



WEB ROCKET MEDIA

Digital Marketing Portfolio

RETAIL/ECOMMERCE



Portfolio Outline

CONTENTS

Web Rocket Media: Services Overview

Project One: Masked in America

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Project Five: Gia Rose Boutique



LET US DO
THE
MARKETING,
SO YOU CAN
GO BACK TO
DOING WHAT
YOU LOVE

WRM
WEB ROCKET MEDIA

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

MAYA ANGELOU



About Web Rocket Media

Web Rocket Media was founded in 2016 by marketing guru Melissa Psihudakis. Web Rocket has grown over the past five years into a fully-staffed, full-service digital marketing agency capable of handling even the most complex of marketing projects. Despite specializing in the health & wellness sector, Melissa and her team of 40 professionals are ready to be your only digital media partner.

Our Services

SOCIAL MEDIA

Social Media Strategy, Infographic Creation,
Social Media Calendars, Social Media Analytics,
Social Media Advertising, Video Posts

EMAIL MARKETING

Drip Campaigns, Abandoned Cart
Series, CRM Integration, Sales
Funnels, Lead Lists

SEO

SEO Audits, Technical SEO Corrections,
On-Page SEO Corrections, Google My
Business, Keyword Mapping, Blogs,
Press Releases

AUDIO/VISUAL

Podcast Creation, Podcast Outreach,
YouTube Strategy, YouTube Channel
Optimization, YouTube Video Script writing

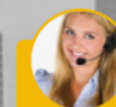
Our Website

[ABOUT US](#)[PORTFOLIO](#)[OUR RESUME](#)[SERVICES](#)[BLOG](#)[CONTACT US](#)[CALL NOW](#)[+1.800.449.7250](#)

FREE SEO AUDIT

WE **HELP** BUSINESSES OF ALL SIZES
ACHIEVE THEIR SEO AND MARKETING
GOALS

CREDENTIALLED STAFF AND AWARD-WINNING SERVICES



Time in to

Sarah Cando

How can we help? We're here for you!

Type your message...

Chat ⚡ by Drift

Schedule time with us
powered by Calendly

www.MyWebRocketMedia.com

Our Podcast

We launched our podcast, "A Breath of Fresh Marketing" in the winter of 2019 and continue to push out new podcasts weekly with guests from every corner of the marketing world.

The image is a screenshot of the podcast's landing page. It features a white square with a black polka-dot pattern on the left, containing the podcast's logo. To the right, on a pink background, is the title "A Breath of Fresh Marketing" in white, followed by "By Melissa Psihudakis". Below this is a paragraph of text: "Tune into host Melissa Psihudakis as she discusses the nuances of digital marketing, strategy, entrepreneurship and marketing pitfalls you can avoid with a comedic flair. Don't be bored listening to the same mundane marketing stuff when you can be entertained with her fun guests!". There are two buttons: "Listen on Spotify" and "Message". At the bottom, there is a "Play trailer" button and a "WHERE TO LISTEN" section with icons for various podcast platforms. A "Website" link is also present in the bottom right corner.

A Breath of Fresh Marketing
By Melissa Psihudakis

Tune into host Melissa Psihudakis as she discusses the nuances of digital marketing, strategy, entrepreneurship and marketing pitfalls you can avoid with a comedic flair. Don't be bored listening to the same mundane marketing stuff when you can be entertained with her fun guests!

Listen on Spotify

Message

Play trailer

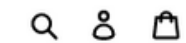
WHERE TO LISTEN

Website

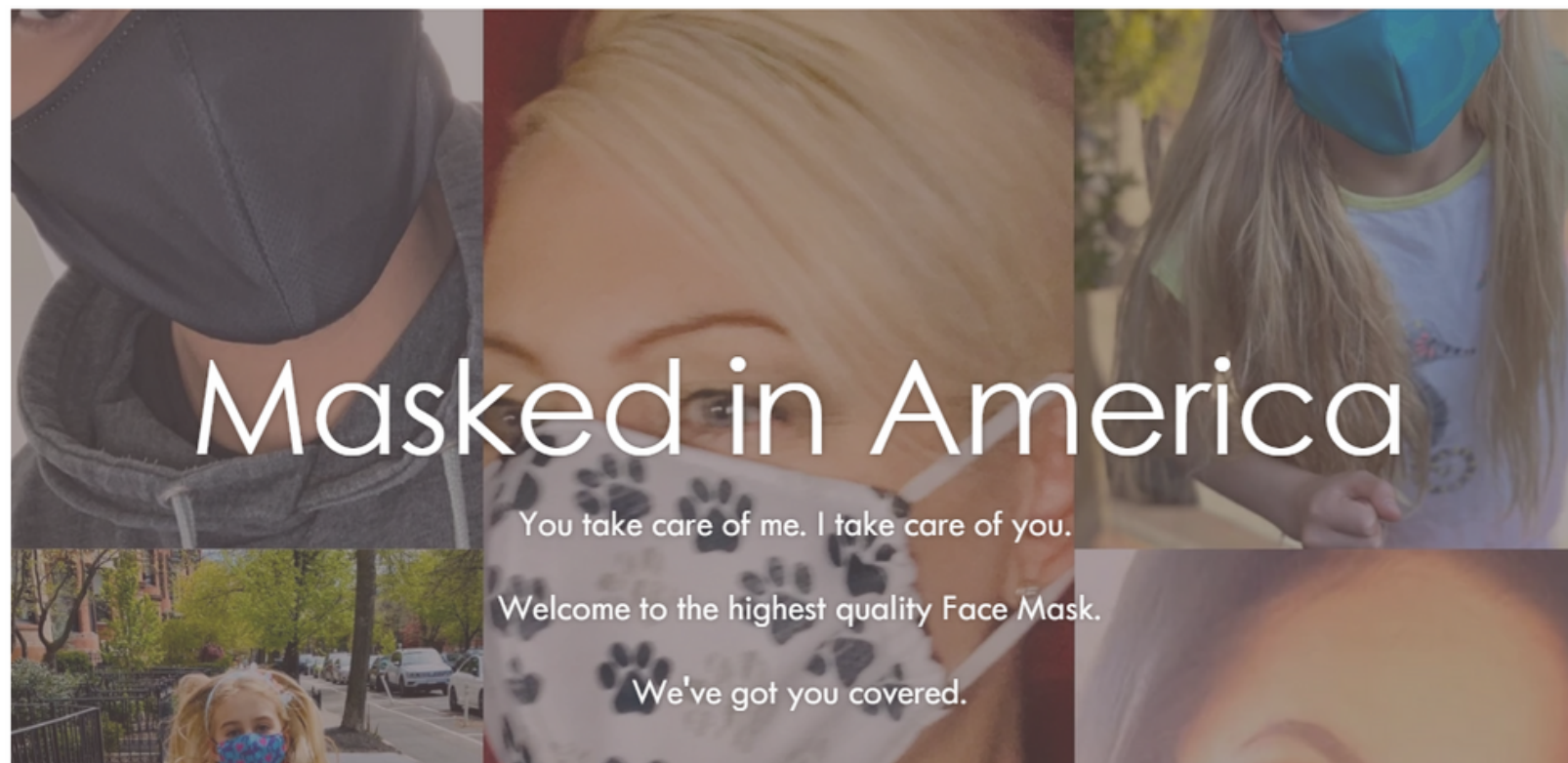
Project 01

MASKED IN AMERICA

Masked in America is an online storefront whose creation was inspired by the sudden demand felt by many clothing manufacturers to provide cloth face masks and market them in a hurry. The creator of the shop owned a commercial factory that created athletic wear and began to create face masks and shields in response to the pandemic. Web Rocket Media designed and launched a website for the client, wrote SEO-optimized copy for the website, and designed a logo in under a week. .



[Home](#) [Collection](#) [Products](#) [Photo Gallery](#) [Blog](#)



www.MaskedinAmerica.com

MASKED IN AMERICA

Sale!
Buy 3 masks,
Get the 4th Free*!



*Free mask offer not applicable to Glamorous Collection or Solid Mask Collection

Masked
in
America



Memorial Day Weekend
Sale!



Buy 3 Masks
Get the 4th Free*!

Use Code **Mem Day** at Checkout.

