

Steven Llano's Capabilities, Talents & Skills

Worry less, knowing someone can handle these "online" things for you and your business.



Web Design

Highlights/Features:

- Websites
- Website integrations
- Plugins
- Third party integrations
- Assistance with content
- Integration with marketing campaigns



Website Maintenance & Updates

Highlights/Features:

- Monthly updates
- Maintenance of site
- Assistance with issues with site
- Changes and expansions to the site
- Feature additions to the site

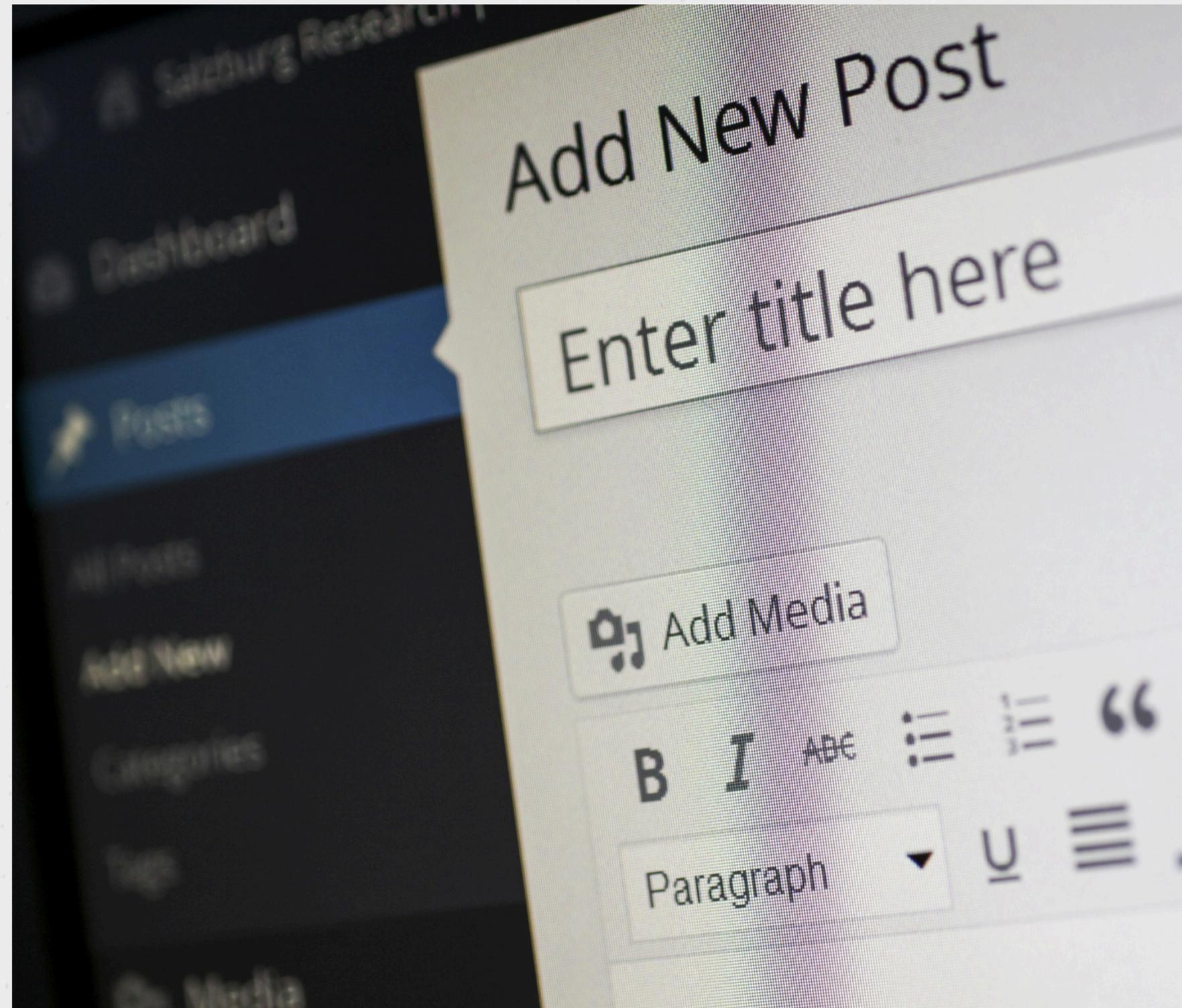


Content Ideation



Highlights/Features:

