



## Leading Your Digital Transformation

Let the Oakwood Digital Team improve and maximize your digital assets and capabilities. We are unique in the fact that we focus on measurable tactics that drive performance. As a result, you'll stay ahead of the competition, worked with skilled backend web gurus, better understand customer behavior and strengthen your online presence.

86% of CEO's consider digital their #1 priority. They know technology will transform their business more than any other global trend. We help you achieve success leading your digital transformation. Transforming your products. Empowering your employees. Engaging your customers. Optimizing your operations.

Oakwood compliments your internal marketing teams and outside agencies. Also, our managed services program allows us to monitor and manage selected service offerings to lighten your load.

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## Digital Services



## SEO Digital Analytics

Quality meta descriptions, broken links, missing alt or title tags, all impact your ability to be found. We manage your onsite SEO with monthly status reports so you don't have to worry if you're playing by Google's rules.



## WordPress Development

Is your WordPress website delivering results? Need a different CMS? Our WordPress Specialists build and upgrade your current platform. Once complete, we manage your site with our retainer-based SEO Digital Analytics service.



## User Experience/User Interface

It takes minutes to find you but seconds to leave you. The UI/UX Team works to improve usability and the online experience. Imagery, layout, design functionality, look, tone, feel, and messaging all play a key role for your audience.



## Media Mix

Are your marketing dollars delivering the results you expect? The Oakwood Media Team

analyzes your traditional and digital spend strategy. The bottom line? Results and efficiency. We'll manage your PPC and channel marketing.



## **Reputation Management**

Your online reputation impacts business success. We take ownership of your online reputation and fix it. Google My Business, Yelp, MOZ, social media and an accurate national directory listing program.



## **Managed Services Package**

You can wrap one or all of our services into a managed services contract. We'll do the heavy lifting providing you updated success reports monthly. We'll work alongside your existing marketing and digital teams.