

Elite

Is your goal to dominate your competition and control the market share? Do you want to increase your new patient reach and grow your practice? A Roya.com Elite Marketing Plan offers you a custom marketing strategy, designed to give you the competitive edge.



Want to guarantee you have the competitive edge over the top competitors in your area? Partner with Roya.com to design a completely custom, mobile responsive, Google AMP website, with a professional HD video. Your Roya.com Marketing Strategist will work with you to outline a comprehensive marketing strategy managing aspects of Local SEO, Organic SEO, Facebook Promotions, Google Banner Ads, YouTube Ads and Google Ads campaigns. **Elite marketing partners benefit from an average 40% increase in SEO traffic and 65% increase in leads.** Without hesitation, contact Roya.com to learn more about the comprehensive Elite package, that could start growing your business today.

- ✓ Google AMP Website**
Best in class, mobile responsive web design with Google AMP technology powered by Canvas® Marketing Platform.
- ✓ Professional Client Services Team**
Designated Project Manager, onboarding team and ongoing post launch support
- ✓ Canvas® Toolbox & Platform License**
Built-in blogging system, page builder with drag and drop widgets, asset manager, pop-up editor, page by page SEO Configuration and more!
- ✓ Domain Services**
Domain registration / renewal, branded email forwarding, Cloud Hosting, secure website - SSL Certificate
- ✓ SEO and Search Friendly Content**
Specialized content database, site-wide search powered by Elastic Search (Natural Language Search)
- ✓ Password Protected Content and Member Areas**
Control content visibility for authenticated /anonymous users, login with Facebook or Google, new user registration and lead capture
- ✓ Real Time Analytics Dashboard**
Lead tracking, call tracking, SMS tracking, Google Analytics Integration and more
- ✓ Call Tracking Technology**
Provision toll free or local vanity phone number, call reporting dashboard with recorded calls, SMS / text lead capture
- ✓ Lead Capture Forms**
Customizable appointment request forms and contact forms
- ✓ Custom Landing Page Design and Development**
Configure forms customized for your business, conversion tracking, web leads dashboard
- ✓ Reputation Tracker**
Track new reviews and historical ratings across multiple review websites
- ✓ Reputation Builder**
Proprietary technology to help your business reach current and past clients to help build your reviews. Intelligent filtering and powerful business rules.
- ✓ Social Media Integration**
Link all of your social profiles to your website either embedding a feed or linking to the page directly
- ✓ AI Insight**
Call Intelligence powered by AI speech recognition technology to evaluate and summarize calls with tags that are important to your business.
- ✓ Social Media Asset Creation**
Multiple graphics custom created for your brand to be used across social media platforms
- ✓ Initial SEO Boost**
Initial URL Optimizations, Meta Tags, Title Tag and Keyword Optimizations, Map Submissions, Citation Building Campaign with up to 25 Local Directory Submissions
- ✓ Ongoing SEO Optimizations - Semi Monthly**
Organic SEO
URL Structure Optimization, Blog Post, Webmaster Tools Monitoring, Search Engine Ranking Monitoring & Reporting, Content Optimizations
Local SEO
Local Directory Submission, Google Business Profile Manager Monitoring and Customizations, Google Map Submission, Google Business Page Creation / Management, Citation Building and Local SEO Optimizations
- ✓ Quarterly Custom Reports**
Detailed quarterly PDF reports with comparisons including aggregated data from Google Analytics, Google Search Console, Google Adwords, Facebook Insights, & more
- ✓ Marketing Consultation - Monthly**
Strategize with your Roya.com Marketing Consultant on Goals and Campaign Performance
- ✓ Custom Banner Ad Graphics and Campaigns - 25,000 Impressions**
Bounced Customer Retargeting, GEO Targeted Performance Network Ad Campaigns
- ✓ Facebook Promotion Plan and Custom Ad Graphics**
Work with a Marketing Strategist to develop a custom monthly posting plan for boosted posts and targeted ads with custom designed, branded ad graphics Promotions with 10,000 Impressions
- ✓ Professional HD Video Production**
Work with a videographer and video producer to create a business profile overview video
- ✓ Optimize Channels**
Optimize YouTube Channels with custom graphics, descriptions, tags, etc.
- ✓ Syndicate Video to Leading Sites**
Embed to Website, publish to optimized YouTube and Vimeo Channels
- ✓ Video Advertising - 2500 Impressions**
Professional Video Ad Creation, YouTube Video Advertising
- ✓ PPC Advertising**
Professionally managed SEM campaigns by marketing coach and team of experts. Management of up to \$3000 in monthly spend.
- ✓ Dynamic SEO Library**
Proprietary Search Engine Friendly Content Library
- ✓ Canvas® Studio**
Proprietary Library of Specialized Social Media Content and Customizable Ad Graphics

Testimonials

What Our Clients Are Saying



We have been so happy with Roya. They do beautiful work and are always responsive to what we want as a client. I never feel pushed or pulled in a direction that does not fully represent our brand. They are totally on top of and meeting our expectations and have helped us immeasurably in navigating how to grow our business. We highly recommend this company.



Very pleased with the new website and social media marketing the Roya team has created for our optometry practice! Everyone has been highly responsive during the entire process, and always ready to help or answer questions. Accessing analytics and tracking marketing leads and ROI is far simpler and more robust than any previous website and marketing companies we've used



Great company! We have seen triple-digit increases in our search engine optimization. Their customer service is incredible. Their staff is incredibly knowledgeable. We couldn't be happier with our investment.