



FutureProof Digital

THE CONTENT LAUNCH SYSTEM

For ambitious B2B and personal service providers that want to take their website, their content, and their search rankings to the next level. Our package options deliver everything a growing company needs.

"We're extremely happy with the results we're getting working with FutureProof Digital. They had an understanding of our technical field and our business objectives from day 1."

Stephen Kearney, CTO Allegro Acoustics

Adam Bermingham



Hello, my name is Adam Bermingham and I run FutureProof Digital, Ireland's number 1 digital marketing agency for B2B service providers. Thank you being here, reading this brochure, and hopefully we'll get to speak about your business soon.



I love business, and I love marketing, but what I love most is growth; helping specialists, experts and professionals grow their brands online.

I have 1st class Honours, and a 1st class Masters, in Digital Marketing, I've won national awards, and I've been working on websites, both design and optimization for almost 20 years.



The Content Launch System

Welcome to The CONTENT LAUNCH SYSTEM™

Website, Content & Optimisation that delivers search rankings, organic traffic growth and new clients for your business. Delivered by a real human, based in Ireland, managing your website and writing your content. Always available via phone, email and text message, plus monthly video calls.

A 3 week website audit process that gives us a deep understanding of your business, your competition and the market. Web design, search optimization and content marketing professionals at a fraction of the cost of full time employees. A digital marketing expert on your team, remotely. Help, advice and training.

To you, it feels automated.

Package Highlights

- Full website optimization (€4,500 value).
- 4 pieces of high quality content per month.
- Project page updates.
- "Industry Expert" guides & case studies.
- Client review management.
- Industry link building.
- Tracking & Optimization.
- Email & Phone Support.
- Monthly Reporting, plus 1 hour Strategy Session.



The Content Launch System

Your Website

We take over your website 100%, making all of the required design and performance changes. Full training provided. The audit and update process combined, takes just 6 weeks, not 6 months, like some agency timelines, selling you all kinds of stuff you don't need. We keep all of the software up to date. We run the hosting. We add new reviews, new images and make all of the text updates you need to rank.

Get your time back, we've got all the technical stuff covered.

Industry leading hosting and software keeps your website fast and performing at its best 24/7. When you employ a web design agency, they walk away after the contract, we're on hand to work with you on a weekly and monthly basis.

Running new campaigns and launching new services is easy. With our systems in place page designs and templates can be live in hours. We are specialists in UX design (user experience) and CRO (conversion rate optimisation), delivering clients, not just traffic.

Adding and updating images is easy with our system. Shared folders and regular communication. We have all of the image optimization covered. We write all of the text for you, but if there's something specific you need, our system is as easy to use as posting on your Facebook page.



The Content Launch System

There's more...

We monitor all of your offsite review locations; Google Business Profile, Facebook, Trip Advisor etc. Then we add them for you. We manage all of the user accounts and access permissions. Our websites implement the best security measures in the business, at a hosting level. Never worry about security again.

Your Data Analytics

Our sites are fully GDPR compliant. We take care of every privacy issue. We use Google Tag Manager to centralise third party tagging and cookie consent. New marketing channel ?... new tags, made simple, start tracking in minutes.

We install and configure Google Analytics for you.
We install and configure Google Search Console for you.

We submit and regularly update your sitemap. We monitor indexing, so that Google always understands your website's structure. If you have any data service set up already we audit all of the connections and make any of the required updates.

Using all of your raw data we develop a user-friendly, interactive data dashboard, you have access to 24/7. It answers every question you'll will ever have.



The Content Launch System

Your Content

We take over your content writing and publishing. The website audit tells us what we need to do. The FutureProof CONTENT LAUNCH SYSTEM™ takes the guesswork out of SEO; keyword research, competitor analysis and optimization.

Great content distributes itself. We choose the right keywords to target, cover the topic in depth and Google takes care of the rest. We keep ourselves constantly up-to-date with AI developments, and when we find a new tool, after extensive testing, that will positively impact our clients results, we add it to our workflows.

Content Optimization

The FUTUREPROOF WEBSITE AUDIT™ delivers a detailed analysis of your competitors and what they rank for, and when we know everything about them (more than they know about themselves) we take them on.

We know which type of content works. If a user is looking for information, we give them that, plus a “soft sell.” If they’re ready to buy, and we know this because of the data we’ve collected, we convert them.

The CONTENT LAUNCH SYSTEM™ delivers high quality content, that your potential clients want (and need); it ranks for the terms they use when they search and it answers all of the questions they have. Data driven creative at scale.



WORDPRESS



SiteGround
PARTNER



Google Analytics
CERTIFIED



EXPERT



The Content Launch System

Backlinks are one of the signals Google uses to evaluate the quality of a website. Quality content gets linked to naturally, but sometimes more links are required. We have industry leading systems to build backlinks. Never worry about directory listings again. At the outset we identify where your business should be listed and we keep the listings up-to-date. Great content creates buzz in an industry; everyone will sit-up and notice. When you're an authority, they will want to feature you.

The CONTENT LAUNCH SYSTEM™ places you as the go-to source of information in your industry. Your brand grows in authority online. Every word we write, and every visual we design, is designed to position you as an expert.

The FutureProof Digital Website Audit

The first step with every new client is our industry leading audit. It's essentially a health check for your website's SEO strategy, a thorough examination of the various elements that contribute to your site's performance in search.

The four key areas are On-Page SEO, Off-Page SEO (including backlinks), Technical SEO, and Content Quality. This process allows us to identify areas for improvement and develop a targeted strategy for website visibility and organic traffic.





Adam Bermingham

If you're frustrated with the performance of your website, wasting hundreds of hours trying to get it to work, with no return. If you want the time back, to work on improving your service, and delivering results for your clients, get in touch.

The **CONTENT LAUNCH SYSTEM™** delivers long-term, sustainable results for B2B service providers, and other types of knowledge/expertise businesses, without the time, effort and investment of doing it themselves.

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