*Free mask not applicable to Glamorous Collection or Solid Masks

Sale! This weekend
Only!

The BEST masks
in America are
Buy 3, Get 1
FREE*!

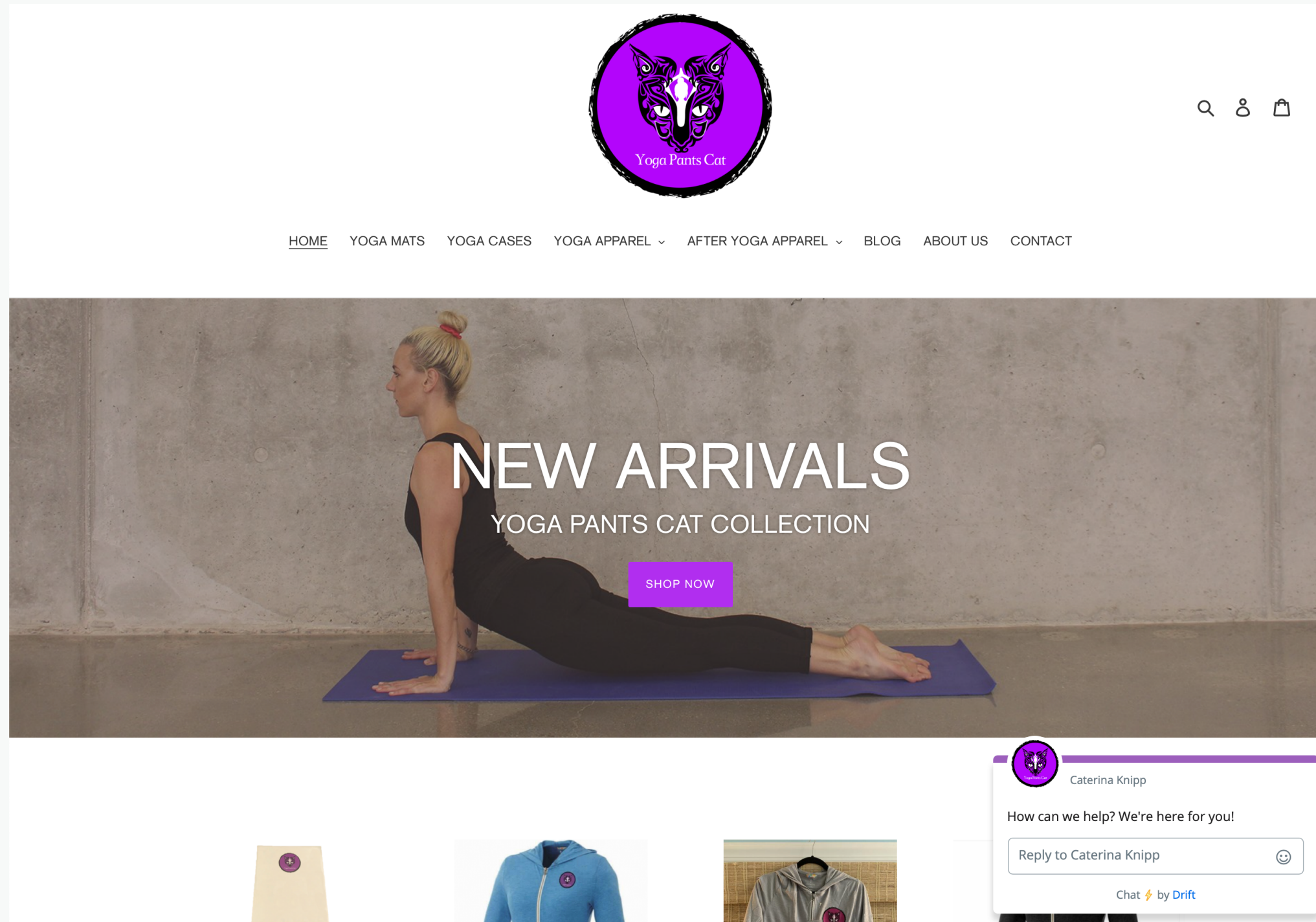


*Free mask offer not applicable to Glamorous Collection or Solid Mask Collection

Project 02

YOGA PANTS CAT

Yoga Pants Cat is a 100% online retail storefront that was created early in 2020 with the intention to sell workout clothes and casual wear for women and some children's clothes as well. The owner came to Web Rocket Media requesting a variety of services, including: SEO to rank for keywords and create an organic presence, social media to increase brand awareness and a complete site design and branding package.



www.YogaPantsCat.com

YOGA PANTS CAT



yogapantscat_ [Follow](#) ...

117 posts 56 followers 77 following

Yoga Pants Cat

Our online store is run by a passionate group of yoga lovers and we aim to bring you the most comfortable, affordable yoga pants on the market!

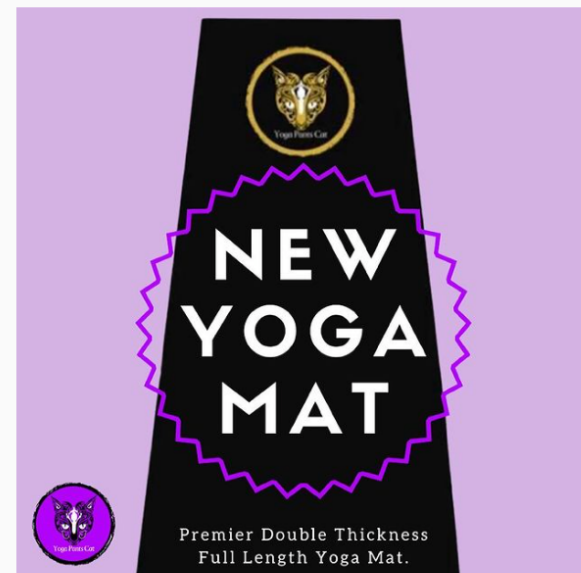
bit.ly/2S5PR9R

POSTS

TAGGED

Creating a deeper connection.

Couples yoga is open to any two people that simply want to destress.



yogapantscat_ [Follow](#) ...

yogapantscat_ Read our blog to learn the best ways to flow through a yoga session to build muscle and gain strength!

#yogaislife #yogamotivation #yogatirbe #yogainspo #yogaforeveryone #doyoga #meditationspace #howtomeditate #yogameditation #completeguide #yogaguide #yogainspired #grow #weights #bands #birddog #sumosquat #lungepulls

7w



7 likes




MARCH 5

Add a comment...

Post

SOCIAL MEDIA

YOGA PANTS CAT

SOCIAL NETWORK	CONTENT TYPE	IMAGE		HASHTAGS	LINK	CANVA LINK	Blog Link
MONDAY							
FACEBOOK	QUOTE		Yoga is a fantastic way to create a connection between our breathing, body, mind, and soul.	#yogaislife #yogamotivation #yogatribе #yogainspo #yogaforeveryone #doyoga #igyogi #yogini #yogagirl #gratitude #couplesyoga #couples #connection	https://yogapantscat.com/collections/yoga-pants/products/black-floral-printed-details-leggings-yoga-pants	https://www.canva.com/design/DAEURbgh7FI/q_s4nQ29hoONXd6wmgEY4g/edit	
INSTAGRAM	QUOTE		Yoga is a fantastic way to create a connection between our breathing, body, mind, and soul.	#yogaislife #yogamotivation #yogatribе #yogainspo #yogaforeveryone #doyoga #igyogi #yogini #yogagirl #gratitude #couplesyoga #couples #connection	https://yogapantscat.com/collections/yoga-pants/products/black-floral-printed-details-leggings-yoga-pants	https://www.canva.com/design/DAEURmxt5dE/nkvsWIF0dkYCBJxk0S6zRQ/edit	
PINTEREST	QUOTE		Yoga is a fantastic way to create a connection between our breathing, body, mind, and soul.	#yogaislife #yogamotivation #yogatribе #yogainspo #yogaforeveryone #doyoga #igyogi #yogini #yogagirl #gratitude #couplesyoga #couples #connection	https://yogapantscat.com/collections/yoga-pants/products/black-floral-printed-details-leggings-yoga-pants	https://www.canva.com/design/DAEURgQRah4/kVJrYMcU5B-FUhywoweEZQ/edit	

SOCIAL MEDIA CALENDAR


FANTASTA PACK




SPECIFICATIONS

- Self Locking OPF (One Piece Folder)
- Dimensions : 14 x 8 x 2
- Quantity : 50 pieces
- Outside Print Only
- Premium White Matte : \$249
- Premium White Glossy : \$284

CREATIVE VISION & BRANDING



SUPPLY FLOW RECOMMENDATION

For first few months of launch it is recommended that inventory be broken into two categories : **Featured Products and Drop-shipping.** Featured products will ship direct to customer from home office and be highly advertised.