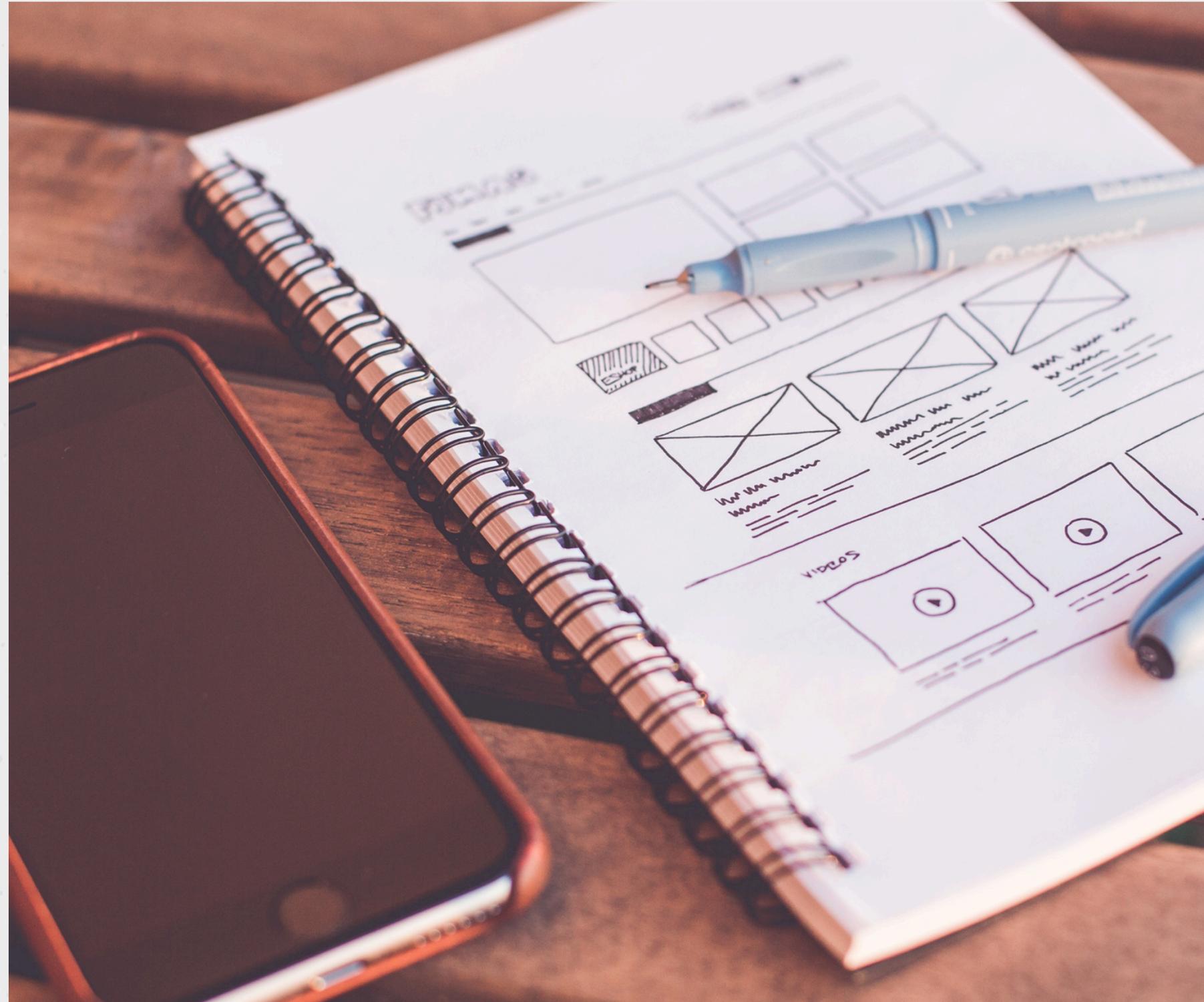
- Content brainstorming
- Content ideas
- Content sprucing up/writing
- Keyword research
- Target customer and persona creation
- Creating content to incorporate with marketing strategy



