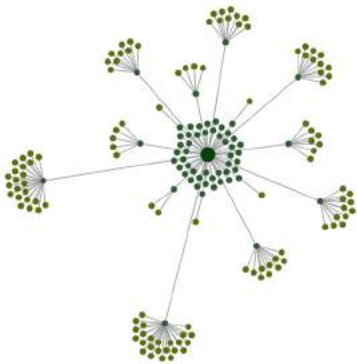


Company Overview

BEX Analytics serves all industries, from Fortune 1000 to independent firms. Our Web Presence Team is a boutique technology house with over 15 years of marketing experience in some of the most competitive industries online. Aggregately, BEX's Online Strategists have generated over one billion dollars in company sales and client acquisition.

Mission

To implement efficient PPC campaigns and effectively distribute client web presence by using strategies that account for a changing online environment and evolving customer behaviors.



EFFECTIVE WEBSITE

Organized page structure and content groupings

Practice Areas

- **Pay-Per-Click Management:** Cost effective admin & reporting, integration with site analytics, conversion rate optimization (CRO), paths for communication & engagement, related industry lead generation.
- **Web Presence Strategy:** Experienced & objective consultation with focus on key analytics (KPI) plus SMO & SEO, web presence & health, industry competition, road-mapping, leveraging off-site assets.
- **Web Presence Reporting:** Ongoing customized audits that provide advanced visibility into areas such as legacy strategies, backlink diversity, whole site comparisons, SE algorithm vulnerabilities.

What Makes Us Different

- **Innovation:** We track changes in the competitive environment, evolving search engine algorithms, cross-industry comparisons, shifts in social media, new online capabilities and analytic tools.
- **Leveraging Existing Assets:** We augment the client's online team. We do not seek to change or replace providers or staff, or redesign client websites or social media.
- **Customized Solutions:** We do not offer one-size-fits-all templates. Our services are designed specifically for the client and their niche.

Process

Initial Engagement: Discussion with focus on client's existing infrastructure and company goals followed by a proposal. If accepted, the workflow proceeds as:

- 1) **Reporting:** Establishment of a tailored *Preliminary Web Presence Report* for increased visibility into client's online footprint.
- 2) **Assessment:** Granular review of web presence - where it is, where it should be, what's required to achieve goals, benchmarking of key metrics. Creation of a customized *Advanced Web Presence Report* along with specific recommendations.
- 3) **Implementation & Management:** Execution of approved strategies for optimization, marketing, and advertising (PC, SM, SEO). Areas of focus include compliance with SE algorithms, competitive tracking, industry trends online, ongoing assessment & recommendations.

Clients

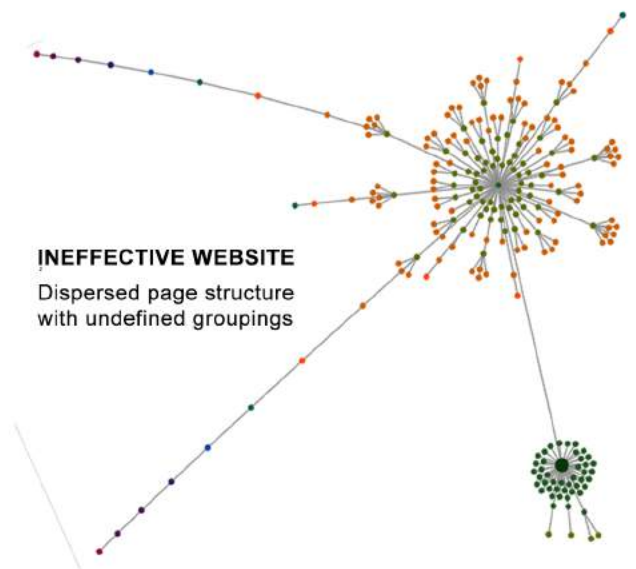
Our team serves large companies such as NBCUniversal, Boston Market and the Associated Press, as well as dozens of major law firms, public and private companies, and non-profits.

Corporate Information

Founded: 2003

Officers: Ben Porter Partner, Co-Founder
Nermine Shaker, Partner, Co-Founder

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INEFFECTIVE WEBSITE

Dispersed page structure with undefined groupings