ASSORTMENT


Establish a clear and consistent brand message across all products. i.e. update products with correct logo and remove products from old vendors

PACKAGING

Create and order wholesale packaging that speaks to brand and reinforces brand personality.


SUPPLY FLOW

Establish new vendor relationships and maximize existing relationships. Streamline an efficient and effective process for customer receiving product



Select launch "Feature Products" (Recommendation : 5-8 styles). Purchase a small run from Printful and / or vendor list of featured products, stock in at home warehouse, and ship direct to customer. These styles will need to be photographed for editorial and feature product photos. Photos will be primarily used for ads and marketing.

Customer purchases product, packing slips and shipping labels are made on backend and emailed to home office printer. Items packed at home office, and courier pickup scheduled.



Remaining products will use a drop ship model.



[HOME](#) [YOGA MATS](#) [YOGA CASES](#) [YOGA APPAREL](#) [AFTER YOGA APPAREL](#) [BLOG](#) [ABOUT US](#) [CONTACT](#)

ABOUT US



PANTS FOR LIFE, NOT JUST FOR YOGA.

Pants that are designed with women in mind. Strong women uplift other women, and we also understand what other women want. There's nothing more important than feeling comfortable *and* confident in what you wear. That's why these yoga pants are made for you; because we get it, life can be crazy, and your clothes need to keep up.

No yoga? No problem. These comfortable and quality pants are designed to be your new best friend. Comfy, cozy, with cat-like flexibility; Yoga Pants Cat products are made to keep up with you no matter what you're doing. Don't want to change out of your favorite yoga pants? Now you don't have to... Who *really* likes to wear jeans anyway, right? Our pants are crafted to be snug and stylish, so you can wear them for lounging or date-night. No more uncomfortable, irritating, flimsy clothing. Look good and feel good, *always*.

Yoga Pants Cat products are fashioned by women, for women, because you need flexible clothing that can handle your busy schedule. From moms to businesswomen (and every woman in between), our products are ready to tackle the demands of everyday life. If you want to look good and feel even better, you've found the perfect fit! Supportive but stretchy, these pants are designed to be dressed up for a night out, or dressed down so you can stretch out and chill out. Yoga Pants Cat keeps your athleisure goals in mind; because yoga pants aren't just for yoga anymore, they're for life.

Quick links

[Search](#) [News](#) [About YPC](#) [Contact Us](#)

Newsletter

SUBSCRIBE



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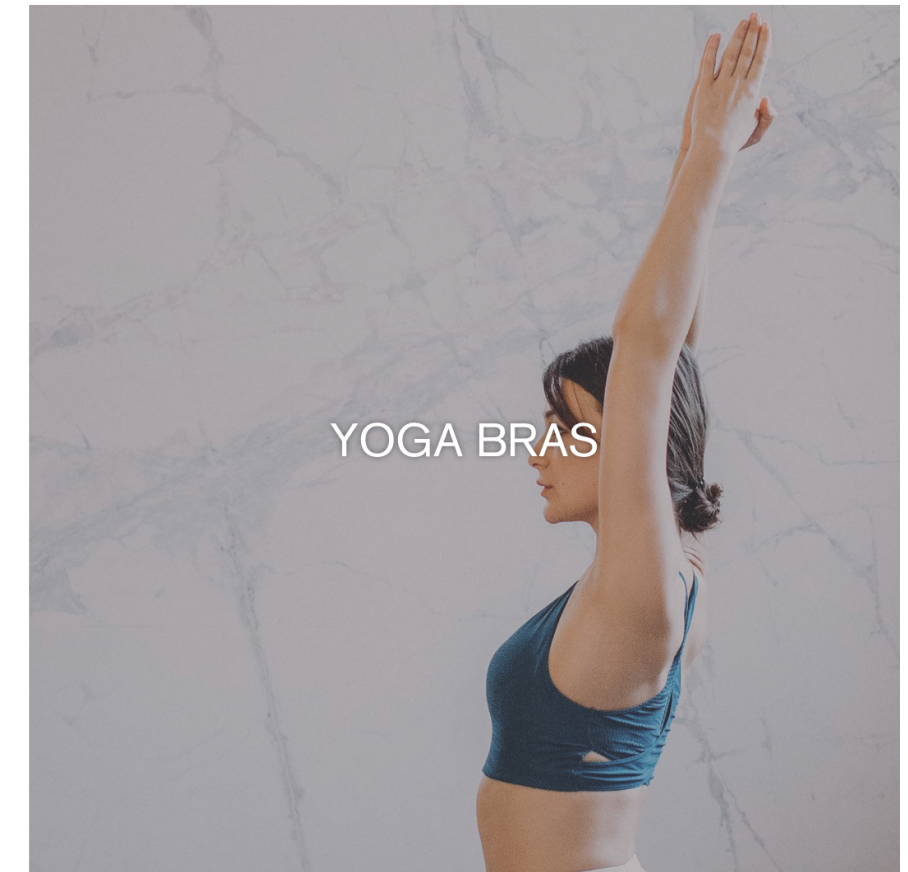
YOGA PANTS CAT



SHOP THE LATEST



YOGA PANTS



YOGA BRAS

WEB DESIGN MOCK UP/LOGO SAMPLES

How Can Yoga Instructors Ensure Their In-Person Yoga Classes Are Pandemic-Safe?

by Jolee McManus July 23, 2020



If you're a yoga instructor, it's been a rocky year for your business. When the coronavirus first struck in early 2020, quarantine policies caused ...

BLOG SAMPLES

How Can Yoga Instructors Ensure Their In-Person Yoga Classes Are Pandemic-Safe?

5 Yoga Necessities for Every Kind of Yogi

Creating a Yoga Space at Home

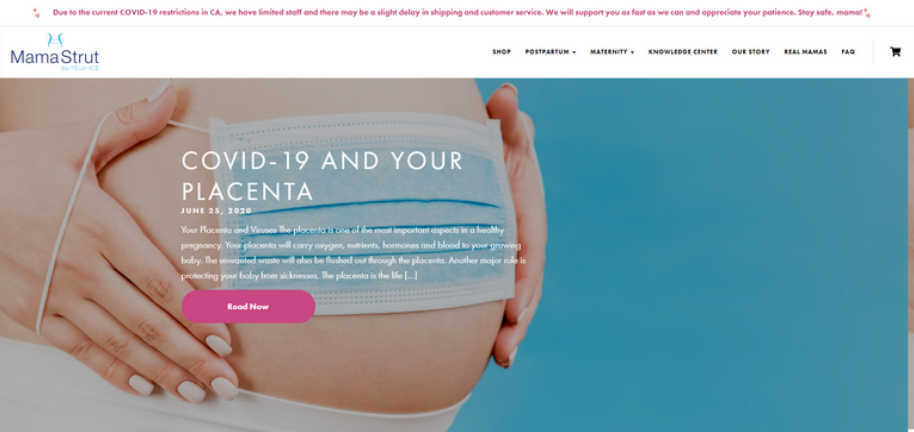
Project 03

MAMASTRUT

The owner of Mamastrut, a company that specializes in abdominal support braces for postpartum women, came to Web Rocket Media looking for a web development team to support her ecommerce website as well as SEO optimizations for her existing copy and updates to her blog content.



www.MamaStrut.com



COVID-19 AND YOUR PLACENTA

JUNE 25, 2020
Your Placenta and Vessels like placenta is one of the most important aspects in a healthy pregnancy. Your placenta will carry oxygen, nutrients, hormones and blood to your growing baby. The unwanted virus will often be flushed out through the placenta. Another major risk is protecting your baby from sickness. The placenta is the life [...]