Web Assets

Highlights/Features:

- Landing pages
- Stock images (royalty free and high end)
- Custom forms
- Iconography
- Mockups and wireframes
- Photoshop, Illustrator, & Adobe Suite tools



Web Marketing

Highlights/Features:

- Social media
- Google Analytics
- Keyword research and targeting
- Content strategies
- Local search engine optimization
- Overall SEO
- Reporting
- Reporting analysis and recommendations



Search Engine Optimization

Highlights/Features:

- Broad and local
- Monthly reporting
- Keyword and competitor targeting
- Ongoing recommendations to improve (and done on your behalf)



Social Media Management

Highlights/Features:

- Facebook
- Instagram
- Google
- Strategy, Implementation, and Reporting
- Assistance with bridging gaps of missing items in strategy (i.e. content, keywords, targeting research, overall strategy)



Social Media Advertising

Highlights/Features:

- Facebook
- Instagram
- Google
- Strategy, Implementation, and Reporting
- Assistance with bridging gaps of missing items in strategy (i.e. content, keywords, targeting research, overall strategy)



Email Campaigns

Highlights/Features:

- Initial setup and execution
- Drip campaigns
- Automation
- Content strategy and creation
- Reporting and analysis



Photography & Editing

Highlights/Features:

- Added in a limited capacity (to be expanded later)
- Editing of photos is included
- No photos? Professional stock photography is included



Graphic Design



Highlights/Features:

- Web design
- Social media design
- Asset design
- Print design (flyers, business cards, etc)
- Overall graphic design



Print Services

Highlights/Features:

- Professional Print Services
- Business Cards
- Rack Cards
- Signs
- Posters
- More...



Technical Assistance

Highlights/Features:

- Technical integrations
- Must be related to website and/or marketing campaigns
- Use of your marketing tools
- Understanding of your tools and execution of them on your behalf
- Make good use of your investments with tools



Reporting & Consulting

Highlights/Features:

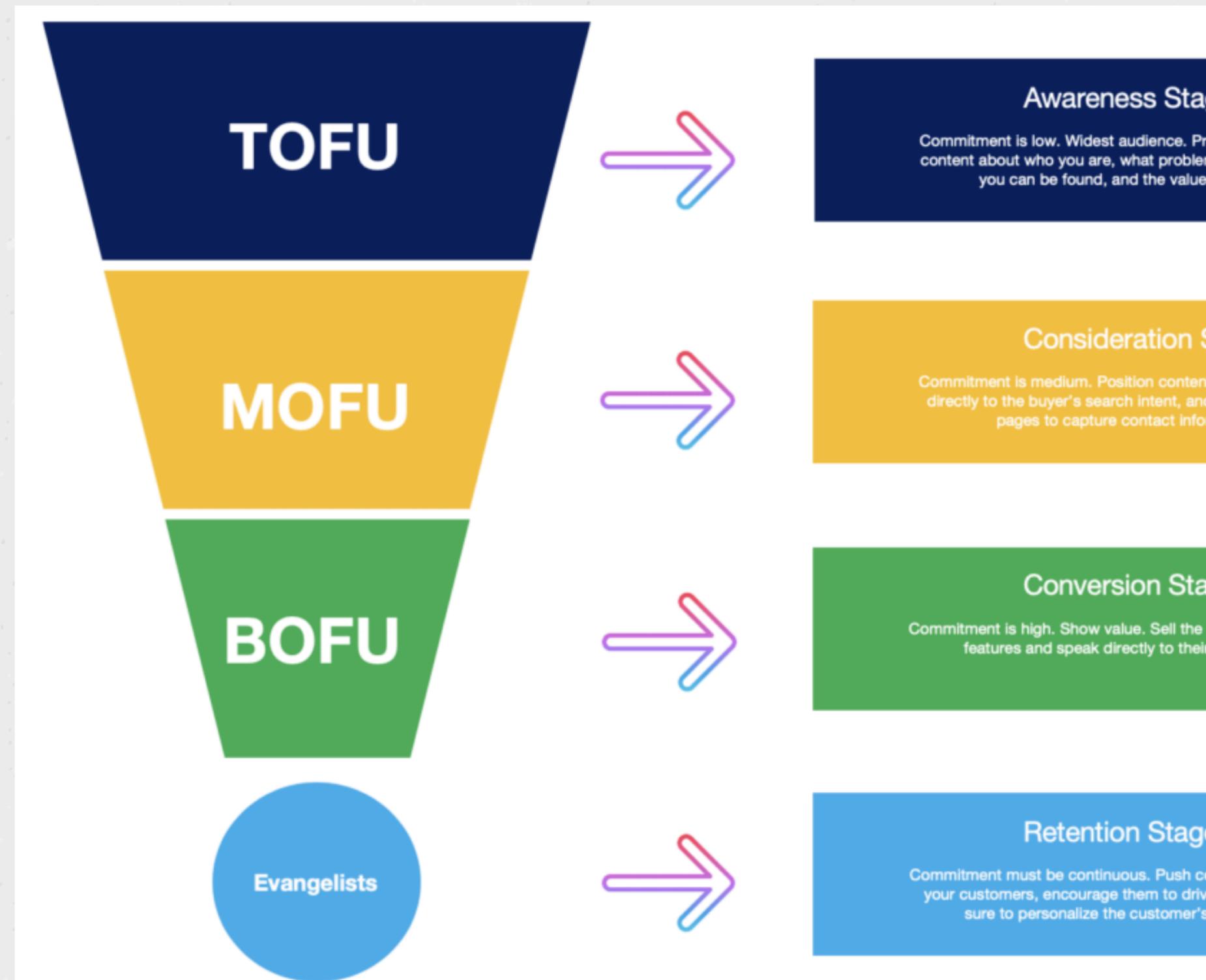
- Reports
- Analysis
- Strategy
- Future tweaking and execution



Funnel Development

Highlights/Features:

- Top, Middle and Low
- Processes and Plan Creation
- Education & Training for Staff or Team
- Lead Magnets
- Email Opt Ins & Drip Campaigns
- Multi Step Marketing Strategies
- Increase Touch Points



Creative Strategy



Highlights/Features:

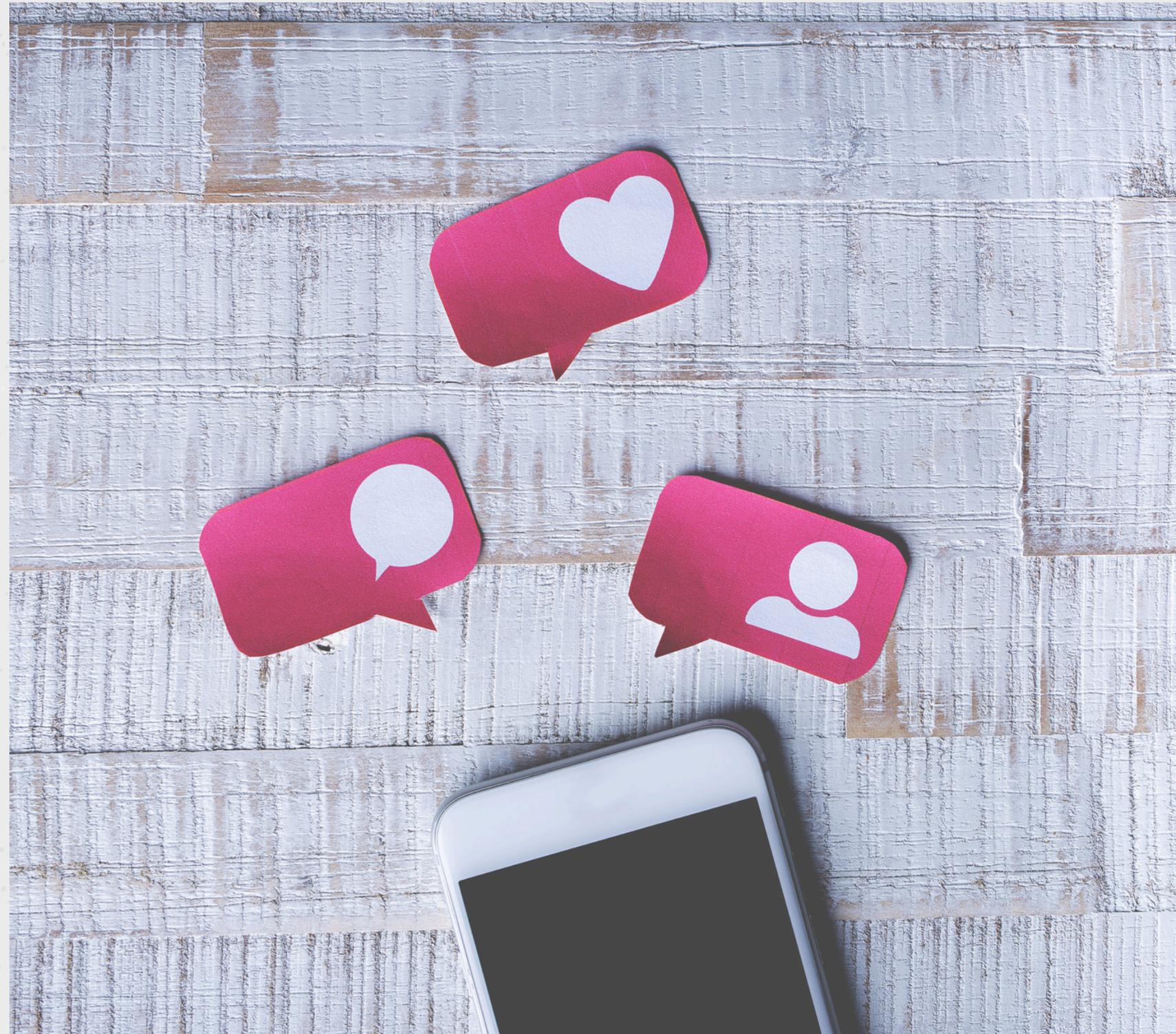
- Brainstorming
- Giving (and executing) Ideas
- Exploring Growth Opportunities



Driving Engagement

Highlights/Features:

