

# Digital Agent Premium Flex

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Flexible Website Management



## Digital Agent Premium Flex

Take control of your website update costs with our enhanced service options! More than just the predictable pricing of Advisor Premium, we've introduced DA Premium Flex—a flexible, pay-for-use model tailored to your needs. Here's how it works: set a monthly financial budget based on the average service hours, spread across 12 months. Any unspent budget? You can carry up to 50% forward, and also have the option to access funds from future budgeted allocation to meet fluctuating business needs after prior approval from your client representative.

Enjoy the flexibility of adapting your budget while ensuring your advisors get the updates they need, when they need them. If your budget runs out, simply top it up anytime. For any overages without a pre-purchased top up, you'll pay for time and materials at list price. Control costs, stay agile, and let us handle the rest!

Below, you'll find detailed information about each service we offer. As we continue to expand, additional services may be introduced—and as a valued customer, you'll have access to these new offerings as soon as they become available.

## Site Review - Essential

We understand that your online presence is critical to your success. That's why we offer a site review option, designed to ensure your site is optimized for maximum impact with a 1 hour session facilitated by our trained support team members with one advisor.

## What We Offer



### Content Reordering & Modification

We'll analyze your existing content to suggest the best ways to organize and present it, making sure your key messages stand out.



### Page Management

Whether it's adding new pages or removing outdated ones, we'll provide recommendations tailored to your business goals.



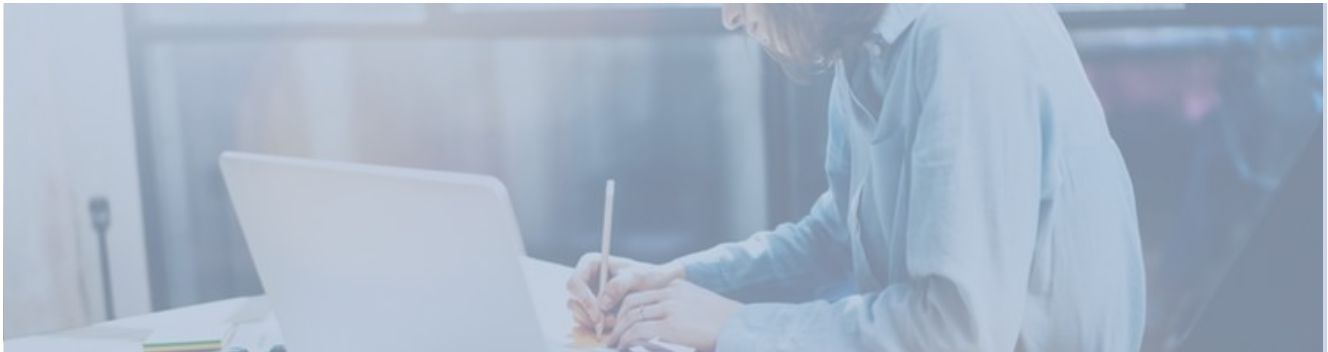
### Content Review

Our experts will review sourcing and updates currently being utilized and suggest ways to improve, check for relevance, clarity, utilization of current SEO Title and description and readability for recommendations.



### Interactive Q&A

Allow a participant to ask questions and provide hands-on help with specific issues they might be facing.



## Site Review - Professional

A professional site review goes beyond the basics, offering a more in-depth analysis and actionable recommendations. Here's what a professional site review include's:

### What We Offer

#### Comprehensive Content Audit



##### Content Depth & Quality

Evaluate the depth and quality of the content, ensuring it provides value, engages the audience, and reflects the brand's voice.



##### Content Gaps

Identify any gaps in content that could be filled to better serve the target audience or improve SEO performance.



##### Internal Linking Strategy

Review and optimize internal linking to enhance user navigation and SEO.

#### Advanced Design & User Experience (UX) Analysis



##### Heatmap Analysis

Use heatmaps to understand user interaction with the site, identifying areas where users are most engaged or where they drop off.



##### Conversion Rate Optimization (CRO)

Analyze call-to-actions (CTAs), forms, and landing pages to improve conversion rates.



##### A/B Testing Recommendations

Suggest A/B tests to optimize elements like headlines, images, and CTAs based on user behavior data.



## Technical SEO & Performance Enhancements



### Detailed SEO Audit

Perform an in-depth SEO audit, covering site architecture, structured data, backlink profile, and page speed..

## Ongoing Optimization Strategy



### Content Strategy Development

Develop a content strategy that aligns with business goals, including a content calendar and ongoing SEO optimization.



### Continuous Improvement Plan

Provide a roadmap for ongoing site optimization, including regular updates, performance checks, and strategic content revisions.

A professional site review provides a thorough assessment of the website's strengths and weaknesses, along with actionable insights and a strategy for continuous improvement.

## Individual Training Session (1 Hour Session)

Unlock your full potential with our dedicated Digital Agent training sessions. Whether you need a tailored approach focused on specific target areas or a comprehensive pre-defined program, we've got you covered. Our expert-led training empowers you to master the capabilities you need, ensuring efficiency and confidence in your daily tasks. Elevate performance, reduce downtime, and maximize your ROI with customized learning experiences designed just for you.

## Advisor Content Update T&M

Struggling to keep up with website updates? As an advisor, your priority is your clients, not spending valuable time managing your website. That's where we come in! With our flexible service, you get expert website updates when you need them—no flat retainers, just pay for what you use. Let our team handle the updates while you focus on what truly matters: your clients.



## What we Offer

- **Digital Workspace:** For any change that is performed through the Advisor's "Digital Workspace" updates can be performed by our team on your behalf

**Note:** A request has a minimum time of 30 minutes

## Marketing Content Update T&M

Finding it challenging to manage the updates required for your advisor community? Struggling to predict your team's workload? That's where we step in! With our flexible service, you'll receive expert website updates precisely when you need them—no flat retainers, just pay for what you use. Let our team handle the updates, so you can focus on growing your advisor community with ease and confidence.

## What we Offer

- Initial site creation which includes user creation, populating initial site content.
- Virtual Theme Development can include creation and making changes to existing
- Organizational Structure Changes
- Admin HQ Changes

**Note:** A request has a minimum billed time of 30 minutes