Read Now

A MESSAGE FROM THE FOUNDER

Hey Mommas, welcome to the knowledge center! We've gathered some of the best research on maternity and postpartum and broken down the science to give you answers and support. There is so much information about maternity and postpartum but practice our best for you can trust that Mama Strut has worked through all of it and ensured we're giving you the best, most up to date information. Jill Bigelow, CEO



ALL CATEGORIES

Search



FECAL TRANSMISSION OF COVID-19

By Krista Wolf / June 1, 2020
Fecal Transmission of COVID-19 The outbreak of COVID-19 has everyone covering their faces, washing their hands and practicing social distancing. Those that are pregnant are even more cautious. This is wise because pregnancy weakens the immune system making you more vulnerable to sickness. One of the most concerning parts of our situation is that [...]



COVID-19 AND PREGNANCY

By Krista Wolf / April 14, 2020
Researchers are constantly uncovering new information about COVID-19 as they rush to find a treatment and a vaccine for this deadly virus. There are many questions about how it may affect a pregnant woman and her fetus. Honestly, it's too early to tell how it affects a fetus compared to the mother. I fear reports [...]



CBD FOR ALL THE THINGS— UNLESS YOU'RE PREGNANT

By Melissa Pridemore / March 18, 2020
Over the last couple of years, CBD use seems to have gone viral. Businesses globe town signs saying "CBD Products Sold Here," and for what seems like every possible physical or mental condition, or least someone in your circle will be heard saying, "Have you tried CBD?" If you feel like you're out of the [...]



COVID-19 AND YOUR PLACENTA

By Krista Wolf / June 25, 2020
Your Placenta and Vessels like placenta is one of the most important aspects in a healthy pregnancy. Your placenta will carry oxygen, nutrients, hormones and blood to your growing baby. The unwanted virus will often be flushed out through the placenta. Another major risk is protecting your baby from sickness. The placenta is the life [...]



THE OPIOID CRISIS: POSTPARTUM CARE IS EVEN MORE CRUCIAL

By Melissa Pridemore / February 9, 2020
When people think of the moonshot that is pregnancy, the delivery of the baby is as often thought of as the birth line. But delivery is not the birth line. As most women who have given birth and care to an infant can attest, those postpartum months are not for the faint of heart. And [...]

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Type your email
Your Date

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info@mamastrut.com



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SHOP

POSTPARTUM

MATERNITY

KNOWLEDGE CENTER

OUR STORY

REAL MOMMAS

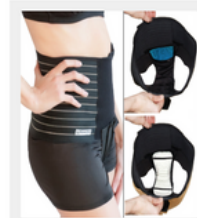
FAQ



SHOP ALL PRODUCTS

Your one stop shop for your postpartum and maternity needs!

FEATURED PRODUCTS



Maternity & Postpartum Bundle

\$269.00

The most healthy and efficient way to cut down on pain and recovery time postpartum is to use it support...

Shop Now



Postpartum Support Brace

\$129.99

Your postpartum blessed! Mama Strut will help you hold it all together with our postpartum brace, developed by and for...

Shop Now



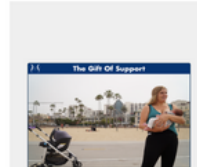
Maternity Support Brace

\$99.99

Pregnancy is stressful enough, let Mama Strut help you take a load off with the support of our patented pregnancy...

Shop Now

MORE PRODUCTS



Mama Strut E-Gift Card

\$10.00 - \$100.00

The best gift any mama could receive, maternity and postpartum support, non-surgical pain relief and increased mobility! Please input the...

Shop Now



Postpartum Essentials Bundle

\$205.00

The Postpartum Essentials Bundle includes everything you need to heal postpartum whether you deliver vaginally or by c-section. The brace...

Shop Now



3" Extender Bands

\$4.99

Add 3" to your Mama Strut Postpartum Brace to ensure you're supported during the first days after delivery in case...

Shop Now



Abdominal Ice/Heat Accessory Pack

\$12.99

Our Abdominal Accessory Pack securely and easily attaches to your Mama Strut Postpartum Brace. We especially recommend this accessory for...

Shop Now



Pelvic Mama Strut Lower Back Accessory Pack

\$19.99

Lower back accessory that easily and securely attaches to the Mama Strut Postpartum Brace. "Cool Pack Included"

Shop Now



Organic Postpartum Pads

\$12.99

Why Postpartum Pads? You've spent the past 9 months pregnant and without a period, now you're about the home one...

Shop Now

STRUT WITH US

Stay up to date on important mama health news, tips and special offers from Mama Strut

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Type your email
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SHOP

POSTPARTUM

MATERNITY

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OUR STORY

REAL MOMMAS

FAQ



OUR STORY

How The New Standard Of Postpartum Care Began.

Our Story: The visionary behind the Mama Strut is Jill Bigelow, a serial entrepreneur, finance professional, USC MBA (2007) and mom of three - ages 10, 7, and 4. After giving birth to her second child in 2011, she was frustrated that her husband's solution for her pelvic discomfort was to sit in a rubber glove, gynec underwear and pain medication. After scouring both the medical and maternity markets, Bigelow was surprised to discover there was no singular product that truly addressed all her physical ailments as a new mom. With her entrepreneurial spirit she set out to design a product for modern mommas that helped them heal their bodies from the physical damage of pregnancy and childbirth.

In 2013, her prototype was classified by the FDA and in 2014, she celebrated the launch of her company REV-ICE™ and its first medical device of many, the Mama Strut™. After years of research and development, Jill became one of Mama Strut's first users herself in 2013 after the birth of her third child.



2011

Ideation of Mama Strut begins, and first patents filed

2012

Product development and testing with USC begins

2013

First prototype classified with the FDA

2014

Parent company Pelvic Ice is launched

2015

Mama Strut becomes available to public

2018

Released Organic Postpartum Pads

TEAM MEMBERS



Quentin Murphy



Will Acuna



Kaylee Win



Jana Vickor



Elle Murphy



Anna Pederson



Andrea Malm



Jill Bigelow

UPCOMING POSTPARTUM SOLUTIONS

More products coming soon! Check back soon for updates.



Postpartum Vitamins

Because pre-natal isn't postpartum. Coming Soon!



C-Section Silicone Strips

Another way for C-section mommas to heal. Coming Soon!

STRUT WITH US

Stay up to date on important mama health news, tips and special offers from Mama Strut