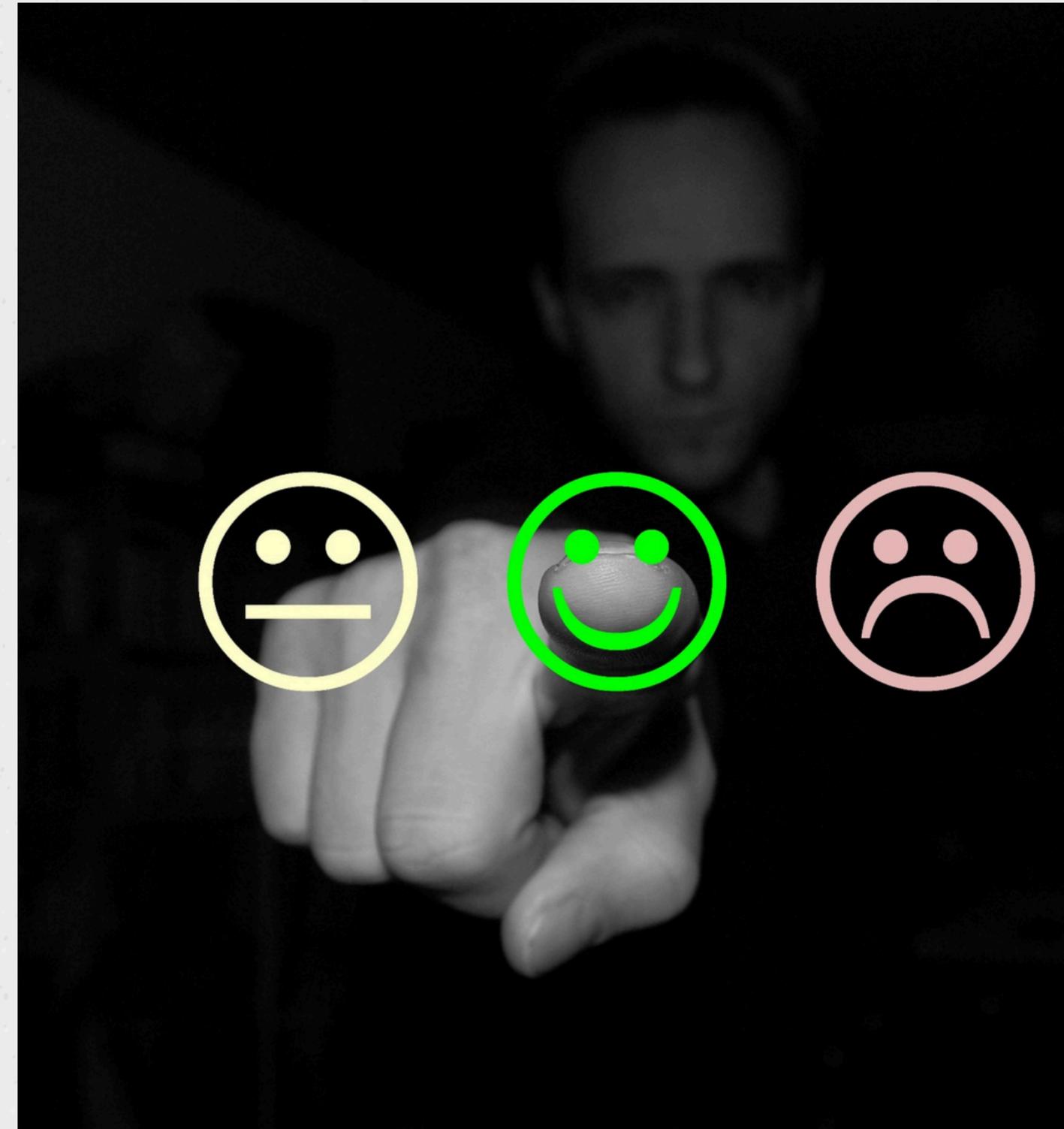
- Followers & Likes
- Post Sharing
- Increase Comments & Tagging
- More Video Views
- Longer Time on Media



Reputation Building

Highlights/Features:

- Online Reviews
- Testimonials
- Video Reviews
- Image Sharing
- Multi Platform Sharing (Google, Yelp, Etc)



Web Liaison



Have other providers that you use? Let me be the point of contact for you. I can help with planning, and interpreting any communications. I can help integrate with our strategies.

Highlights/Features:

- Websites
- Website integrations
- Plugins
- Third party integrations
- Assistance with content
- Integration with marketing campaigns



Research Services



Highlights/Features:

- Websites
- Website integrations
- Plugins
- Third party integrations
- Assistance with content
- Integration with marketing campaigns
- Using research to drive all the campaigns, sites, designs, and campaigns



About Steven Llano

I'm a web professional of nearly 18 years in the Internet sector. My career started as a web design ambassador for the global company Wix.com. From there I branched off into digital marketing and I worked with companies like Chrysler in the automotive industry. I've worked with prominent local and national companies running various initiatives, always with one common goal: **drive traffic, create engagement, increase sales**. My diverse and multi-disciplinary background makes me a great candidate to partner with you and your endeavors.

Steven, originally from Winston-Salem, North Carolina, lives in Virginia Beach with his 10 year old daughter. He works as a digital marketing leader at a hosting tech company headquartered in Los Angeles in the design/marketing sector. He also works with clients from all over the world. When he's not working, he enjoys being a big foodie, and evening strolls at the beach with his daughter and dog.



Partial Client List:

