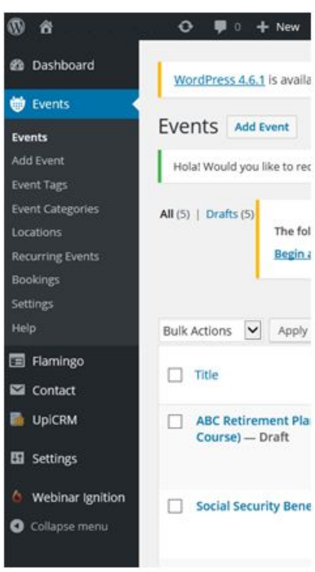
BACK OFFICE:

Sign in to your DMS website by visiting http://yoursiteurl.com/wp-admin



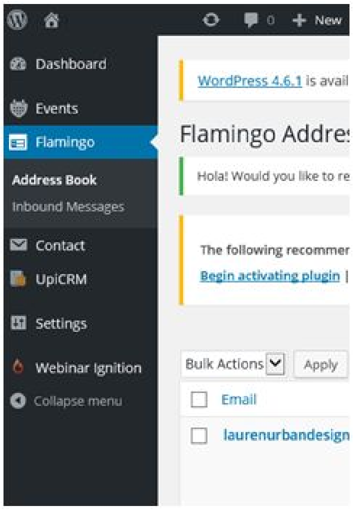
DASHBOARD:

The Dashboard (wp-admin) is the first screen you see when you log into the administration area of your blog. The instructions from this guide are referring to the WP Admin dashboard. You can get to this dashboard by adding /wp-admin to the end of your site's url.



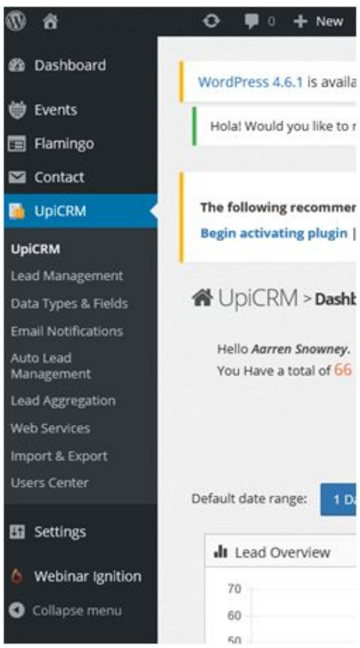
EVENTS:

Use the Events tab to create or edit current and upcoming events.



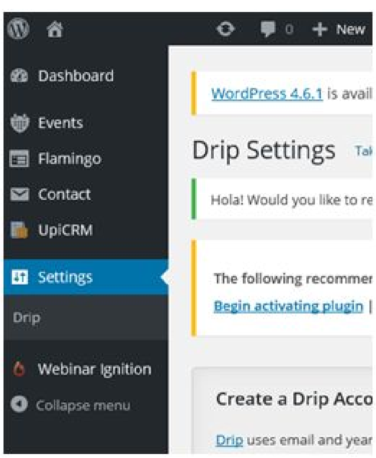
FLAMINGO:

Flamingo is a safety net for all contact form submissions. Lost a form submission in your email? No worries! Log in to your DMS website, and click the Flamingo tab to review all submissions.



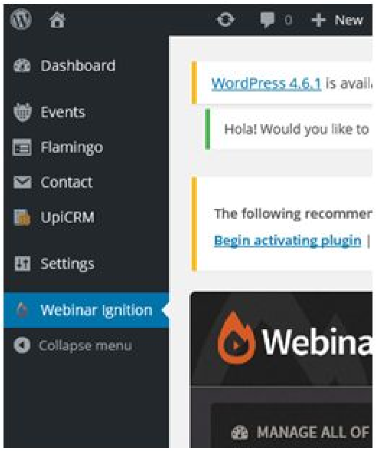
UPICRM:

UpiCRM takes information from the forms on your website, by using an advanced yet elegantly simple, semi-automatic mechanism, in order to create a new single, central, unified database of all your leads. UpiCRM can also import existing data/clients.



DRIP:

Often called drip campaigns but known by many other names—drip marketing, automated email campaign, lifecycle emails, autoresponders and marketing automation—the concept is the same: they're a set of marketing emails that will be sent out automatically on a schedule.



WEBINAR:

WebinarIgnition integrates with the WordPress CMS, making it super easy to install and manage your webinar campaigns directly from the WordPress dashboard.

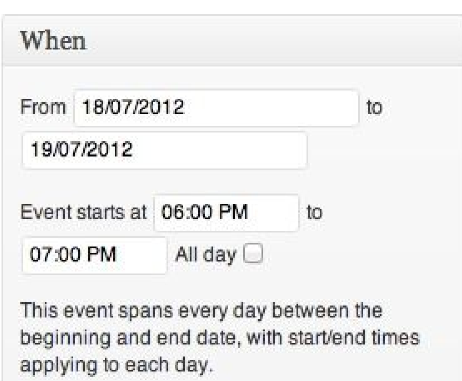
INTRODUCTION:

You will notice the Events item added to your WordPress dashboard sidebar navigation. This is where you will create and manage your events and adjust your settings.

Let's take a brief look at the menu items:

- **Events –** the admin screen for your events.
- **Add Event –** use to add a new event.
- **Event Tag –** manage your event tags. Use tags to organize your events.
- **Event Categories –** manage your event categories. Use categories to organize and categorize your events.
- **Locations –** add locations and maps which can be attached to your events.
- **Recurring Events –** use for creating repeating events.
- **Bookings –** manage your bookings. If you're a Pro user you'll also be able to manage your transactions.
- **Settings –** all the settings you need to manage the Events Manager plugin.
- **Help –** find links to help and a list of event-related placeholders which can be used for customizing events.