Type your name
Type your email
Your Date

Subscribe Now



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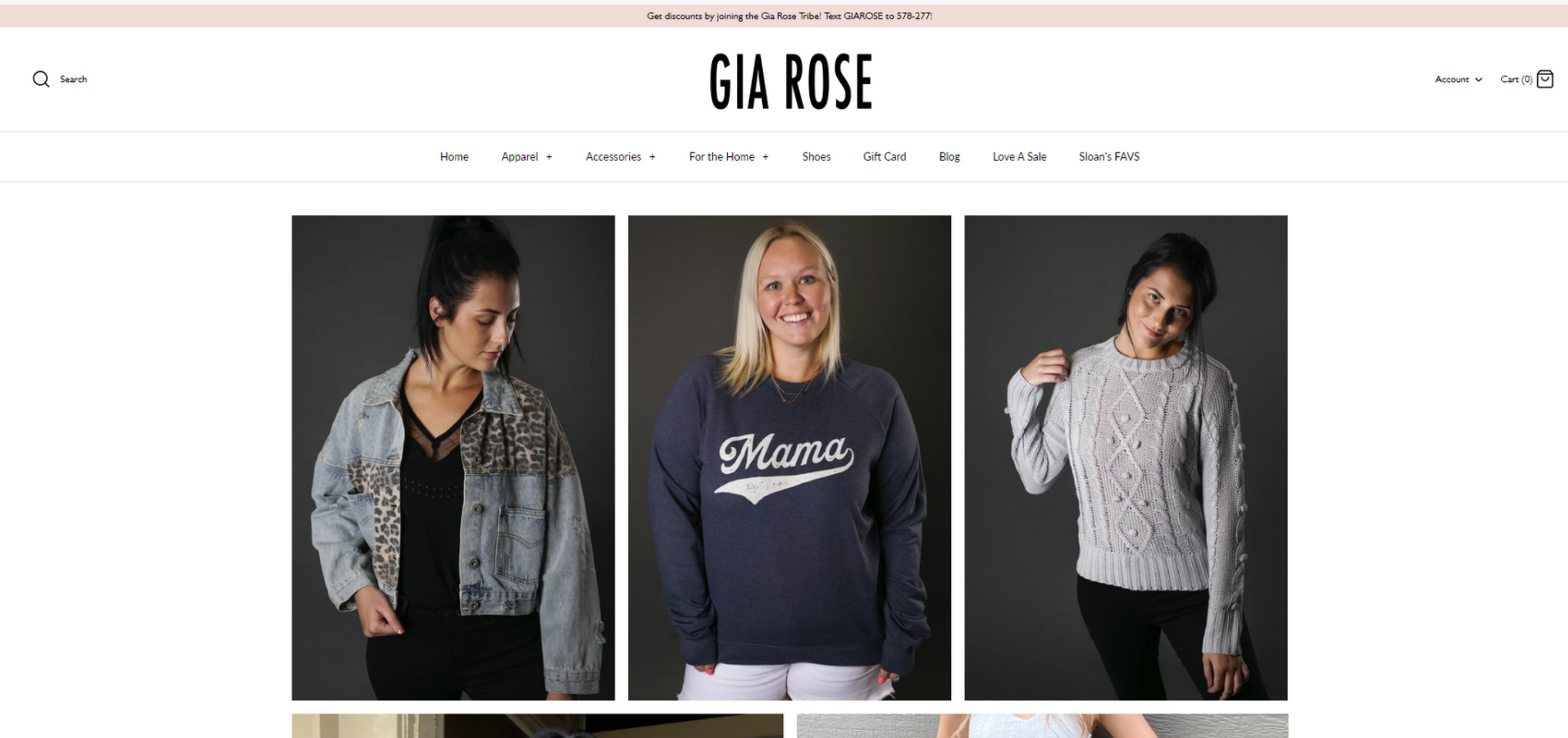
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WEB DESIGN

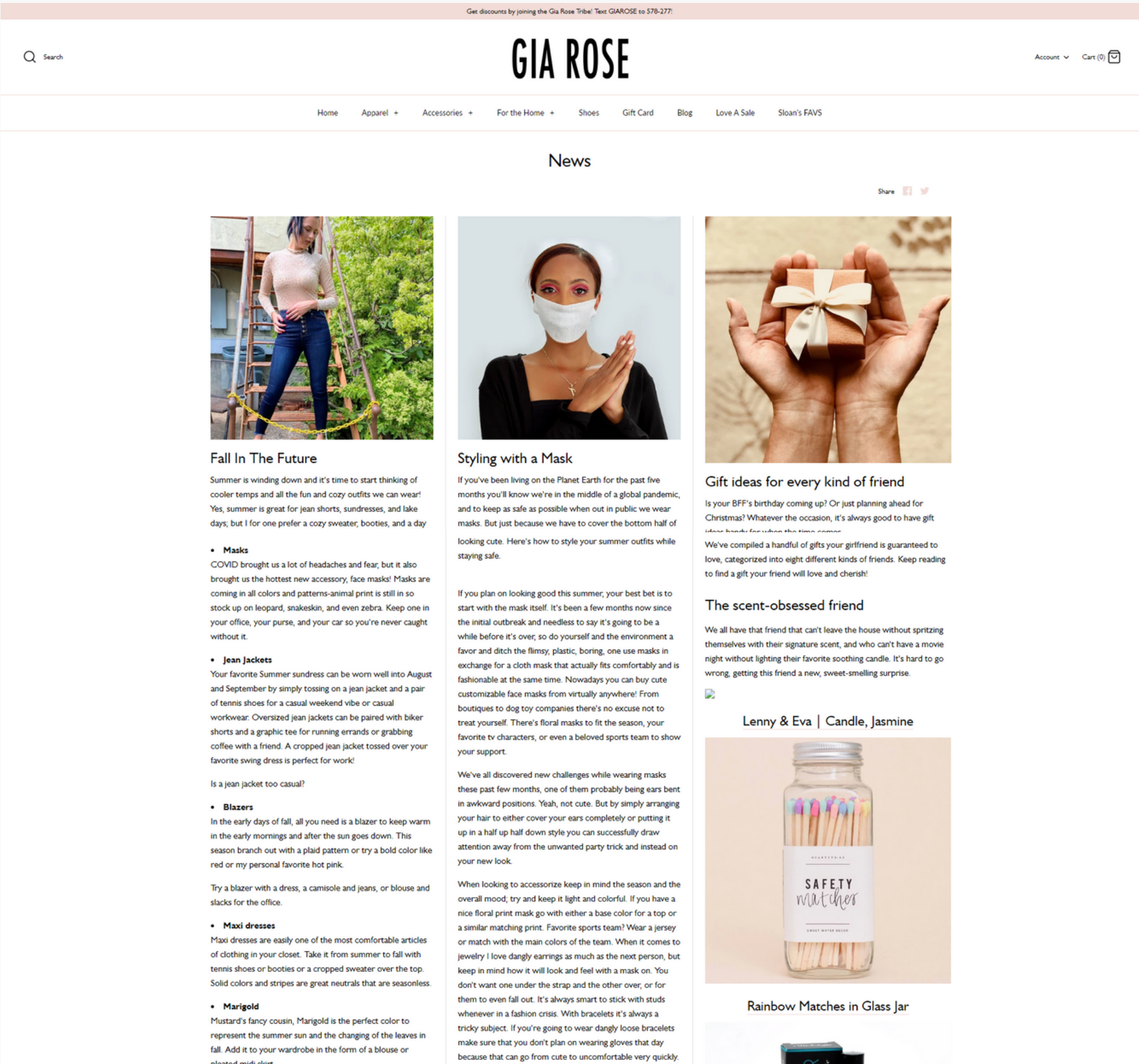
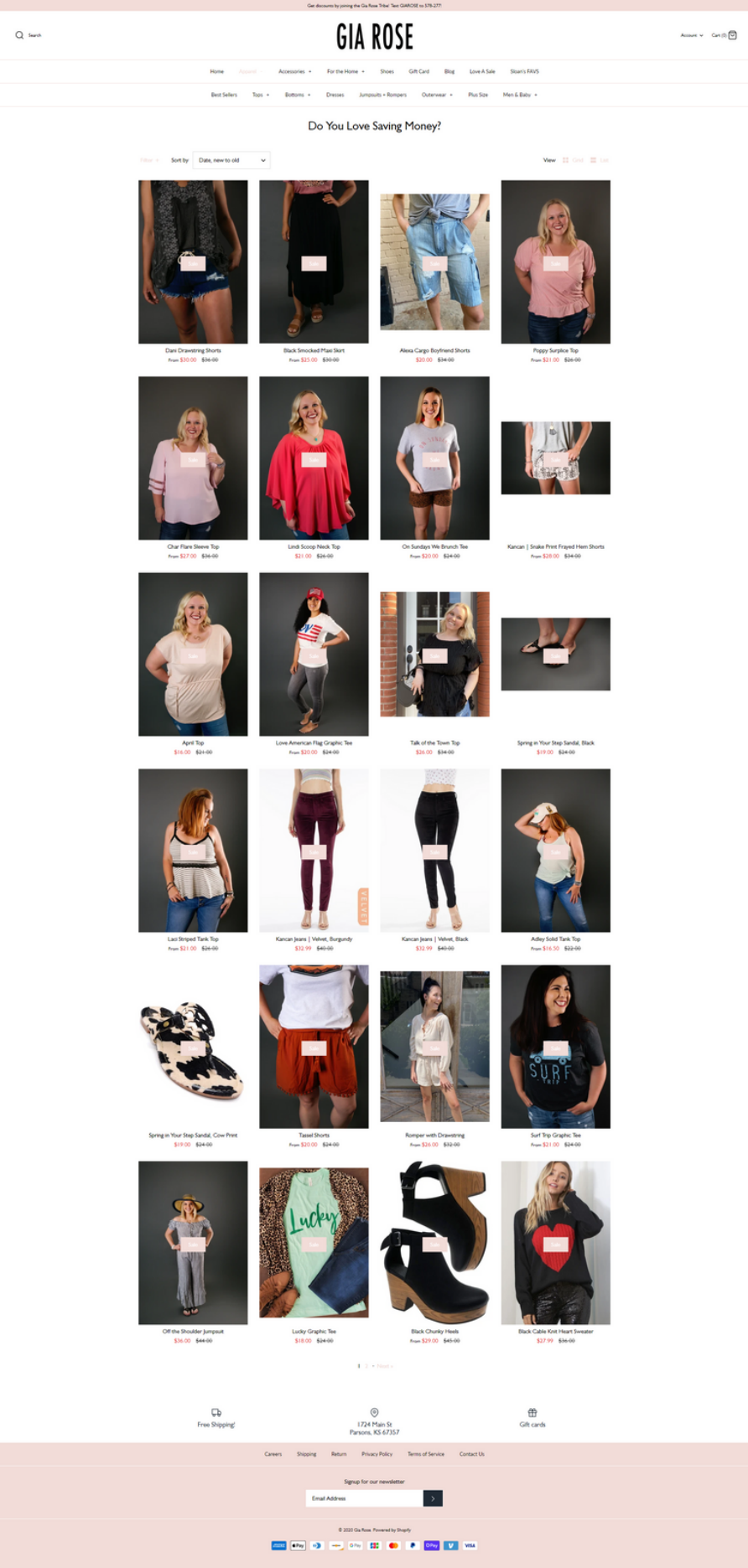
Project 04

