



INTELLITONIC

THE METHOD TO THE RADNESS

INTELLITONIC

Capabilities and Services

AGENDA

INTELLITONIC

- Overview
- Our Team


OUR PROCESS

CAPABILITIES

- Audits
- SEO
- PPC
- Web Dev
- Support


CLIENTS

CASE STUDIES



We speak search engine.

Search engine optimization
Pay-per-click advertising
Digital marketing


INTELLITONIC
intellitonic.com





INTELLITONIC

THE METHOD TO THE RADNESS

OVERVIEW

WHO WE ARE • WHAT WE DO

Our Mission

Our History

Intellitonic was founded in 2016 when a software engineer, a marketing project manager and an SEO expert came together to create an agile and adept marketing team. We've been delivering high-quality services to clients across the globe ever since. Our home base is currently in Bellingham, Washington, and we work internationally, having recently opened new branches in Brisbane, Australia, and Los Angeles, California.



WHAT WE DO

INCREASE RANKINGS, DRIVE CONVERSIONS & REPORT ON RESULTS

We help you achieve your goals.

We leverage our expertise in all things digital to help you shine online. Our work helps companies **improve their search engine rankings** and **increase conversions**, and we meet regularly with you to **review, report and iterate on results**.

WHY WE DO IT

WE ARE TRUE BELIEVERS

Simply put, we believe effective digital marketing, done with intention, makes the world a better place. Our work is premised on the principle that everyone deserves to be seen.



That belief informs everything we do, from our continuing work with nonprofits to our B Corp status. As a certified B Corp, we envision a global economy that uses business as a force for good.





INTELLITONIC

THE METHOD TO THE RADNESS

OUR TEAM

FOUNDERS • FULL TEAM

TEAM • THE FOUNDERS

Intellitonic was founded in 2016 when a software engineer, a marketing project manager and an SEO expert from a national newspaper were ready to approach digital marketing in their own way. With their combined experience, the three banded together to create an agile and adept marketing team that delivers high-quality service to clients all over the world.



Alex Bruner
FOUNDER & BIZ DEV

Alex managed a SEO, PPC and Social Media digital marketing agency, overseeing the web efforts of thousands of clients of all sizes, scopes and diverse needs. That experience taught him the value of being responsive, transparent and forward-thinking in helping clients reach their goals. He has a particular interest in assisting nonprofits via serving on boards, consulting work and helping them access Google Ad Grants.



Courtney Rambo
FOUNDER & DIRECTOR

Court's balance of business savvy, marketing vision, project management skills and Google Ads expertise combine seamlessly with her passion for client relationships. She leverages her organizational skills and productivity to meet the dynamic needs of our client base. A detail-oriented thinker and decision-maker, she provides invaluable day-to-day direction. She's both thorough and dedicated to a job well done.



Jared Keller
FOUNDER & PRINCIPAL

After transitioning out of the AI software company he founded, Jared brings to the team over 10 years experience in business management, software engineering and product development. His clear vision, intentionality and troubleshooting skills help balance and guide the team—and his software engineering background assists in him providing an unmatched level of client support.

In the last six years, our three founders have served in seven different board positions, locally and internationally!



TEAM • MEET THE TALENT

Intellitonic [operates with a team of 14](#) and continues to grow.



Spencer Klevgaard

TECHNICAL ACCOUNT
MANAGER



Carey Ross

SEO SPECIALIST



Matt Rudorfer

PAID SEARCH
SPECIALIST



Samantha Hale

ACCOUNT MANAGER



Alyssa Klimo

SEO SPECIALIST



Aida Cardona

SEARCH & SOCIAL
SPECIALIST



Habiba Sial

ACCOUNT & BRAND
MANAGER



Elizabeth Lee

ACCOUNT MANAGER



Marin Johnson

SEO MANAGER



Ariel de Anda

SOCIAL SPECIALIST



Wes Davis

WEB DEVELOPER





INTELLITONIC

THE METHOD TO THE RADNESS

CLIENTS

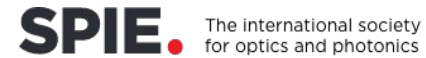
DIRECT RELATIONSHIPS & AGENCY PARTNERSHIPS

SAMPLE OF DIRECT CLIENTS • PAST & PRESENT

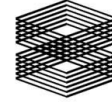
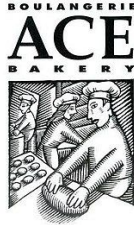


Our first AU client!

NONPROFITS



VIA AGENCY PARTNERSHIPS • PAST & PRESENT



TISHMAN SPEYER



ROCKEFELLER CENTER®



TOP OF THE ROCK
OBSERVATION DECK

We work as our own agency or as a seamless extension of our partner agencies.