CREATING YOUR FIRST EVENT:

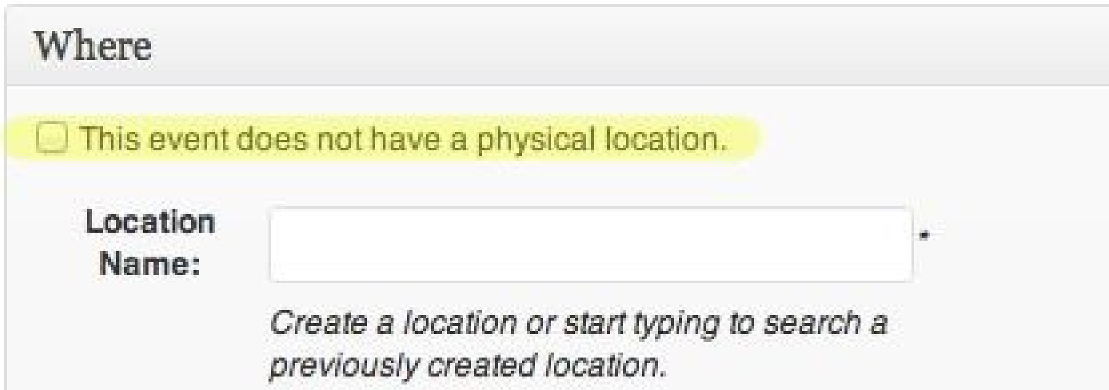


Now that you know your way around the plugin, let's create your first event.. Navigate to Events > Add Event.

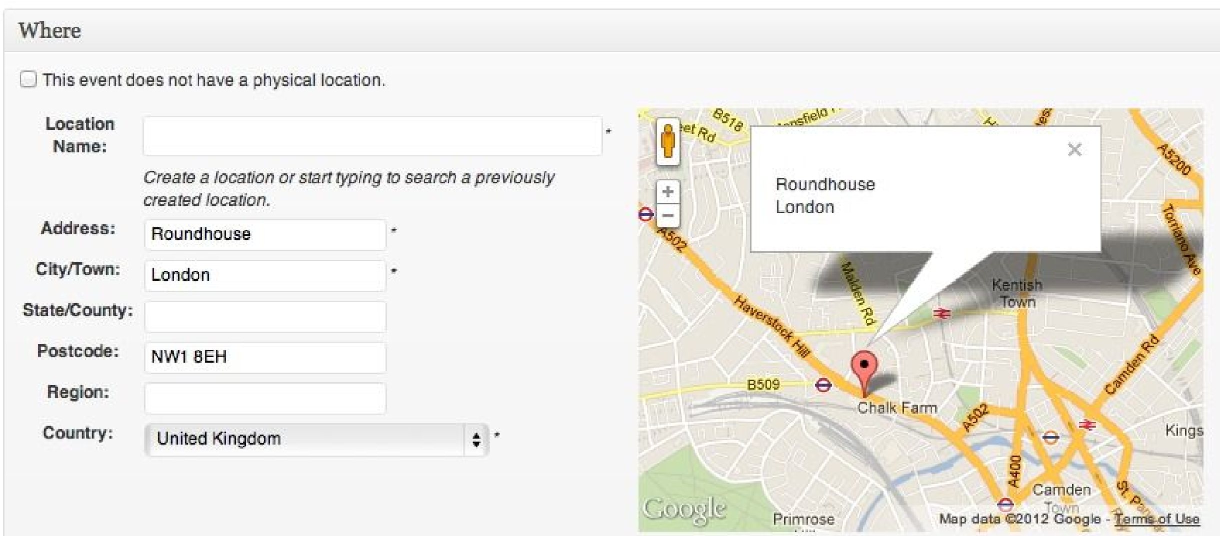
Give your event a name.

Input the date and time of the event.

Add a location for your event. If your event is online, or doesn't have a location, select the "The event does not have a physical location" box.

