Optify Account Management

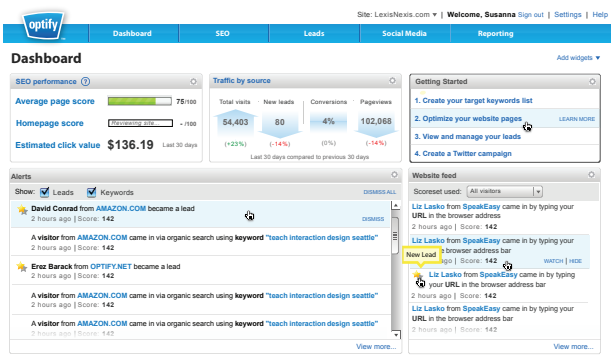
Optify's Managed Services options provides a dedicated Account Manager who is an SEO expert and professional project manager who will provide training and project manage the delivery and management ofonline marketing improvement recommendations delivered by the Optify software. Optify's managed services account manager will assist with project managing the implementation of these recommendations. This service includes the ongoing management of key SEO, Lead generation or Social Media marketing functions during the engagement of the contract.

Dedicated Account Manager

A dedicated Optify account project manager will work with you to define your SEO strategy and will drive the SEO planning, research and execution process in conjunction with site management and marketing teams through training, monthly, bi-weekly or weekly meetings, action lists, dashboard reviews and results reporting. The account manager will also be available via email and phone to respond to questions the client may have.

Account Reviews

Optify will hold an account overview with key business stake holders from the organization, Optify's account manager and other representatives involved with the organization's account. During the account overview Optify will review the organization's performance dashboard and present the next strategic and tactical steps recommended to ensure ongoing success in the company's SEO campaign.



Ongoing Project Management

Coming up with the right SEO answer is just one part of improving your website's performance. The strategy you devise then needs implementation and project management.

Based on experience and best practices Optify's project manager will not only devise a high level strategy but will also meet with you and team on a regular basis to make sure implemented tasks are aligned with the overall business goals.