CLIENTS • REFERENCES

DANIELLE SEAMAN

VP, Performance & Commerce Media • Mosaic / Acosta
danielle.Seaman@mosaic.com

PATRICK HUTTON

Director of Optimization • Lightning Digital
patrick@lightningdigital.com

ALLYSON MCKINNEY

Agency Services Director • Seattle Times
amckinney@seattletimes.com

SCOTT FOREMAN

Chief Executive Officer • Copacino Fujikado
sforeman@copacino.com

BELINDA ENGLEMAN

Vice President of Digital • Review Journal
benglman@reviewjournal.com

KEVIN COLEMAN

Program Director • SeaFeast
kevin@bellinghamseafeast.com





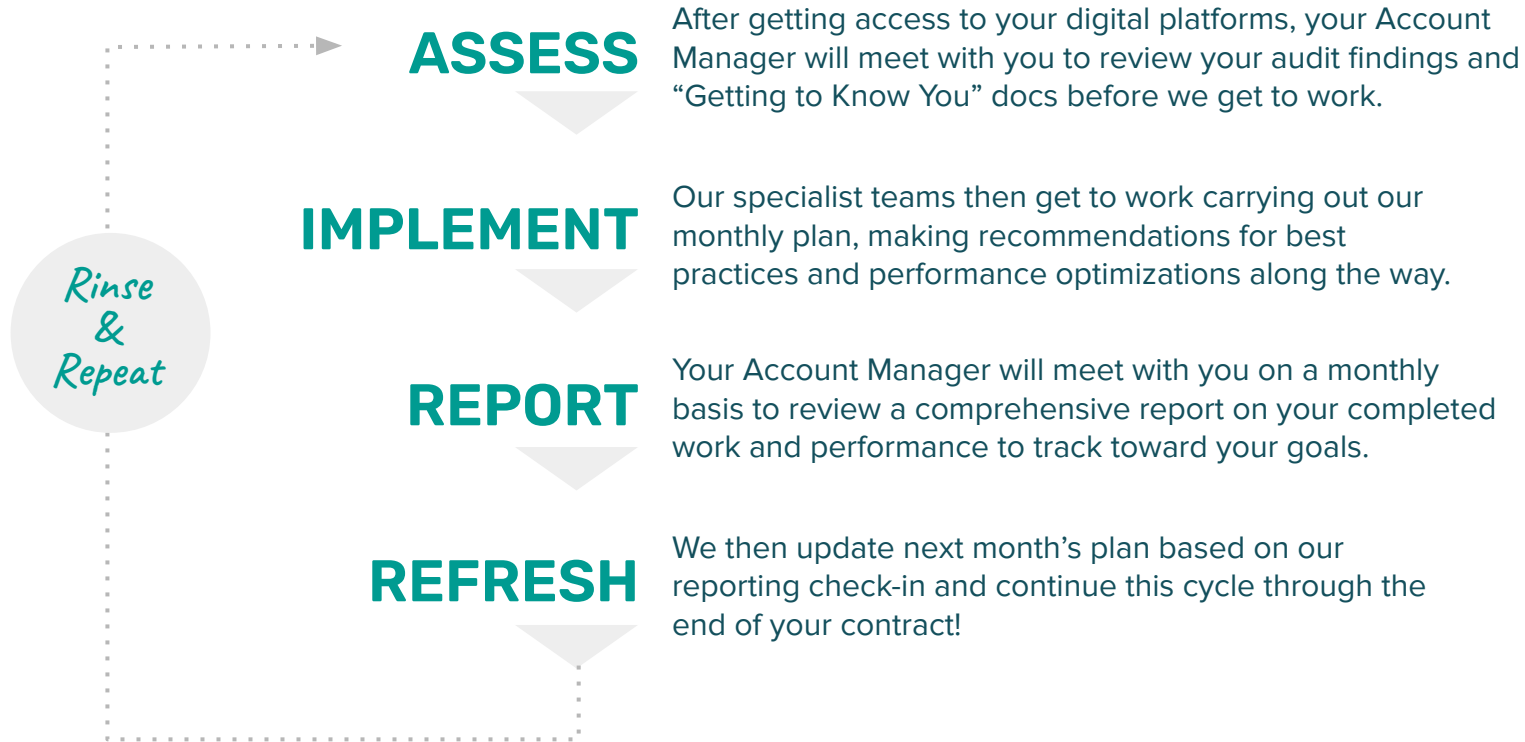
INTELLITONIC

THE METHOD TO THE RADNESS

OUR PROCESS

THE METHOD TO THE RADNESS

OUR PROCESS • WHAT TO EXPECT





INTELLITONIC

THE METHOD TO THE MADNESS

CAPABILITIES

PPC MARKETING • SEO • WEB DEVELOPMENT • CONSULTING

OUR CAPABILITIES • YOUR PRODUCTS



AUDITS

Review your entire online presence, including your website functionality and security, SEO, and digital marketing channels.

SEO

Optimize organic search results on Google and other major search engines, including YouTube and Amazon.

PPC

Create and maintain paid ads on major search engines and social media networks to attract and convert relevant audiences.

WEB DEV

Support new content or feature builds, platform migrations, troubleshooting, security, site speed, and more.

SUPPORT

We also love to consult on all things digital marketing and share our knowledge of ever evolving technology.