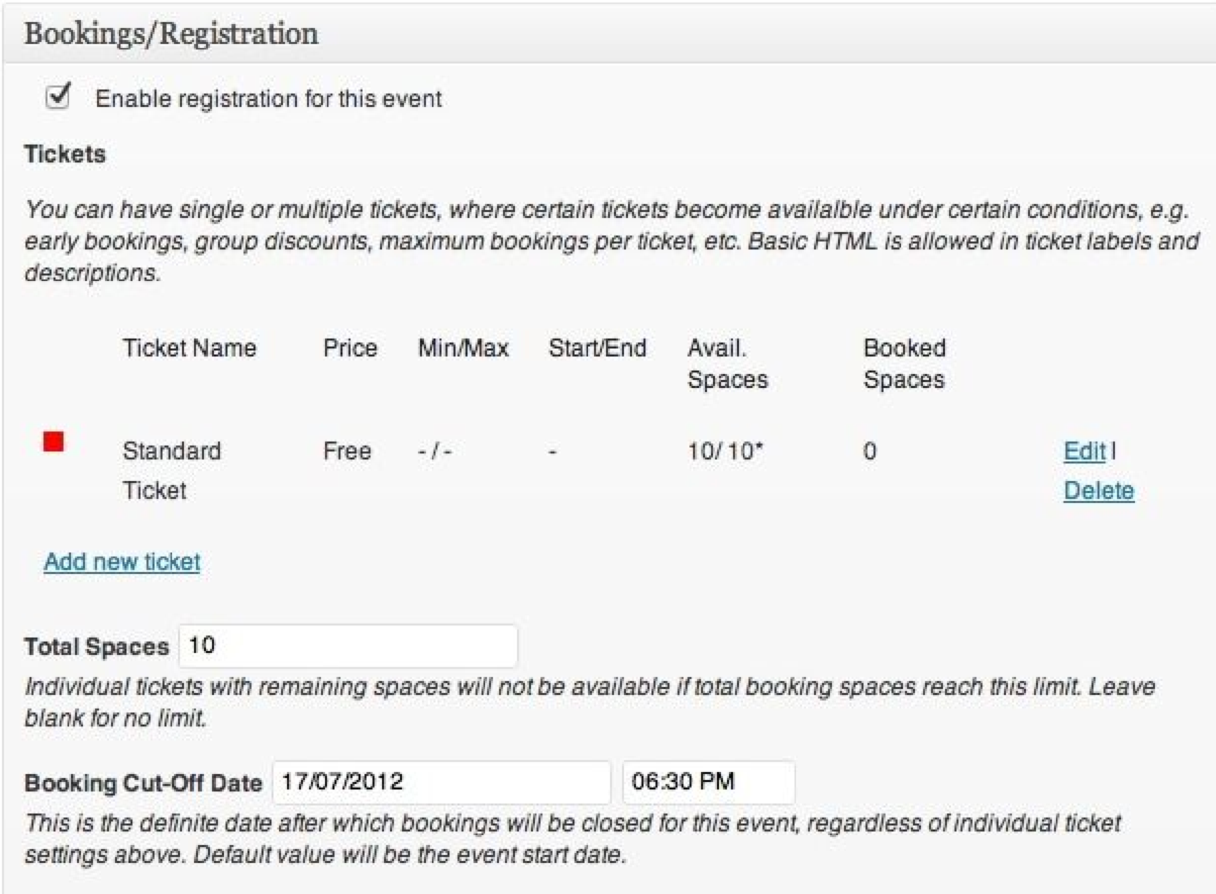


If you do have a physical location input the address. When you add your information a Google Map will automatically appear displaying the information.



Once you have used a location you can quickly add it by typing its name into the "Location name" field. You can adjust this behavior at Settings > General Settings.

Decide whether you want to enable ticketing. If you do, select "enable registration for this event.



Click Publish.

Your event is ready to go!

INTRODUCTION:

UpiCRM method of operation is as follows:

Elegant, Non-Intrusive, and Easy to Set Up:
UpiCRM maps your existing database/forms of leads from your current website, by using an advanced yet elegantly simple, semi-automatic mechanism, in order to create a new single, central, unified database of all your leads, while importing all past data from contact forms databases (if existing).

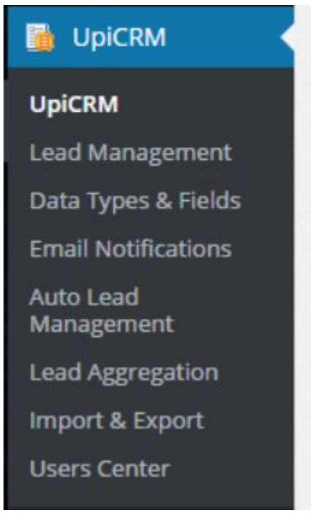
Complete Customer Lifecycle Management:
The UpiCRM unified leads database offers new capabilities for managing the lifecycle of all leads, from receiving a new lead and routing it to the designated person, through managing the process required per lead, and up to the closing of the process with each lead.

Teamwork & Collaboration:
UpiCRM provides the means for the most efficient teamwork, by allowing new leads to be assigned to any designated member of your team serving any function – sales, marketing, executives, and service providers.

Analytics, Monitoring and Tracking:
UpiCRM offers advanced capabilities of effectiveness monitoring and analysis, by attaching the traffic source to each and every lead, as well as utilizing the URL tagging mechanism, in order to allow you to gather, report, and analyze your marketing activities, starting right from the investment in a marketing channel.

Dashboards and KPI's (Key Performance Indicators):
Gain instant knowledge of your current funnel and status with the UpiCRM dashboard.
No more endless spreadsheets, manual reports or confused and angry managers. Simply provide your executive team with an easy access to the real-time, easy to understand UpiCRM dashboard.

UPICRM ADMIN MENU:



The “UpiCRM” menu item will appear in the WordPress main Dashboard menu. When you click on it the following submenu will appear:

Clicking on any of the submenu items will open the chosen screen as follows:

UPICRM DASHBOARD:

Depending on the logged-in user’s role, UpiCRM presents one of two dashboards:

- Admin Dashboard: Presents all leads’ status and analytics data.
- User dashboard: Presents the same information, but only for the leads assigned to the logged-in user.

As this window contains a lot of information, each part will be discussed in detail below, from top to bottom.

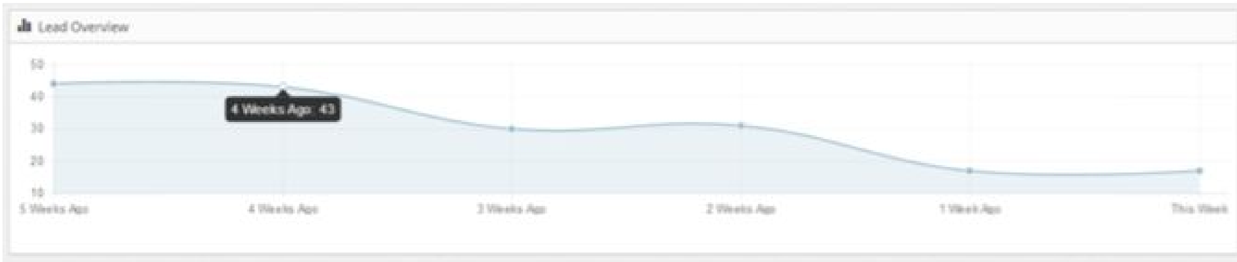
UPICRM Dashboard Top Section:

This section contains some quick information and frequently used links.

Latest New Leads: preview of the few most recently received leads.
Manage Leads: a quick link to the “Lead Management” section
Export to Excel: a quick link to export UpiCRM’s lead data to an Excel file.