GIA ROSE BOUTIQUE

Gia Rose Boutique was a small town fashion retailer in a Kansas that was ready to expand into an online market. Web Rocket Media was able to grow all of the store's social followings, increase the store's organic traffic by more than 30%, create a successful email marketing campaign, revamp the existing website to be more appealing to shoppers as well as search engines, and create a successful Google Ads campaign..



www.giarose.com



WEB DESIGN

GIA ROSE

Your Google My Business Performance Report



Gia Rose

Report Date: July 8 – July 14

Visit your Website

The number of
times the
website was
clicked



45 Website
Actions

Over the past 7 days

July 14	July 7	June 30
45	37	28

Request Directions

The number of
times the website
was clicked



2 Request
Directions

Over the past 7 days

July 14	July 7	June 30
2	4	3

Call you

The number of
times the resource
was viewed on
Google
Search



1 Phone Actions

Over the past 7 days

July 14	July 7	June 30
12	1	4

Search Views

The number of times the
resource was viewed on
Google
Search



457 (+3%) Views

Over the past 28 days

July 14	July 7	June 30
457	443	394

Map Views

The number of times the resource
was viewed on Google
Maps



275 (+8%) Views

Over the past 28 days

July 14	July 7	June 30
275	254	177

Export

Overview

Video

Filters

Date range

 Last 30 Days

View ?


☐ Published Pin analytics


Content type ?

- ☒ All
- ☐ Organic
- ☐ Paid and earned

Claimed account

- ☒ All Pins
- ☐ giarose.com
- ☐ Instagram
- ☐ Other Pins

Engaged Audience 

4.17k  319%

Compared to previous 30 days

Performance over time

Impressions

Split by No Split



Metrics

Total —

Total impressions

168,167

[Send Feedback](#)

30 DAY PINTEREST ANALYTICS

Gia Rose - Navigation KWR & Titles							
File Edit View Insert Format Data Tools Add-ons Help							
Last edit was seconds ago							
100% \$ % .0 .00 123 Default (Ari... 12 B I A							
A	B	C	D	E	F	G	
Menu Item		Keyword		Suggested Page Title		Suggested SEO Title	
Apparel							
	Tops						
		All Tops	cute tops for women	Cute Tops For Women	Cute Tops For Women Of All Shapes + Sizes Gia Rose Boutique	61	If you've been searching for cute tops for women, you're at the right place. Gia Rose Boutique has the style. Click to find more information!
		Tees	trendy graphic tees	Trendy Graphic Tees: Cute T-Shirts For Men + Women	Trendy Graphic Tees: Cute T-Shirts For Men + Women Gia Rose	61	Whether you are looking for trendy graphic tees for yourself or your business, Gia Rose Boutiques has what you need. Click here for more information!
		Cardigans	cute cardigans	Super Cute Cardigans for Fall + Winter Style	Super Cute Cardigans: Keep Warm All Fall & Winter! Gia Rose	61	Searching the Internet for cute cardigans? Gia Rose has what you need. Click here for more information!
			super cute cardigans				
			cute cardigans for fall				
		Sweaters	cozy sweaters	Best Soft Cozy Sweaters For Keeping Warm	Best Soft Cozy Sweaters For Keeping Warm Gia Rose Boutique	60	Whether you are looking for cozy sweaters for yourself or your business, Gia Rose has what you need. Click here to see the collection!
			soft cozy sweaters				
			best cozy sweaters				
		Long Sleeve Tops	long sleeve tops	Cute Long Sleeve Tops for Everyday Wear	Cute Long Sleeve Tops for Everyday Wear Gia Rose Boutique	59	Whether you are looking for long sleeve tops for yourself or your business, Gia Rose Boutiques has it in stock. Click here for more information.
			cute long sleeve tops				
		Casual Tops	casual tops for women	Cute, Casual Tops For Women	Cute, Casual Tops For Women Gia Rose Boutique	48	Looking for casual tops for women? Everything you need is here for more information. Click here for more information!
			cute casual tops				

SEO OPTIMIZED KEYWORDS
AND TITLES


On Page Template | Gia Rose Boutique

File Edit View Insert Format Data Tools Add-ons Help

Last edit was made on May 25 by anonymous

fx

=LEN(D15)

	A	D	E
2			
4	Page URL	Proposed Description	Length
5	https://giarose.com/collections/4th-of-july	Great 4th of July products available now by Gia Rose Boutique! Shop our apparel, home goods, and more!	102
6	https://giarose.com/collections/all	Shop online with Gia Rose Boutique and see all the great products for your home and family! Spring Clothing now available!	122
7	https://giarose.com/collections/all-accessories	Looking for new women's accessories to enhance your look this spring? At Gia Rose Boutique, we carry stylish earrings, bracelets, handbags and more!	148
8	https://giarose.com/collections/all-apparel	Spring is here! That means it's time for some new clothes! Shop for hundreds of new womens clothing and apparel at Gia Rose Boutique.	133
9	https://giarose.com/collections/all-home	Browse all the great home goods & products available at Gia Rose Boutique. Give your home a great new look with our many styles & designs! Shop Now!	148
10	https://giarose.com/collections/baby	Looking for some stylish baby clothing? At Gia Rose Boutique, we carry many styles of baby clothes, shoes, and accessories for ages 0-12 months. Shop Today!	156
11	https://giarose.com/collections/belts	Looking for a stylish new belt to add to your wardrobe? Gia Rose Boutique carries a variety of women's belts to match any style. Shop Today!	140
12	https://giarose.com/collections/booties	Improve your shoe collection with some stylish women's booties available at Gia Rose Boutique. We carry a variety of sizes and styles to choose from.	149
13	https://giarose.com/collections/bottoms	Shop women's bottoms at Gia Rose Boutique. We have a large selection of women's shorts, skirts, jeans, & more! Available in a wide variety of sizes & colors.	157
14	https://giarose.com/collections/bracelets	Looking for a new women's bracelet? At Gia Rose Boutique, we carry a large selection of ladies bracelets to match every style and occasion. Shop Today!	151

META DESCRIPTIONS



MAY 2020 PROMOTIONAL CALENDAR

S	M	T	W	TH	F	S
					1	2
3	4	5 Mother's Day is only a week away! Receive 10% off all accessories.	6	7	8	9
10	11	12	13	14	15	16
17	18 Memorial Day Sale! Start early so that everyone has their Memorial Day outfit with 20% off.	19	20	21	22	23
24	25	26	27	28	29	30
31						

GIA ROSE

PROMO CALENDAR



JUNE 2020 PROMOTIONAL CALENDAR

S	M	T	W	TH	F	S
	1	2	3	4	5	6
7	8 Buy 1 bathing suit get the 2nd 1/2 off! Summer is right around the corner.	9	10	11	12	13
14	15	16	17 Father's Day is coming up on Sunday! Don't forget we are offering 10% off men's products!	18	19	20
21 Father's Day!	22	23	24	25	26	27
28	29	30				