AUDITS

SCALABLE & CUSTOMIZED • EXAMINATION OF YOUR DIGITAL PRESENCE

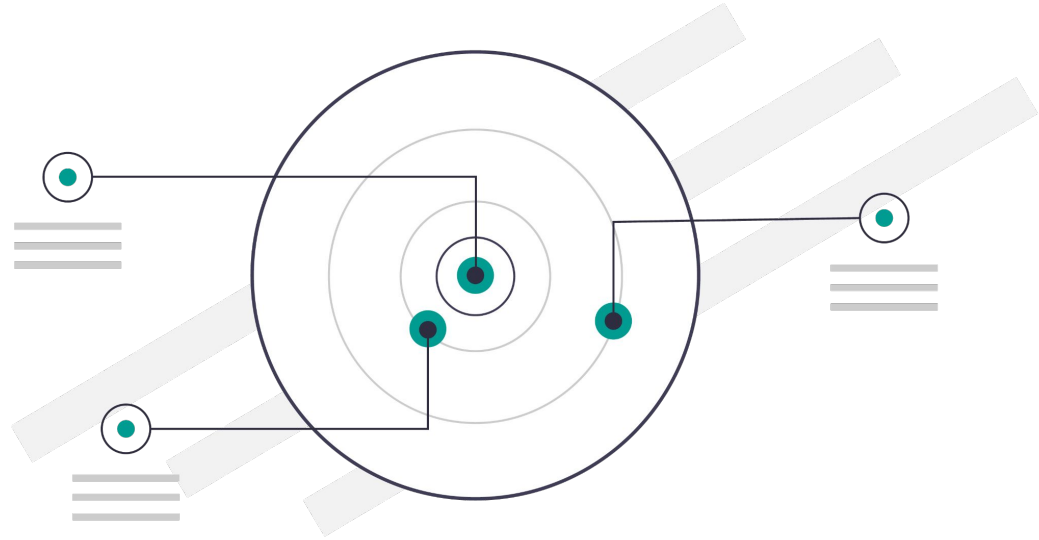


It all starts with a deep dive to find what's working and what's not.

ONLINE PRESENCE AUDIT

REVIEW, ANALYSIS AND RECOMMENDATIONS

We review your website and off-site presence to produce clear action items in order of importance: crucial website fixes, SEO strategy, and recommended advertising platforms.



AUDIT MENU • A LA CARTE OR BUNDLED

WEBSITE AUDIT

Review and audit website using industry best practices. Investigate, report and consult on or implement changes.

SEO AUDIT

Examination of the SEO standing of a website and how it can be improved. Includes keyword rankings, backlinks and places where further targeting is needed.

DIGITAL ADVERTISING AUDIT

Examination of off-site online marketing techniques, including social media, and exploration of untapped and un-optimized sources of customer traffic.

SECURITY AUDIT*

Review and audit of site security using industry best practices. Investigate, report and consult on or implement changes.

**This is a passive and preventative solution to most attack vectors and does not include any penetration testing.*



AUDIT MENU • ADA COMPLIANCE AUDIT

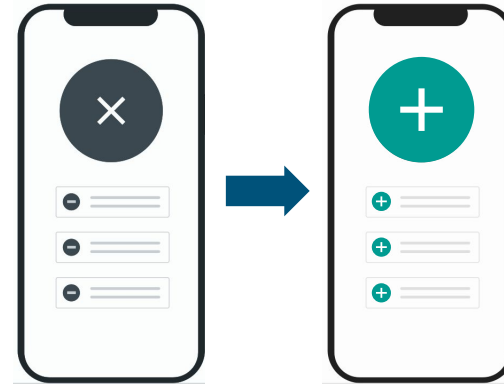
WEB ACCESSIBILITY AUDIT

REVIEW, ANALYSIS & RECOMMENDATIONS

Our website accessibility audit service creates a roadmap for your site to become ADA compliant and fully accessible to users of all abilities. Using the WCAG 2.1 Detailed Issue Tracker as a framework, the audit reveals gaps in these aspects of site accessibility:

- **Perceivable:** Presented in a way that's visible
- **Operable:** Any user can interact with all elements in the interface
- **Understandable:** The content and navigation on the site is intuitive
- **Robust:** Provides enough information for all users to comprehend

Web accessibility audits are offered in partnership with [Wandke Consulting](#).



SEO

SEARCH ENGINE OPTIMIZATION



SEO • WHAT THIS LOOKS LIKE

SEO AUDIT

We conduct an examination of your site's SEO standing and how it can be improved, taking a look at keyword rankings, targeting, backlinks, metadata and on-page content.

MONTHLY SEO CHECK

Our strategies are far from “set it and forget it”. Every month, we conduct a site health check for red flags and review successes and learnings to update our work plan strategy to address immediate fixes and adapt to meet your objectives.

DETAILED SEO REPORTING

After the end of the month, you'll meet with your account manager to review a full performance report to review KPIs as well as work completed and planned for the next period.



SEO • CONTENT TACTICS

KEYWORD RESEARCH

Deep dive into existing and potential keywords to improve rankings. Integration of keyword targeting onto existing pages in order to draw more of the target audience through organic search.

NEW PAGES & BLOGS

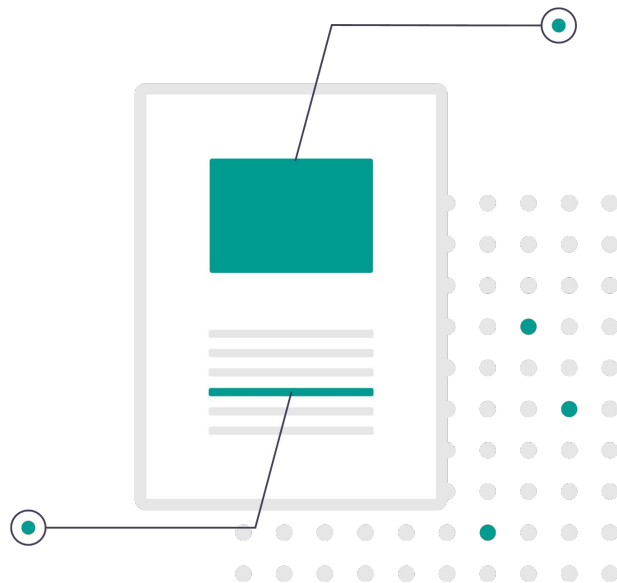
Content designed to target untapped search terms and incorporate them into a website's sales funnel.