Lead Overview Section:

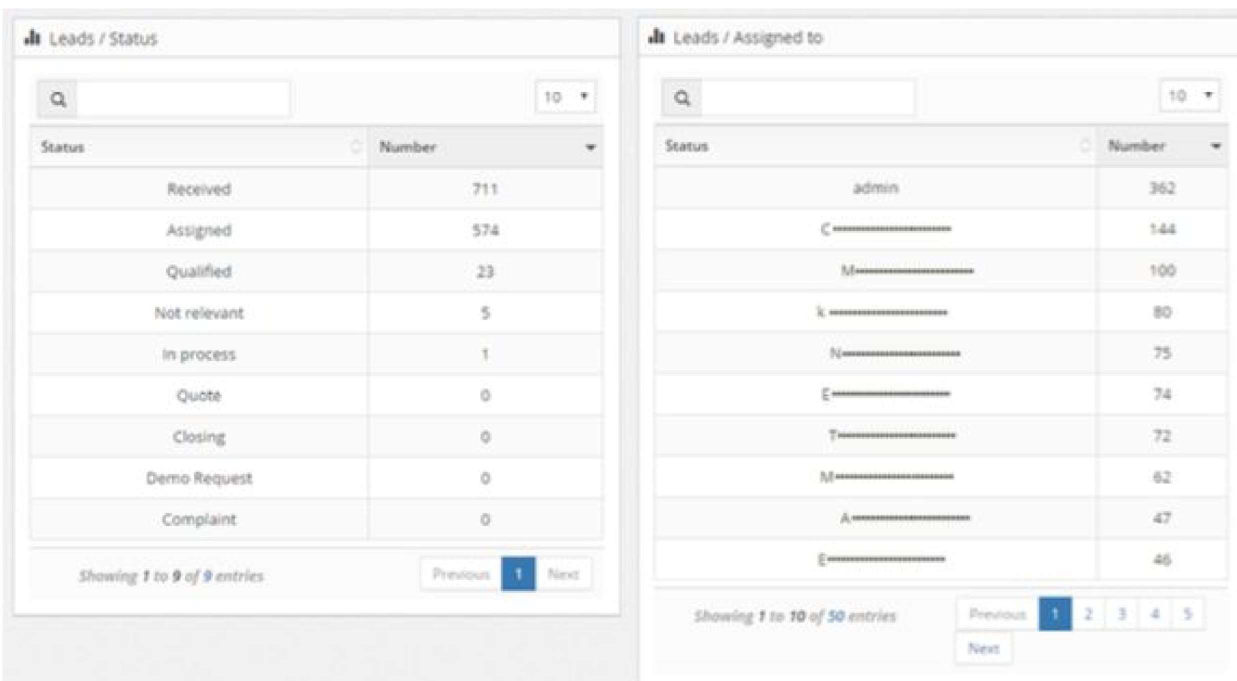
This section contains a graph representation of the number of leads accumulated in UPiCRM.



Lead By Section

This section contains a representation of leads totals as sorted by 5 parameters. The parameters are 5 useful fields in the UpiCRM database:

- Status
- Assigned to
- Country
- Product
- Received From



Leads / Status

Status	Number
Received	711
Assigned	574
Qualified	23
Not relevant	5
In process	1
Quote	0
Closing	0
Demo Request	0
Complaint	0

Showing 1 to 9 of 9 entries — Previous 1 Next

Leads / Assigned to

Status	Number
admin	362
C-----------------	144
M-----------------	100
k -----------------	80
N-----------------	75
E-----------------	74
T-----------------	72
M-----------------	62
A-----------------	47
E-----------------	46

Showing 1 to 10 of 50 entries — Previous 1 2 3 4 5 Next

Leads Per Country, Product and Source Section

Leads / Country

10

Country	Number
UNITED STATES	125
UNITED KINGDOM	12
INDIA	11
BRAZIL	6
CANADA	6
[redacted]	4
[redacted]	3
[redacted]	3
[redacted]	3
[redacted]	2

Showing 1 to 10 of 141 entries

Previous 1 2 3 4 5 ... 15 Next

Leads / Product

10

Product	Number
[redacted]	50
[redacted]	37
[redacted]	21
[redacted]	12
[redacted]	11
[redacted]	7
[redacted]	7
[redacted]	7
[redacted]	6
[redacted]	6

Showing 1 to 10 of 55 entries

Previous 1 2 3 4 5 6 Next

Leads / Received From

10

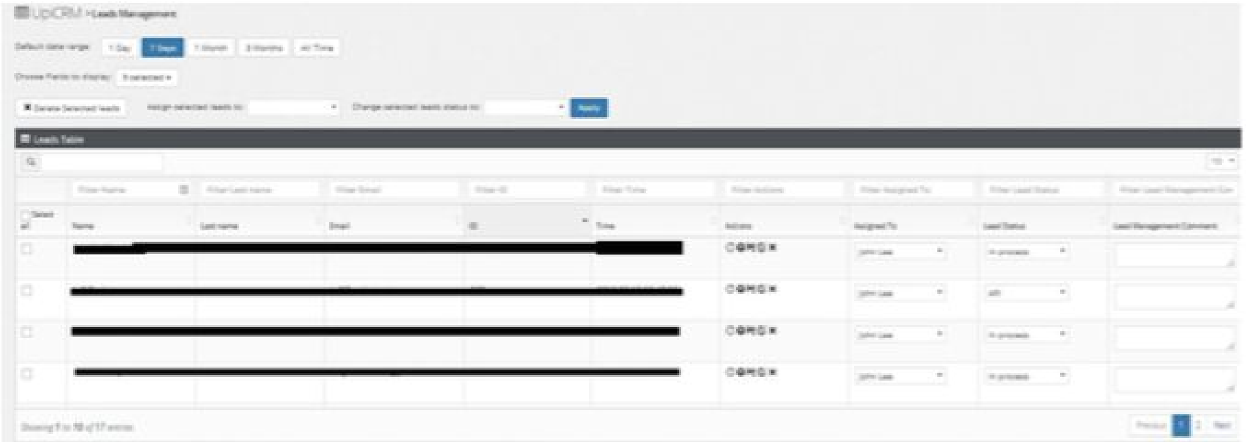
Received From	Number
[redacted]	159
[redacted]	111
[redacted]	47
[redacted]	45
[redacted]	15
[redacted]	5
[redacted]	5
[redacted]	2
[redacted]	1
[redacted]	1

Showing 1 to 10 of 10 entries

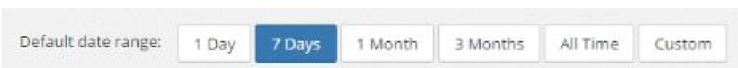
Previous 1 Next

LEAD MANAGEMENT:

This screen presents all leads accumulated in UpiCRM in one table:

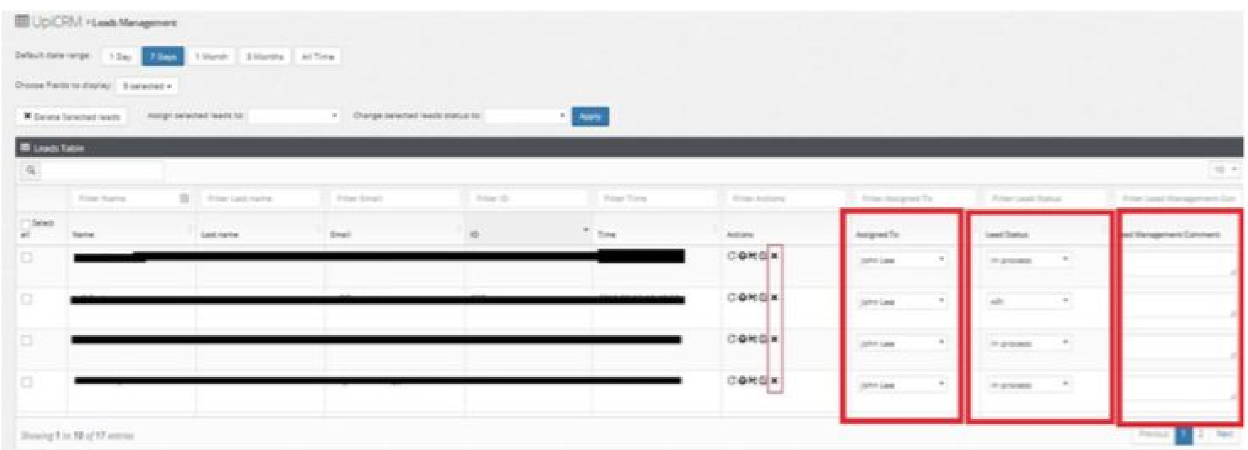


The table can be filtered by date:

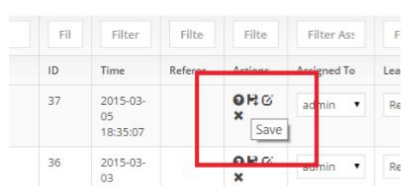


You can select which columns will be displayed out of all of the data fields contained in the UpiCRM database.

Use this screen in order to change a lead's status, change who the lead is assigned to, add lead management comments, and delete selected leads.



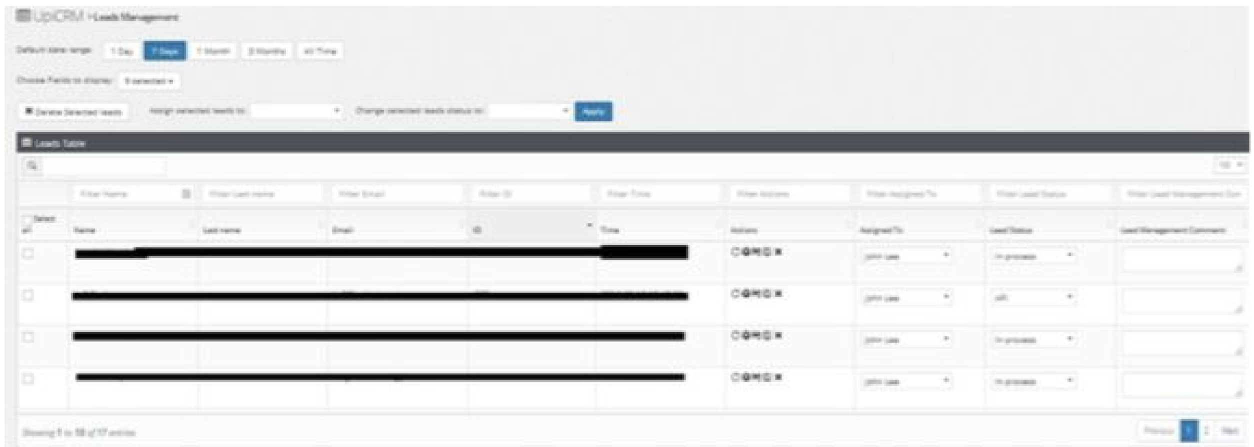
NOTE: Always remember to click on the "Save" icon in order to save your changes!



UPICRM OPERATION:

Lead Management with UPICRM

Once all the data is collected, organized and available to your team, you can now manage your leads and customers by working with the UpiCRM leads database:



The operations you can perform on each database record are:

- Edit records: simply choose the edit icon on any record, make your changes and then click on the save icon in order to save your changes.
- Delete record: use the delete icon in order to delete a non-relevant record from the database.
- Request status update from lead owner: use this option when a lead had been moved to another person in your team, in order to send a mail from the new lead manager to the former one, requesting a status update for that lead.
- Select what data will be shown to you by default: use the "rows selected" dropdown menu in order to choose the default set of information you will be presented with upon accessing this screen, and use the “Default date range:” buttons to filter the date range of the leads shown in the table.
- "Assign to" option: use this dropdown menu in order to assign leads to you team members. Every user assigned with a new lead, will receive an immediate eMail notification with either the default notification or with the personalized mail you have previously defined during the first-time configuration process.
- "Lead Status" option: use this dropdown menu in order to manage the status of a lead as you keep tracking his status.
- "Message details/Remarks": edit this text box in order to add more information to leads and records.
- Transmit lead: You can transmit lead to a UpiCRM Master. See "Lead Aggregations" section on order to learn more.

IMPORT/EXPORT LEADS:

Importing Data to UpiCRM Database

In order to import (upload) data to UpiCRM database, please do the following:

1. Download the Excel template file and open it in Excel / Google Sheets. The Excel template file can be downloaded by clicking here:

2. Copy your data into the matching columns in the excel template file. Usually this should be an easy operation using select / copy on you "other" file, and then "paste" into the UpiCRM Excel file.