GIA ROSE

PROMO CALENDAR



JULY 2020 PROMOTIONAL CALENDER

S	M	T	W	TH	F	S
			1 July 4th sale! Buy 1 pair of sunglasses get the 2nd half off!	2	3	4 July 4th!
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

GIA ROSE

PROMO CALENDAR



Gia Rose Boutique

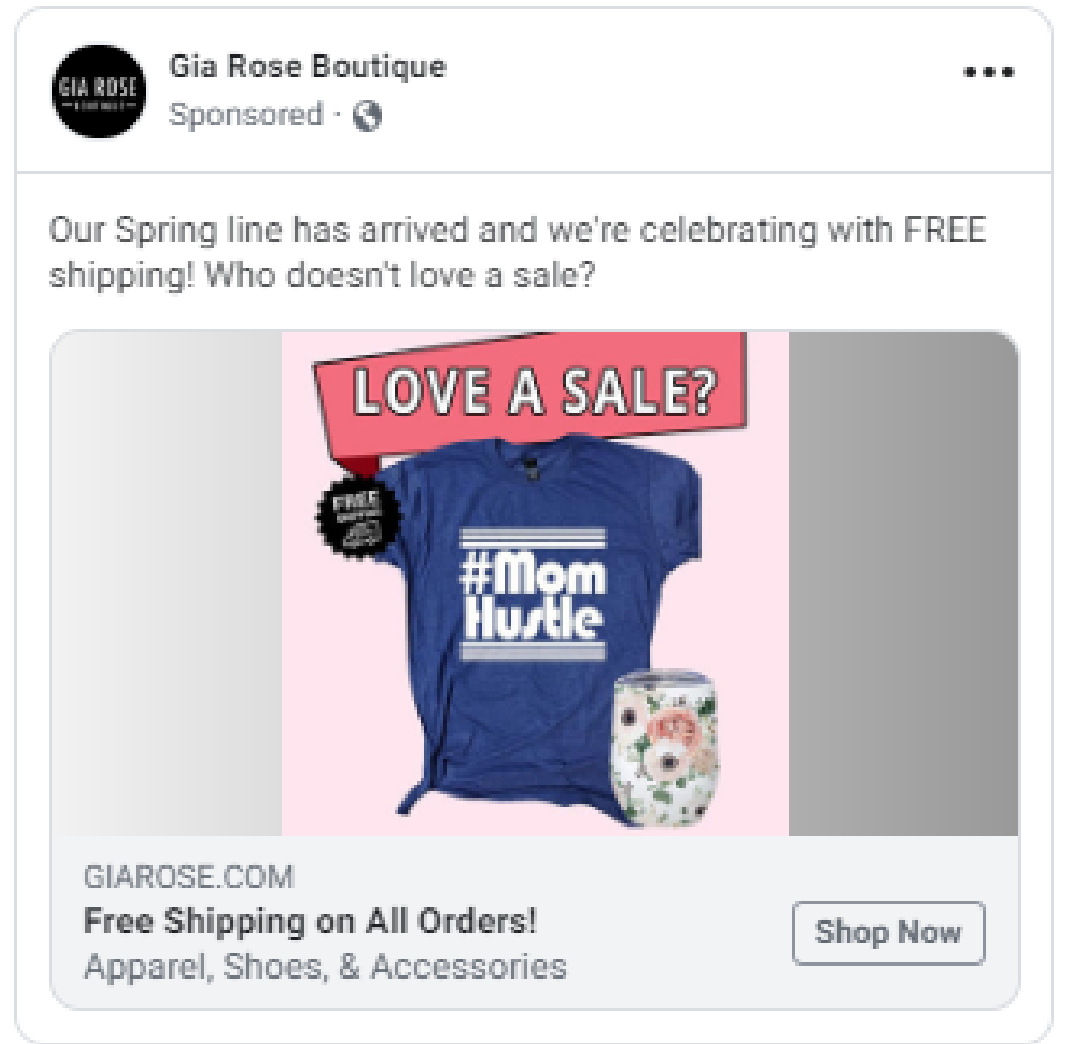
SOCIAL MEDIA STRATEGY

Melissa Psihudakis

SOCIAL MEDIA

WEBROCKETMEDIA@GMAIL.COM

SOCIAL MEDIA STRATEGY



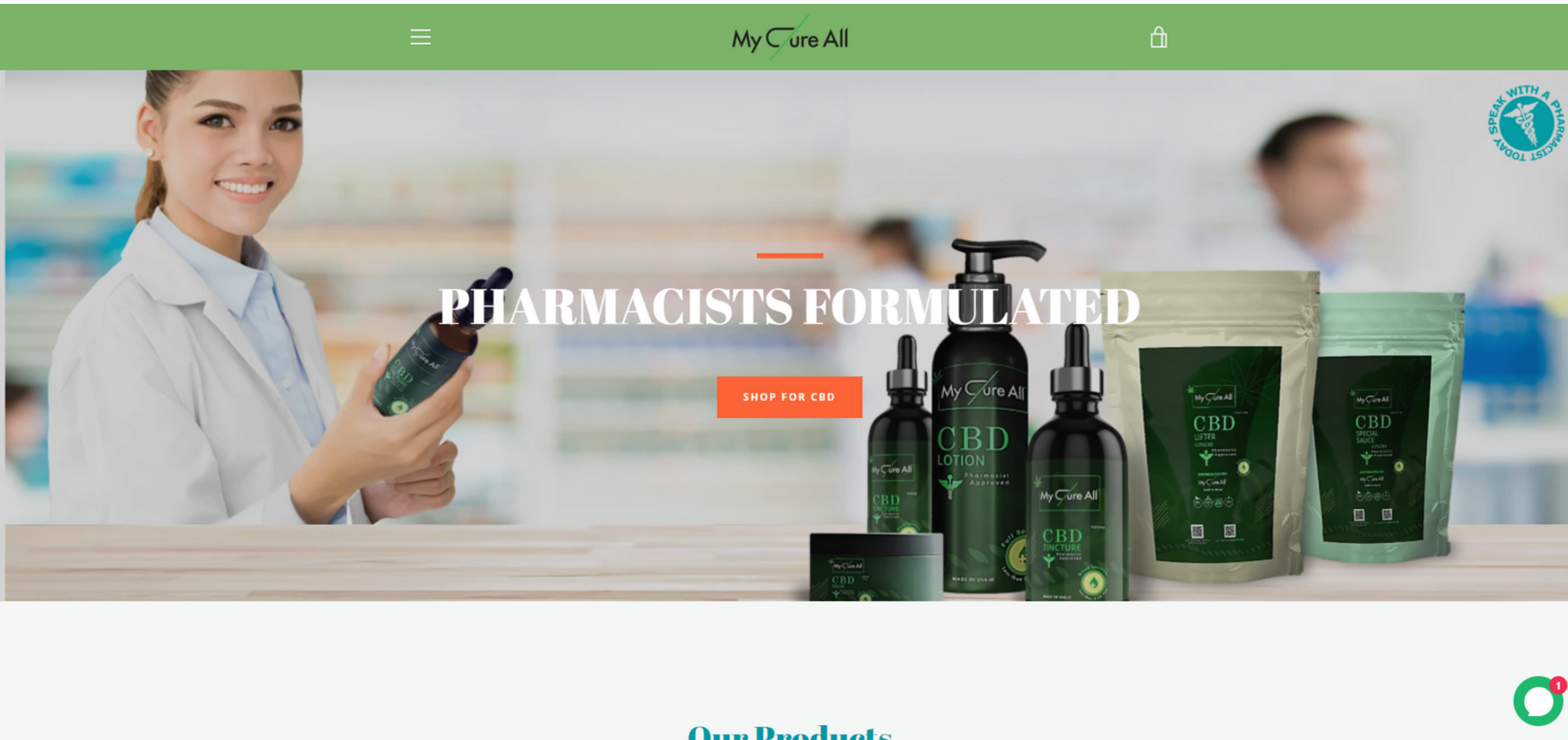
Bid Strategy Ad Set	Budget Ad Set	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance ...	Engagement Rate Ranking Ad Relevance ...	Conversion Rate Ranking Ad Relevance ...	Amount Spent
Lowest cost Link Clicks	\$150.00 Lifetime	May 1, 2020, 5:4... 103 days ago	153 Link Clicks	17,337	33,269	\$0.42 Per Link Click	—	—	—	\$64.32
		—	153 Link Clicks	17,337 People	33,269 Total	\$0.42 Per Link Click				\$64.32 Total Spent