METADATA

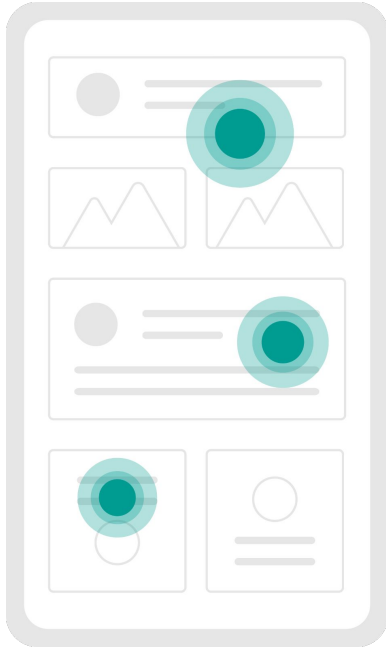
Individually keyword-targeted meta titles and descriptions to draw new audiences to website landing pages.

ALT TEXT

Image alt text incorporating page-level keyword targeting to draw rankings in image search and regular search.



SEO • DOMAIN AUTHORITY TACTICS



BACKLINK STRATEGY

Acquisition and pursuit of both general and high-value backlinks. The main factors determining backlink value are relevance by location and vertical, and domain authority of the referring website.

CITATION BUILDING

Boosting authority of the website by including mentions of your business and business information off-site.

NETWORK CONSOLIDATION

Taking a look at your full network of acquisitions, apps, international domains, and partnerships we identify opportunities to consolidate the strength of your SEO under your primary domain by setting up redirects.



SEO • TECHNICAL PERFORMANCE TACTICS

URL FIXES

Resolution of 404 errors, closing of 301 redirect chains and optimization of URLs to feature the primary keyword.

SITE SPEED FIXES

Examination of site factors like image size that could be negatively impacting user experience by slowing down load times.

USER-SESSION & HEAT-MAPPING STUDY

Analysis of the sales funnel of a website—the most common paths through the website, the paths generating the most sales, where users get stuck or abandon a sale, and factors leading to sales. Examines user-session and heat-map data on multiple devices and across platforms to produce action items to further improve the website's sales funnel.



SEO• PLATFORM-SPECIFIC

GOOGLE MY BUSINESS SEO

Keyword targeting, location optimization and management of Google My Business profiles to appear for a variety of customer searches.

PATREON SEO

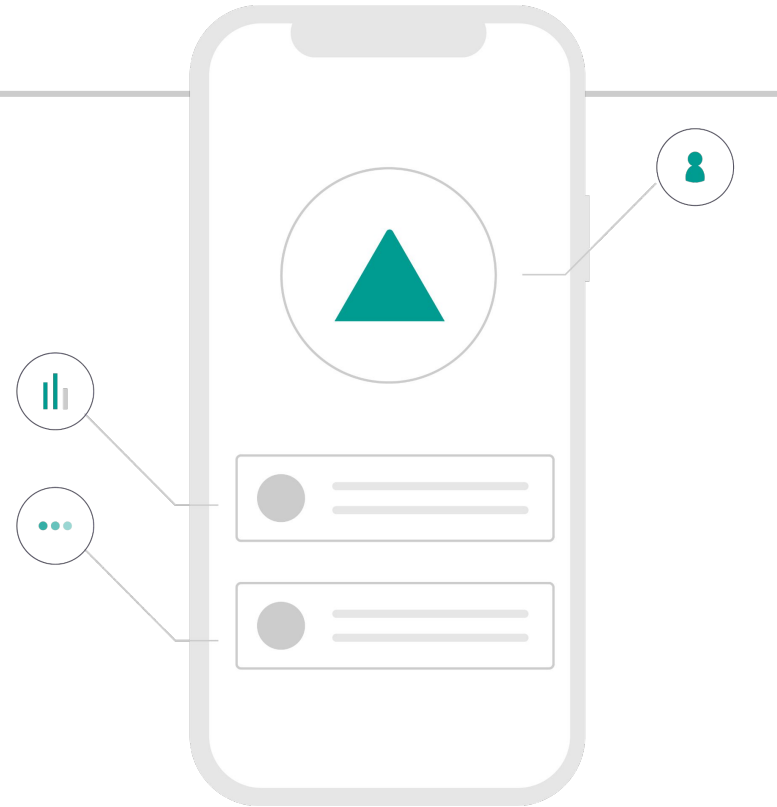
Web-presence management and consultation to make a Patreon account more visible to potentially interested parties and to draw new patrons.

YOUTUBE SEO

Targeting of YouTube pages for videos to appear both in search engine results and within the YouTube platform.

AMAZON SEO

Strategic keyword integration on Amazon product pages in order to boost appearances for relevant searches both in search engines and within the Amazon platform itself. Amazon SEO also improves Amazon ad results.



PPC

PAY PER CLICK MARKETING



PPC • WHAT THIS LOOKS LIKE

KEYWORD & COMPETITOR RESEARCH

Close inspection of competitor keyword ranking strengths, weaknesses and opportunities to inform strategy.

CAMPAIGN SETUP

Creating relevant ads crafted to satisfy search intent, drive quality traffic to landing pages and increase conversions.

