(Hero image text):

Hello There

We Are Ruby Moon

We Help Your Business Win the Internet

Big Results for Your Business

(If you want to go with a more SEO-friendly h2 subhead here: “Expert & Affordable Digital Marketing Services” or “Affordable Digital Marketing Expertise,” can add “for your business” to either.)

Ruby Moon’s digital marketing services provide big results at affordable prices, making us a perfect fit for businesses of all types who need a bigger online footprint in order to grow.

We create custom digital marketing strategies for businesses of all sizes, from web design and search engine optimization (SEO) to pay-per-click (PPC) campaigns and search engine reputation management (SERM). We work with you, step by step, to develop, implement, and monitor a digital marketing plan specifically tailored to the unique needs of your business.

Ruby Moon is not our first time at the digital marketing rodeo. We’ve built our expertise providing local SEO and online reputation management services to businesses for over 10 years, and we’re ready to put our experience to work for you. Our services leverage your digital marketing investment so you can run with the big dogs online - at a fraction of the cost of a big-dog advertising budget.

The following bullet points correspond to the 4 items in the current layout. You may or may not want a header; I think it’s fine without because essentially it’s just an outline of what you’re offering.

* Build Your Brand

Ruby Moon will help you zero in on your business’ unique value proposition – what sets you apart and makes you better than your competition – so you’ll stand out in the crowd. Then we’ll work with you to develop a consistent marketing message to reinforce your brand – both online and off.

* Build Your Website

We’ll design a state-of-the-art website to wow your visitors. Your website is increasingly becoming the place where most potential customers form their first impression about your business. Your site will be designed to not only capture the attention of search engines, but also capture the attention of visitors, to help convert them into customers.

* Position Your Brand

We’ll position your business online to capture higher search rankings with sound, up-to-date SEO practices and PPC campaigns designed to highlight your business’ unique value proposition and target your ideal customer. We can even help you out with the regular social media updates you need to win favor with Google and other search engines.

* Build Your Reputation

Ruby Moon can help you turn customers into reviewers – crucial for boosting your search ranking and converting visitors into buyers. Our SERM services include review monitoring, so you can easily measure results, and our review platform allows you to respond to bad reviews before they ever show up online, giving you a chance to address customer service complaints and head off bad reviews at the pass.

Reputation Management (banner)

Get a FREE report on your business’ online reviews. (Check My Reviews button)

Ready to start generating reviews for your business? (Sign Up Now button)

<h2>Digital Marketing Services</h2>

Ruby Moon’s digital marketing services are the cards you need for an internet-winning hand. Choose one or a combination of several services for a stronger hand, or choose them all for a hand that’s unbeatable. Any of our digital marketing services will help you build your online profile – but all of them working together deliver big results.

* Search Engine Optimization (SEO) (title or blurb links to SEO services page)

SEO determines whether your business’ website will be seen by your target customers or not, and Google’s algorithms change every day. Ruby Moon monitors algorithm changes on a daily basis so your business doesn’t get left behind by the latest Google update.

* Reputation Management (SERM) (links to SERM services page)

Word-of-mouth has always been the most powerful and effective marketing tool, and it’s just as true online as it is in the real world. 62% of online consumers are more likely to buy if they read a positive review of your business. Ruby Moon’s review platform and review monitoring services will help you increase your positive online reviews.

* Pay-Per-Click Advertising (PPC) (links to PPC services page)

Boost your site to the front of the pack with Ruby Moon’s pay-per-click advertising services. We zero in on the keywords that best target your ideal customer, diversify your PPC campaign to reach those customers wherever they may be online, and design landing pages to convert clicks into leads and sales

* Website Development (links to Website Development page)

These days, if your business doesn’t have a website, most potential customers will never know you exist. Your website is your online storefront - to be effective it has to be seen and make a good impression on visitors. Ruby Moon will design a professional, mobile-optimized website for your business, at an affordable rate.

* Social Media Marketing (links to Social Media Marketing page)

Social media platforms like Facebook aren’t just great ways to engage with existing and potential customers – they’re also great for boosting your website’s search ranking. Ruby Moon will keep your Facebook account active with regular postings to encourage customer engagement and improve SEO, so you can focus on your business.

* Marketing Strategy (links to Marketing Strategy page)

Ruby Moon will help you define the best overall strategy for your business, to help focus of all your marketing efforts, both online and off. A defined marketing strategy will help keep your business’ marketing efforts on track, provide you with a way to monitor results, and ensure that you get the best results for your money.

Our Plans

(More SEO-friendly h2 alternative: Our Digital Marketing Service Plans)

Bullet points below correspond with 3 boxes in existing layout:

* Reputation Management

Access to EasyTo.Review platform for generating reviews

Review monitoring

Local directory listing monitoring & correction

* Social Media Updates + SERM

Regular Facebook/other social updates and/or blog posts

Includes all of our Reputation Management services

* Comprehensive Marketing Strategy

Marketing strategy for your business both online & off

Reputation Management

Social Media Updates

Ready to Win the Internet?

Get in touch. We’re happy to answer any questions you have, and ready to start developing your custom digital marketing strategy to win the internet for your business.