FACEBOOK/INSTAGRAM ADS

<div> <div> </div> <div> <div>Gia Rose Keyword Research & Ad Copy</div> <div> <div>☆</div> <div></div> <div></div> </div> </div> </div> <div> <div>File</div> <div>Edit</div> <div>View</div> <div>Insert</div> <div>Format</div> <div>Data</div> <div>Tools</div> <div>Add-ons</div> <div>Help</div> <div>Last edit was made on May 18</div> </div>			
<div> <div></div> <div></div> <div>100%</div> <div>View only</div> </div>			
<div> <div>fx</div> <div></div> </div>			
	A	B	
1	Ad Copy 1		
2	Headline 1	Clothing Boutique Open Now	
3	Headline 2	Top Rated In Parsons KS	
4	Headline 3	Shop In Store Or Online	
5	Desc.	Gia Rose Boutique. Huge Selection Of Clothing & Accessories. Located In Parsons KS. Open Monday Through Friday 10am-6pm. Visit Our Store Today Or Shop Online	
6	Path	GiaRose/Boutique	
7	Final URL	https://giarose.com/	
8			
9	Ad Copy 2		
10	Headline 1	Clothing Shop Near You	
11	Headline 2	Huge Selection Unbeatable Prices	
12	Headline 3	Shop In Store Or Online	
13	Desc.	Visit Gia Rose Boutique Today For All Your Shopping Needs. Open Monday Through Friday 10am - 6pm. Located In Parsons KS. Visit Us Today Or Shop Online.	
14	Path	GiaRose/Boutique	
15	Final URL	https://giarose.com/	
16			

GOOGLE ADS STRATEGY/COPY

Project 05



SHOP MY CUREALL

The CEO of Shop My Cure All needed SEO help. Their products were getting reasonable search traffic resulting in decent sales numbers, but their organic SEO and keyword rankings continued to be penalized by Google. Web Rocket was able to narrow several potential reasons for the penalties and corrected them, resulting in an improved SEO health score and an improvement in organic SEO results.

www.ShopMyCureall.com



	A	B	C	D
1	Address	Title 1	Meta Description 1	
2	https://shopmycureall.com/	Shopmycureall! Your one stop shop for pharmacist-formulated CBD ,Äì MyCureAll	Shop Pharmacist Made CBD Products Grown in the USA. Pharmacist founded, formulated, inspected, and tested CBD oil, lotion, salve and flower. Organic and all natural with no additives for pain, anxiety, sleep, and many other conditions!	
3	https://shopmycureall.com/collections/flower	Hemp Based CBD Flower Collection My Cure All ,Äì MyCureAll	If you're shopping for hemp based CBD flower, My Cure All's collection is perfect for you. Pharmacist made, 3rd party tested, all natural and no additives!	
4	https://shopmycureall.com/collections/topicals	Hemp Based CBD Topicals Collection My Cure All ,Äì MyCureAll	Looking for hemp based CBD topicals? Our collection is perfect for you. Pharmacist made, 3rd party tested, all natural and no additives! Get started now!	
5	https://shopmycureall.com/pages/shop	American grown CBD products formulated by Pharmacists ,Äì MyCureAll	Tired of dealing with pain? Anxiety? Poor quality Sleep? Looking for safe, clean, and effective CBD products? Pharmacist founded, formulated, inspected and tested CBD products are here to help. Talk with a phramacist today to see how our CBD oil, lotions, salve or flower can help you today!	
6	https://shopmycureall.com/pages/privacy-policy	Privacy Policy ,Äì MyCureAll	Privacy Policy Your privacy is important to us. It is MyCureAll's policy to respect your privacy regarding any information we may collect from you across our website,-†http://mycureall.com/, and other sites we own and operate.... Information we collect Log data When you visit our website, our servers may automatically l	
7	https://shopmycureall.com/collections/tinctures	Hemp Based CBD Tinctures Collection My Cure All ,Äì MyCureAll	Shopping for hemp based CBD tinctures? Our collection is perfect for you. Pharmacist formulated, 3rd party tested, all natural and no additives.	
8	https://shopmycureall.com/pages/contact	Do You Have Questions? My Cure All Is Here To Help Contact Us ,Äì MyCureAll	There is a firehose of info about CBD. If you have questions, concerns or need assistance...we're here to help. Click here for our contact details.	
9	https://shopmycureall.com/collections	Shop CBD Products and Collections My Cure All	Shop the best selecion of pharmacist made CBD products grown in the USA at ShopMyCureAll. All natural and 3rd party tested! Click here to get started now!	
10	https://shopmycureall.com/pages/refund-policy	Refund policy ,Äì MyCureAll	If you are not fully satisfied with your purchase, you may request a full refund on the purchase price within 30 days. Customer is responsible for return shipping costs. Product must be returned to receive a refund. Once product is received a refund will be issued.	
11	https://shopmycureall.com/products/broad-spectrum-cbd	1000mg Broad Spectrum USA Grown, Pharmacist Formulated CBD Tincture ,Äì MyCureAll	Looking for a top quality 1000mg broad spectrum tincture that's USA grown + made by a reliable source? ShopMyCureAll is perfect for you. Get started now!	
12	https://shopmycureall.com/collections/cbd-collection-set	High Quality Hemp CBD Gift Set Collections My Cure All ,Äì MyCureAll	If you're looking for USA grown, high quality CBD gift sets... ShopMyCureAll has exactly what you need. Click here now to see our full collection!	
13	https://shopmycureall.com/pages/our-story	All about MyCureAll	At MyCureAll, we are on a mission to enable insurance companies to pay for CBD, and what,Äôs more, to pay for the right strain for each patient, because everyone has unique needs. With the MyCureAll app, we will be able to engage patients and healthcare providers to make sure patients get the care they deserve.	



Shop my cure all SEO Workbook ☆ 📁 ☁			
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fx			
	A	B	C
1	Technical SEO Issues	Corrected	Notes
2	4 pages have too many parameters in their URLs	RESOLVED	It is a shopify auto genrated parameters which we can't modify it because it's genrated per client selected options
3	66 links on this page have no anchor text	RESOLVED	I have checked that all anchor text are properly
4	40 resources are formatted as page link	RESOLVED	This is fine. It is a product zoom link on overlay that is showing formatted as page link issue.
5	18 orphaned pages in sitemaps	-	This is a blog & blog posts which is not published therefore showing Orphand pages issue. Verify if we need to make the blog and blog posts live
6	13 pages have only one incoming internal link	RESOLVED	It's corrected. This is a product pages, therefore only one link will go to these pages.
7	6 pages are blocked from crawling	RESOLVED	3 Pages issue has been resolved. The other Cart & Checkout Pages cannot be crawled by google cause they don't hold static data, also they are blocked by shopify.
8	6 pages need more than 3 clicks to be reached	-	So for this issue we will need to show this products quick way so that user can directly collection like this (https://shopmycureall.com/collections/flower)
9	2 URLs with a permanent redirect	RESOLVED	
10	3 pages don't have an h1 heading	RESOLVED	
11			
12			
13			
14			
15			
16			
17			
18			
19	Copy Issues	Corrected	Notes
20	33 pages have low text-HTML ratio		
21	17 pages have a low word count		
22	On Page Issues	Corrected	Notes
23	4 pages have duplicate meta descriptions	PROPOSED	Need Meta Description for each pages
24	2 issues with duplicate title tags	PROPOSED	Need title of products so that I can set it
25	5 pages don't have meta descriptions	PROPOSED	Need Meta Description for each pages
26	1 page has too much text within the title tag	PROPOSED	https://docs.google.com/spreadsheets/d/1AkRpQdK_6IOQf-97ZbGmmRAzh1HjxwkrZL0e1sJP_tk/edit#gid=184138177
27			
28	Developer's Notes		
29			
30			