CONVERSION TRACKING & OPTIMIZATION

Gain visibility into frequency, type and volume of conversions to see what keywords, ads and campaigns are driving user activity.



GOOGLE ADS & MICROSOFT ADS

Management of Google Ads (Search, Display, Video, Shopping/Performance Max) with ongoing A/B testing on the ad-group level to continually optimize the conversion funnel and drive website visits or sales.

AMAZON ADS

Advertising within the Amazon platform to prominently display products and stores for relevant searches. Includes manual and automatic product campaigns, Sponsored Brand and Sponsored Display. Amazon ads are best paired with Amazon SEO in order to optimize output from the Amazon ads algorithm.

GOOGLE AD GRANTS

Consultation on acquisition of Google Ad Grants for 501(c)(3) nonprofit organizations and management to maximize usage of \$10,000 monthly grant.

Did you know that nonprofit organizations can receive up to **\$10,000/month in FREE Google Ads?**

Yep. It's true.

And we help nonprofits make the most of it.



PPC • PAID SOCIAL

FACEBOOK & INSTAGRAM ADS

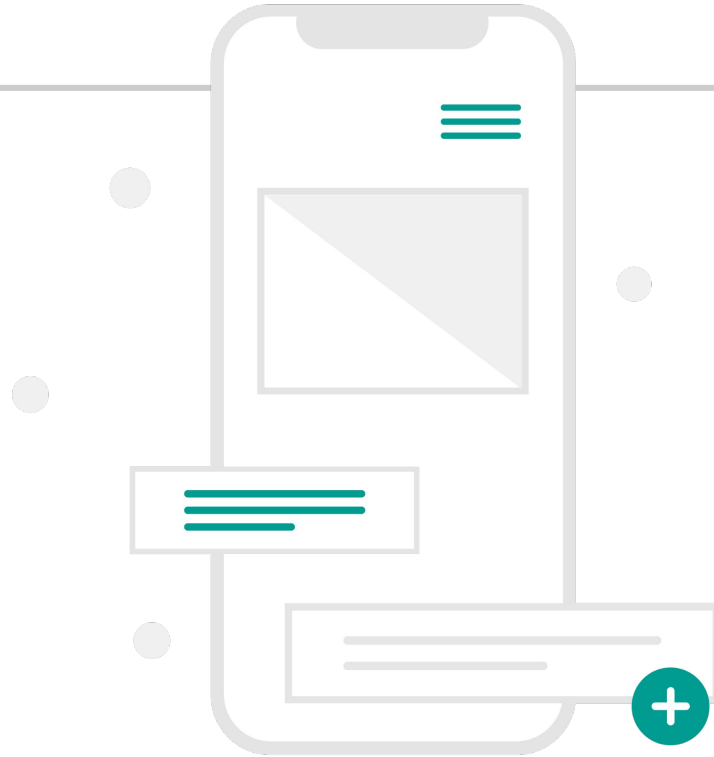
Management of Facebook and Instagram ads to draw sales from demographic audiences, lookalike audiences and remarketing.

PINTEREST ADS

Management of advertising campaigns including demographic audiences, lookalike audiences and remarketing.

LINKEDIN ADS

Management of LinkedIn ads to boost B2B sales with specified targeting, vertical-specific targeting and remarketing.



WEB DEVELOPMENT

SITE BUILDS • BRAND REFRESH • MIGRATIONS



WEB DEVELOPMENT

NEW SITE BUILDS

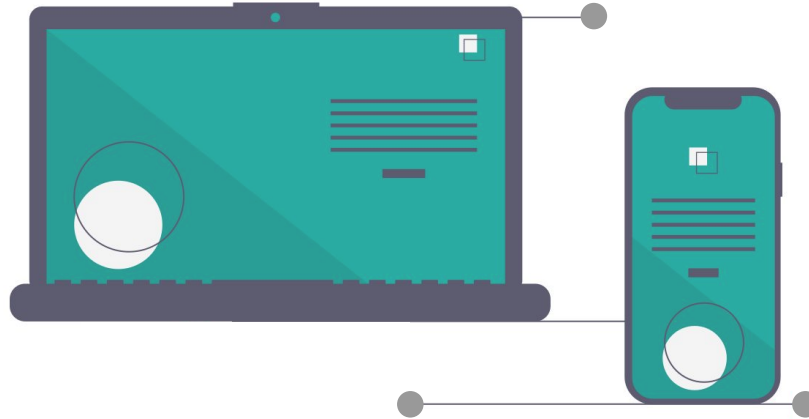
Build a new site entirely from scratch or add to an existing site with the design, features, functionality, and content updates.

THEME FLIP OR BRAND REFRESH

Refresh your site design and functionality while keeping existing content with a theme flip.

PLATFORM MIGRATIONS

End-to-end website migration between two services, from initialization to thorough testing and SEO-centric redirects.



WEB DEVELOPMENT • OPTIMIZING

SITE SPEED & WEBSITE OPTIMIZATION

Improvement of the loading speed and responsiveness of a website by optimizing items loaded, the order loaded and where it loads from.

