

Interactive Services

We know that a successful website launch doesn't stop when development is finished. Depending on your goals, any number of these tactics might help you reach the goals you're pursuing.

Paid Social Advertising

We zero in on your target audience & create a custom audience based on their demographics and interests. Swim's digital and creative team is available to create a strategy and develop the assets needed. We'll place & optimize ads on the platforms your audience uses most to reach them and achieve your campaign goals. If needed, we can also create landing pages specific to your campaign.

Premium SEO

We always incorporate basic SEO principles in our website builds to help your site rank well for relevant keywords. We also offer a premium package with additional keyword & competitive research. Additionally, we'll run a Content Audit to determine whether content is reflective of the search terms you wish to rank for and implement the necessary content changes to optimize for search.

Paid SEM

Our SEM services include enlisting our expert copywriters to write ad option copy and our digital wizards to set up the campaigns in Google or Bing Ads. We'll regularly monitor, maintain and optimize your SEM campaign. We'll also create a reporting deck to analyze the success of your SEM campaign at a monthly or quarterly frequency.

Dashboard & Reporting

We provide digital "Dashboards" as a way for you to track online engagement and KPIs at any point in time. You will be able to view the dashboard and data at any point in time, but Swim can also offer a detailed analysis of what the data means for you on a monthly or quarterly reporting basis.

Online Audit

Our Online Audits go beyond reviewing just your company's website. We'll review the third party platforms that are important and relevant to you, including Google My Business, social platforms, and other review sites like Yelp. We'll take stock of the ways that your company is showing up across the internet, write up recommendations and implement changes.

Let's Get Started

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