3. Do NOT change the structure / format of the excel file, just copy your text data into the proper columns.

4. Save and exit the file.

5. Upload the file to UpiCRM and you're done.

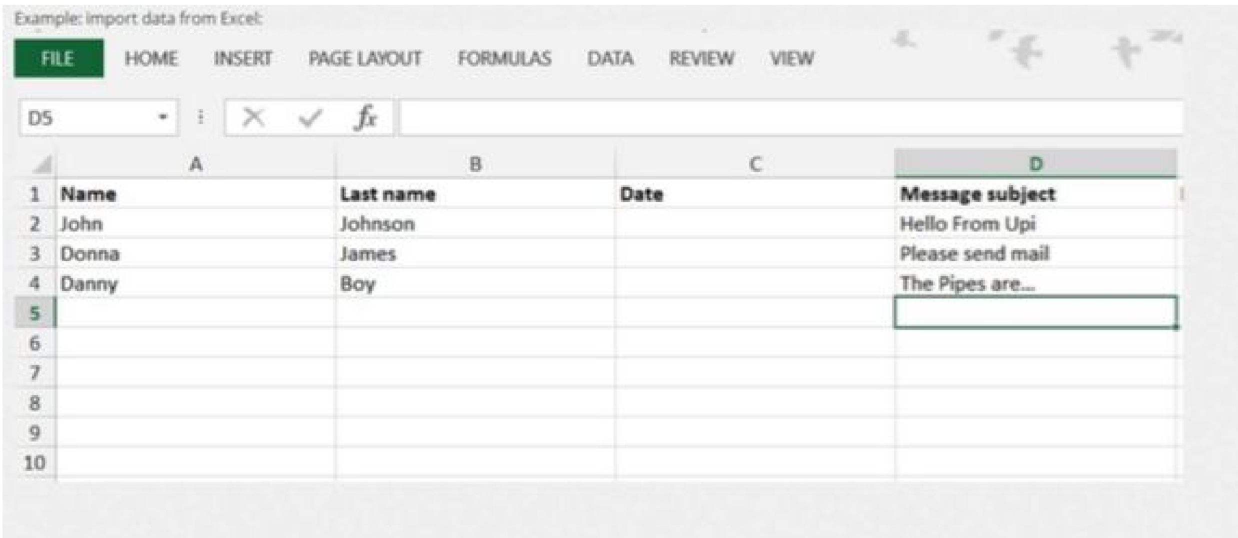
   

6. Note: Each automatic lead management rules you may have, will be processed during the import process.

Exporting leads database content from UPICRM to local Excel file

Click Here:

The UPICRM database content will be downloaded into an excel file named leads.xlsx



CREATING YOUR LIST

1. Choose **Lists** from your MailChimp dashboard, then click the **Create List** button in the upper right-hand corner.
2. On the **List details** page, you can choose a name for the list, set the default from name and email address, and write a short "permission reminder" to remind your subscribers how and why they're receiving email from you.
3. When you're finished, click **Save**.

IMPORTING YOUR LIST

If you have an existing list of contacts or subscribers who have opted-in to receiving email from you, there are several different options for importing them into Mailchimp. They include:

- Uploading a CSV or tab delimited text file
- Copying and pasting your list from Excel
- Importing contacts from your Mac Address Book with the help the OSX app, MailChimp import.
- Importing directly from a third-party application or program - like Salesforce, Google Docs, or Highrise - that integrates with MailChimp. If your contacts are stored in an application or program that doesn't currently integrate with MailChimp, refer to that program's support documentation or customer support team for assistance with getting a CSV file of the contacts.

SEND A CAMPAIGN

1. Navigate to the **Confirm** step of the Campaign Builder

2. Review the Pre-Delivery Checklist for your campaign. If there are issues with your campaign, click **Resolve** to return to that step in the Campaign Builder. Click **Edit** if you want to make further changes to any part of your campaign before sending.
3. Click **Send** to send your campaign immediately.
4. In the **Prepare for launch** popup window, click **Send Now** to confirm sending your campaign immediately.
5. After your campaign is sent to the queue, the *High fives* success screen will display. Click **Track Performance in Reports** to go the **Reports** page in your account or click **Track Performance in Mobile App** to use MailChimp Mobile. You can also view or share the archived version of your campaign by clicking the short URL at the bottom of the screen.

Reference *http://static.mailchimp.com/guides/getting-started-with-mailchimp/package/getting-started-with-mailchimp.pdf?_ga=1.248911431.1978929979.1470753343* *for more information on* ***creating and importing your list.***

Reference *http://kb.mailchimp.com/campaigns/confirmation-and-sending/schedule-pause-or-send-a-campaign* *for more information on* ***sending a campaign****.*

SOCIAL MEDIA ADD ONS

Add-on Packages are not required to create a customized high-end website. Below is a brief summary of each add-on package and their separate cost. More detailed information for each package can be found on the supplemental pages.

Social Media Setup – $500/ One-time fee

(Setup fee waived with 12 month commitment to Social Media Management)

The Social Media Setup package includes the following accounts:

- **Facebook** – Business Page
- **LinkedIn** – Individual & Business Profiles

Social Media Management – $500/month

The Social Media Management package includes:

- **Posts** – 3-4 well-researched targeted posts/week on each social network
- **Plan** – Mapped-out social media plan for each upcoming month
- **Advertisements** – Social media ad creation (if applicable)
- **Graphics** – Graphics created for every post/ad
- **Engagement** – Personalized message/comment responses & engagement

Monthly SEO for Business – $750/month

The Monthly SEO for Business package includes:

- **Localization**
- **Keyword Optimization**
- **Monthly Reports**
- **Website Clean Up**

The add-on packages are fulfilled by Youtech & Associates, a well-trusted integrated marketing & development company. The package costs will be billed separately from the one-time Hosting & Management Fee.

Social Media Setup - $500/ One-time fee

A $1,000 VALUE FOR ½ PRICE!

Social media has revolutionized the way the world does business. With an estimated 2.67 billion social media users by the year 2018, social media marketing has become one of the most valuable tools in any marketer's arsenal in a very short time.

The versatility of social network interaction is easily one of its greatest assets. By increasing awareness and adding a touch of personality, customers are more likely to trust you going forward. Explore new markets, learn more about your target demographic through analytics, and build upon your customer loyalty.

Our premiere Social Media setup includes the following accounts:

- Facebook
- LinkedIn

Each account comes with the following:

- Beautifully designed custom cover photos
- Custom profile pictures
- Tailored and sized images to fit all social networks
- Accurate & quality controlled description, bio and information

Social Media Management - $500/month

A $1,000/MONTH VALUE FOR ½ PRICE!

Social Media Management can be a time consuming process, and if not done correctly, your efforts will show little to no results. With our experienced team of social media professionals and designers, we'll make sure you gain the visibility & targeted leads you're looking for.

We focus on these main elements:

- Increased brand awareness
- Insightfulness & personality
- Cultivating *meaningful* relationships
- Messages tailored to your specific demographic (as determined by social network analytics)

Social Media Management Includes:

- One well-researched, targeted post/day on each social media network
- Mapped-out social media plan for each upcoming month
- Social media ad creation (if applicable)
- Graphics created for every post/ad
- Personalized message/comment responses & engagement

Monthly SEO for Business - $750/month

A $1,000/MONTH VALUE FOR ¾ PRICE!

As Google continues to refine and coax their search ranking algorithm into an all-knowing thinktank, Black Hat SEO techniques will continue to fall by the wayside. By filtering out the artificial schemes and focusing only on healthy, natural, and sustainable strategies, we've learned how to leverage the system's growing intelligence into a secured fortress of organic search traffic.

Our Monthly SEO Package includes:

- **Localization -** We optimize your business' location, information, products, and service area across all of its online directory listings – ensuring that these show the accurate information reflected on your website.
- **Keyword Optimization -** Ongoing keyword optimization is necessary to keep uncovering new keyword opportunities and to expand your reach into various keyword verticals. Understandably, keyword optimization isn't a "set it and forget it" process. Rather, by continuously performing keyword analysis and expanding your database of keywords, your site traffic, leads and sales will grow.
- **Monthly Reports -** We leverage a bevy of high-quality analytics tools such as Moz, SEMRush, Google Analytics and WooRank to ensure that our work (and your data) is accurate, comprehensive, and transparent. We don't just dump data on you, however. A dedicated account manager will educate you on what the data says and, more importantly, what the data *means*.
- **Website Clean Up -** As website links, images, text, and pages on your site grow and change over time, broken links and other errors can develop. We optimize your site's load speed while ensuring everything else is operating at full capacity. With a user-friendly, quick-to-load site, you'll gain a boost in the rankings.

SETTING UP YOUR COMPANY PAGE:

1. Log into your personal LinkedIn account
2. From the navigation bar, under **Interests**, select **Companies** from the drop down menu
3. Enter your **Company Name** and your **Work Email Address**, then click **Continue**
4. Enter your company information, including a **Company Description** and **Company Website URL**

Your page is now live.

**__Note:__ If your work email address is different than the email address you used to register your personal LinkedIn account, you will need to confirm your work email address through a confirmation email.*

OTHER WAYS TO OPTIMIZE YOUR COMPANY PAGE:

- **Invite people** to your page. *Select followers from your personal LinkedIn account that will benefit from following your company page.*
- Add a **Company Logo** and **Image** *(similar to cover photos)* to personalize your page. *Company logos are ideal for these pictures.*
- Create **Showcase Pages** to promote specific services or products.
- Add **keywords** within your **Company Description** to make your page easier to find when searched.
- Add the **Follow Us button** code to your website so visitors can easily follow your company page. Go to *https://developer.linkedin.com/follow-company for the code.*
- Make **Updates**. *These posts allow you to share valuable information such as company achievements or the latest news within your industry. These posts generate engagement.*

Reference
https://www.linkedin.com/help/linkedin/answer/710/adding-a-company-page?lang=en
*for more information on **setting up your company page.***

FACEBOOK GUIDE

CREATE A PAGE

- Log into your personal Facebook account
- Click the arrow on the top right corner of the navigation bar
- Click **Create Page**

CHOOSE A BUSINESS CATEGORY

Categories include:

- Local Business or Place
- Company, Organization, or Institute

CHOOSE AN INDUSTRY SPECIFIC CATEGORY

Categories include:

- Licensed Financial Representative
- Bank/Financial Service

After choosing an industry specific category:

- Agree to the **Facebook Page Terms**
- Click **Get Started**

OPTIMIZE AND START CONNECTING

- Add a **Description** of your company and your **Company's Website**
- Add a **Profile Picture** *(Example: Company Logo)*
- Add your company page to your **Favorites** for the easiest accessibility from the home page

- Click **Save Info**

Your page is now complete.

OTHER TIPS TO OPTIMIZE YOUR PROFILE

- **Invite friends** from your personal account's friends list to create a following for your company page
- Go to *https://www.facebook.com/username* to create a custom URL
- Add a **Custom Tabs** for more personalization, including:
  - Social Media Tabs (Ex. Add your Twitter and/or Youtube account)
  - Email Capture
  - Appointments
  - Blog/RSS Feed
- Add a **Cover Photo** to give your page more personalization
- Budget for **Facebook Ads and Boosted Posts** to gain more engagement and followers.

*Reference https://www.facebook.com/business/learn/set-up-facebook-page for more information on **Facebook Pages**.*

*Reference https://www.facebook.com/business/help/132037906870538 to learn how to create **Facebook Ads**.*

WEBSITE TERMS

We know it's easy to feel overwhelmed by technology acronyms and jargon. So to help you get comfortable with some of the language we use when discussing your new DMS website, we've created a list of commonly used website acronyms and definitions. This list will get you well on your way to better understanding the language of web design.

BACK END - The back end of a website is the part hidden from view of regular website visitors. The back end generally includes the information structure, applications, and the CMS controlling content on the site.

BACKLINK - Backlinks are links from other sites back to your own. They're sometimes also referred to as "trackbacks" (especially on blogs). Backlinks have a huge impact on your sites search rankings. Lots of backlinks from high-ranking sites can greatly improve your search engine results, especially if those links use keywords in their anchor text.