WEBSITE HOSTING & UPDATES*

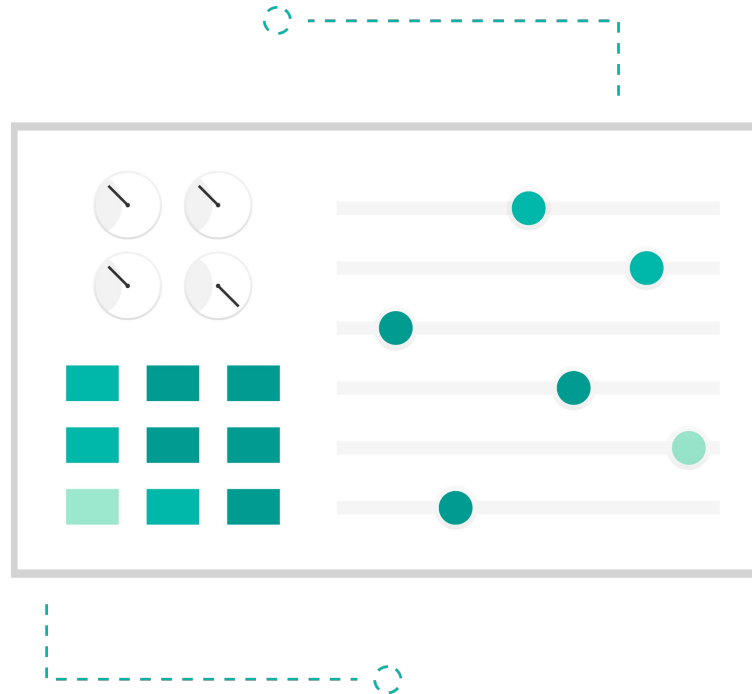
Managed website hosting, automated updates and access through WP Engine.

**Hosting solutions do not extend to any websites containing HIPAA information or regulated financial institutions.*

WEBSITE SECURITY AUDIT*

Review and audit of website security using industry best practices. Investigate, report and consult on or implement changes.

**This is a passive and preventative solution to most attack vectors and does not include any penetration testing.*



SUPPORT

TRAINING • CONSULTATIONS



CONSULTATIONS

We consult on any of our services, either as a deep dive or how-to training for your team. Consultations we provide:

SEO BEST PRACTICES

A class for website managers and editors on how to keep your website in top shape. Best practices for adding new content, deleting pages and day-to-day website updates in order to maintain keyword rankings and set the stage for continued growth.

BACKLINK STRATEGY CONSULTATION

One-on-one consultation on who to reach out to and how in order to acquire high-value backlinks from partners, clients, nonprofit organizations and influencers of different calibers.



We constantly work to improve our craft and hope to help you improve yours, too.





INTELLITONIC

THE METHOD TO THE RADNESS

CASE STUDY 1

GOOD NATURED • SUSTAINABLE FOOD PACKAGING • CA & US

CASE STUDY • GOOD NATURED™

ABOUT

Canadian-based and U.S.-focused company that offers bioplastics and compostable food containers.

THE GOAL

Attract self-serve customers, draw investors and generate quality sales leads in an emerging market.

THE CHALLENGES

The client joined us with two target geos and **three websites**: one for Canadian customers, one for U.S. customers and a separate site for investor relations.

OUR METHODS & RECOMMENDATIONS

GOOGLE ADS & SHOPPING

Keyword research, campaign creation including ongoing ad iterations and keyword targeting.

FACEBOOK ADS

Create ads increasing brand awareness and targeting niche industries utilizing their brand assets. Retarget relevant audiences.

SEO

Keyword research, keyword optimized meta data, on-page optimization and content review, backlinks and citations, improve site speed, Google My Business optimization, and more.

Most recently, we were able to facilitate a successful site transition to Shopify Plus, consolidate and improve the user experience. This allowed us to increase platform spends and the focus on SEO to take their brand to the next level.



CASE STUDY • GOOD NATURED™

RESULTS

Not only increased their users with our multi-pronged approach, but **increased revenue** and keyword rankings while maintaining strong pages/sessions, session duration, and bounce rate.

Pages / Session

2.38



Avg. Session Duration

00:01:45

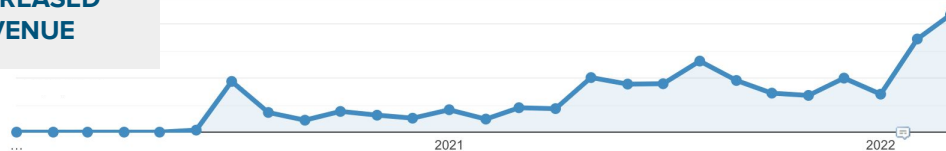


Bounce Rate

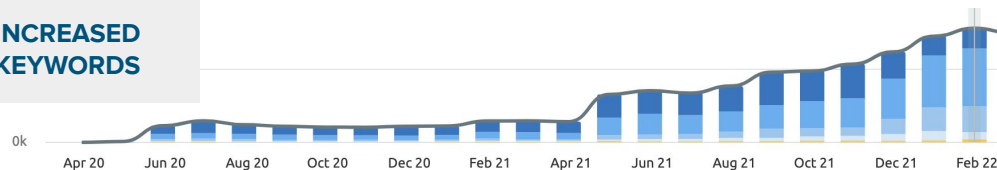
53.63%



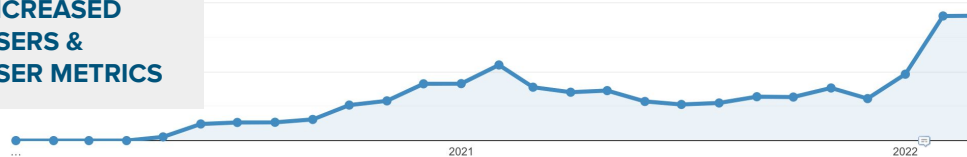
INCREASED REVENUE



INCREASED KEYWORDS



INCREASED USERS & USER METRICS



CASE STUDY • GOOD NATURED™



good natured Products Inc.

Sponsored · 🌱



Left something behind? 🤔 Shop best sellers made of the highest possible percentage of renewable, plant-based materials 🌱

No BPAs, phthalates, or other chemicals of concern!



1.75" Treat Package - 12
For those who t...

[Shop now](#)



Simply Single
The des



Like

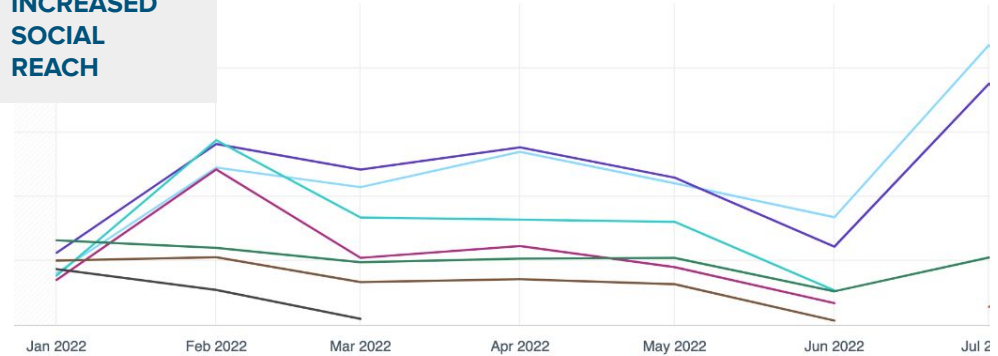


Comment



Share

INCREASED SOCIAL REACH



naked as nature intended



Making Better Everyday

[Shop now](#)



Stackable
Nesting bases & lids design to stack easily without sacrificing volume or visibility.

Crush Resistant
Designed to resist damage during transport & can be stacked high.



goodnaturedproducts.com
Compostable Packaging for Bakers 🍪

[Shop now](#)



Shop our Summer Sale!

[Shop now](#)





INTELLITONIC

THE METHOD TO THE RADNESS

CASE STUDY 2

SPIKEBALL • SPORTING GOOD KIT • US, CA, UK, DE

CASE STUDY • SPIKEBALL

ABOUT

U.S.-based sporting goods company with over 4 million players and 150 tournaments internationally.

THE GOAL

Attract online customers and generate quality sales leads while protecting brand sanctity amid a rise in market competitors and rogue sellers.

THE CHALLENGES

The client needed a strategy to enhance their Amazon sales in the US, UK, CA, and EU but also to improve their sales on their own website so they could shake their perceived “ad addiction”.

OUR METHODS & RECOMMENDATIONS

GOOGLE ADS

Keyword research, campaign creation including ongoing ad iterations and keyword targeting to increase brand awareness across the US, CA, UK/DE markets, using both Search and Shopping/Performance Max.

AMAZON ADS

Creation of manual and automatic product campaigns, Sponsored Brand and Sponsored Display to generate sales and target major competitors and knock-off products.

SEO FOR AMAZON AND GOOGLE

One of the clients chief concerns was that their marketing stack would swing too heavily into paid components while leaving their organic to languish. Their long term goal is to reclaim some of their sales back in their owned channels. We pivoted recommended strategy to include SEO in an effort to improve domain authority following several acquisitions, while boosting the performance of all existing paid ad campaigns.



CASE STUDY • SPIKEBALL

RESULTS

Not only increased their quality site users, but increased ad conversions and ROAS while maintaining strong pages/sessions, session duration, and bounce rate.

Pages / Session

3.58

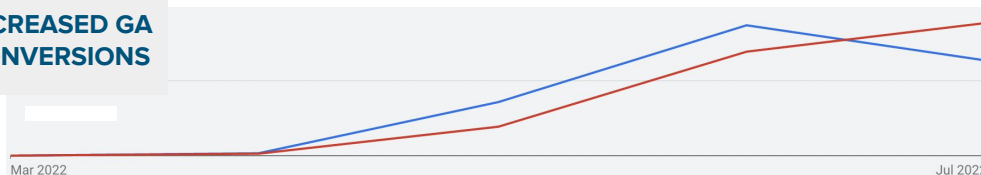
Avg. Session Duration

00:01:24

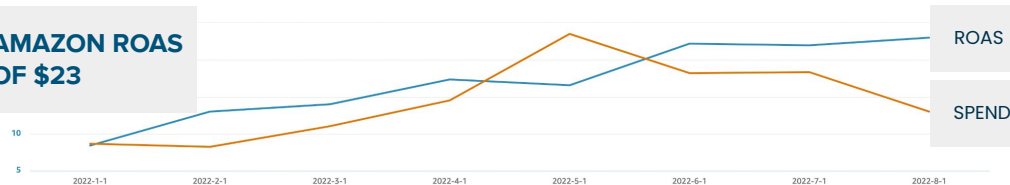
Bounce Rate

9.91%

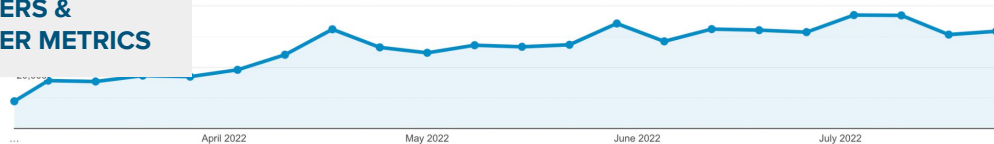
INCREASED GA CONVERSIONS



AMAZON ROAS OF \$23



INCREASED USERS & USER METRICS





INTELLITONIC

THE METHOD TO THE RADNESS

CASE STUDY 3

THE TICKET • NEW WEBSITE FOR THE SEATTLE TIMES • SEA

CASE STUDY • THE TICKET

ABOUT

The Seattle Times wanted to launch a new website that looked and felt completely different from their own while encouraging people to get out and enjoy the surrounding city.