BELOW THE FOLD - This term is a carry-over from newspaper publishing days. In newspaper terms, "below the fold" means content was on the bottom half of the page (below the physical fold in the paper). In web design terms, "below the fold" refers to the content that is generally going to be below the point first viewable to the average website visitor in their browser (in other words, viewers would have to scroll down to see the content).

BOUNCE RATE - The percentage of visitors to a particular website who navigate away from the site after viewing only one page.

CRM - Customer Relationship Management. This is management software that tracks customer lifecycle data with the goal of improving relationships with customers. Example: Salesforce, Hubspot, SugarCRM.

DOMAIN - The domain is the name by which a website is identified. The domain is associated with an IP address. Domains can be purchased with any combination of letters, hyphens (-), and numbers (though it can't start with a hyphen). Depending on the extension (.com, .net, .org, etc.), a domain can be anywhere up to 26-63 characters long.

DRIP - Often called drip campaigns but known by many other names—drip marketing, automated email campaign, lifecycle emails, autoresponders and marketing automation—the concept is the same: they're a set of marketing emails that will be sent out automatically on a schedule.

FLAMINGO - With Flamingo, you can manage your contact list and messages submitted via contact form plugins.

FRONT-END - The front-end is basically the opposite of the back-end. It's all the components of a website that a visitor to the site can see (pages, images, content, etc.) Specifically, it's the interface that visitors use to access the site's content. It's also sometimes referred to as the User Interface.

FTP - File Transfer Protocol. This is typically used when we need to transfer, add, or remove files from a website.

GOOGLE ANALYTICS - Google Analytics is a web analytics service offered by Google that tracks and reports website traffic.

HTML - Hypertext Markup Language, a text description language used to structure text and multimedia documents and to set up hypertext links between documents. It is the standard protocol for formatting and displaying documents used extensively on the World Wide Web.

HTTP - Hypertext Transfer Protocol. This is the foundation of data communication for the World Wide Web. This is used for every website online.

HYPERLINK - A hyperlink is a link from one web page to another, either on the same site or another one. Generally these are text or images, and are highlighted in some way (text is often underlined or put in a different color or font weight). The inclu-sion of hyperlinks are the "hyper" part of "hypertext."

KEYWORD - A word or term of great significance used to enhance SEO.

MAILCHIMP - MailChimp is an email marketing service.

MOBILE RESPONSIVE - A mobile responsive design is when a website or email is displayed on a mobile device and it automatically adjusts its sizing, layout, and proportions to display in a legible manner on the device.

PLUG-IN - A plug-in is a third party code that extends the capabilities of a website. It's most often used in conjunction with a CMS or blogging platform. Plug-ins are a way to extend the functionality of a website without having to redo the core coding of the site. Plug-ins can also refer to bits of third-party software installed within a computer program to increase its functional-ity.

PPC - Pay Per Click. This is any service that using Pay Per Click advertising. This is often used instead of Search Engine Marketing (SEM). This includes any marketing on social media pages.

RSS - RSS (Rich Site Summary; originally RDF Site Summary; often called Really Simple Syndication) uses a family of standard web feed formats to publish frequently updated information: blog entries, news headlines, audio, video.

SEM - Search Engine Marketing. This service uses Google Adwords, on Search Engines like Google, Bing and Yahoo. These are the ads that you see on the search engines.

SEO - Search Engine Optimization. This is the process of improving search results using keywords on Search Engines like Google, Bing and Yahoo. When someone is searching for Annuities, you want to show up first on Google. SEO is that process.

SLIDER - The term Slider is used for a slideshow added into a web page.

SSL - Secure Sockets Layer. This is used for E-Commerce websites, as a Secure Certificate to accept Credit Card Transaction. This makes sure that the link is secure. It turns HTTP: into HTTPS.

TEMPLATE - A Template is a file used to create a consistent design across a website. Templates are often used in conjunction with a CMS and contain both structural information about how the site should look.

UPICRM - UpiCRM can interface and extend the most popular WordPress contact forms plugins, and provide a complete CRM solution.

URL/DOMAIN NAME - Stands for Uniform Resource Locator. A site's URL is its address, the item that specifies where on the Internet it can be found.

WEBINAR - A webinar is a seminar conducted over the internet.

WEBINAR IGNITION - WebinarIgnition integrates with the WordPress CMS, making it super easy to install and manage your webinar campaigns directly from the WordPress dashboard.

WEB SERVER - A web server is a computer that has software installed and networking capabilities that allow it to host web sites and pages and make them available to Internet users located elsewhere.

WORDPRESS - WordPress is a free publishing software and content management system (CMS). The software is open-source allowing developers to create a wide array of plug-ins, themes and widgets. WordPress is widely considered easy to use and is the CMS of choice for almost 75 million websites.

WWW or WORLD WIDE WEB - An information system on the Internet that allows electronic documents stored on computers to be connected to other electronic documents by hypertext links, enabling the user to search for information by moving from one document to another. The World Wide Web makes up a large part of the Internet.

YOUTECH & ASSOCIATES - An Integrated Marketing & Development Agency in Naperville, IL.

HELP CENTER

Thank you again for advancing your business strategy with a **Digital Marketing Solutions (DMS)** website!

In the Help Center, you'll find our guided video tutorials and detailed written guides to help you get the most out of your professional website.

To access the Help Center, please visit: www.DemoDMS.com/help

- **Website Overview**
  - Take a brief tour of the DMS website
- **Login Guide**
  - Learn how to access your DMS website's Back Office
- **Events Guide**
  - Create/edit upcoming events, workshops, seminars, and college classes
- **CRM Guide**
  - Explore the built-in CRM and how to manage website visitor records
- **MailChimp Guide**
  - Learn how to access your new MailChimp account and create your first Email Campaign
- **Social Media Setup/Management - Add-on Packages**
  - Social Media Setup – One of the most valuable tools in any marketer's arsenal
  - Social Media Management – Gain the visibility & targeted leads you're looking for
- **Monthly SEO for Business - Add-on Package**
  - Monthly SEO for Business – Leverage the system's growing intelligence into a secured fortress of organic search traffic

CALL 1-800-201-0224

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