THE GOAL

Launch a new website powered by ads and ticketed events.

THE CHALLENGES

A quick turnaround (less than 6 months) to make content work with ad placement and event copy across a responsive design.

OUR METHODS & RECOMMENDATIONS

DESIGN

Worked with the Seattle Times' website designer to understand and improve their Figma file - consulting on user experience, functionality, site speed, and layout.

BUILD

Made the design into a functioning website with ad placement and links to ticketed events within a new platform (Evvnt). Made the backend easy to use for The Ticket Editors to add new content via templates.

LAUNCH

Made the website live ensuring no broken links, site delivering ads, and Google Tag Manager and Google Analytics was live for ongoing tracking.

SUPPORT

Offering ongoing support as needed for new functionality and more.



CASE STUDY • THE TICKET

Ads via Google Ads
Manager



the
Ticket

Top Picks

Calendar

Neighborhoods

Planners

Getaways

+ Add Your Event

Newsletter

Sidebar widget only
viewable on widescreen

Top Picks

We found the best things to do around Seattle. Got a tip? Tell us at theticket@seattletimes.com



"They're Out There" Film Series @ Bainbridge Island Museum of Art

Aliens are invading Bainbridge

Sign Up



SAM Remix @ Olympic Sculpture Park

Party next to sculptures under moonlight

Sign Up Sign Up



Lowrider Block Party @ Nepantla Cultural Arts Gallery

Break out the Impalas

Seattle Planners



How to Get Down on a Monday in Seattle

One word: Motown

Party Animal



A Staycation Inside a Renovated School in Bothell

Say hey to Senator Patty Murray in Room 214

Date Night

Party Animal



A Walking Tour of Public Art in South Lake Union

Turn SLU into your own museum for the day

Artzy

Walk the Walk



A Summer Date Night Along the Light Rail

Date night has never been so light

Date Night

Sporty

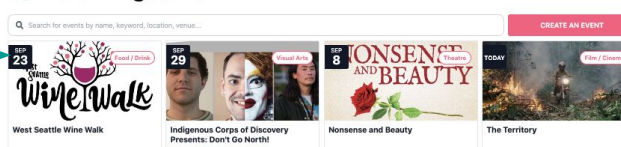
Discover More Planners

Articles created from
templates

Integration with
MailChimp

Integration with evvnt
platform (Evvnt)

More Things to Do





INTELLITONIC

THE METHOD TO THE RADNESS

CASE STUDY 4

ROUNDUP RIVER RANCH • NONPROFIT • US

CASE STUDY • ROUNDUP RIVER RANCH

ABOUT

Roundup River Ranch is a 501c3 nonprofit that offers **FREE** old-fashioned, pure fun camp experiences for children with serious illnesses and their families.

THE GOAL

Drive high quality traffic to the site by utilizing more of the free \$10,000 available to them through the Google Ad Grant for Nonprofits.

THE CHALLENGES

The client's previous agency had “tried everything”, but couldn't get ad spend over \$40 per month.

OUR METHODS & RECOMMENDATIONS

GOOGLE ADS

Keyword research, campaign creation including ongoing ad iterations and keyword targeting to increase brand awareness across Colorado and the US, specifically targeting medically vulnerable youth and families, high earning donors and supporters of cancer fundraising.

SEO

Keyword research, keyword optimized meta data, on-page optimization and content review, backlinks and citations, improve site speed, Google My Business optimization, and more.



CASE STUDY • ROUNDUP RIVER RANCH

RESULTS

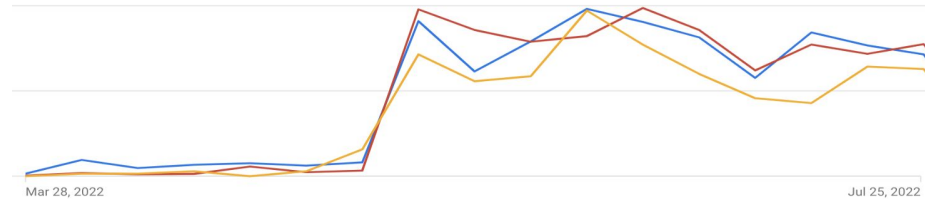
Increased ad spend and ad engagement as well as quality site users while maintaining strong pages/sessions, session duration, and bounce rate.

Impressions from ads are **up +3,887.84%** from March to July 2022.

Ad grant spend is **up +11,185.16%** from March to July 2022.

Web visits from new users are **up 4,023.81%** from March to August 2022.

INCREASED AD GRANT ENGAGEMENT



INCREASED MONTHLY AD GRANT SPEND



INCREASED WEB SESSIONS OF PAID SEARCH





As a certified B Corp, we envision a global economy that uses business as a force for good.

intellitonic.com • 360-305-3515 • sales@intellitonic.com