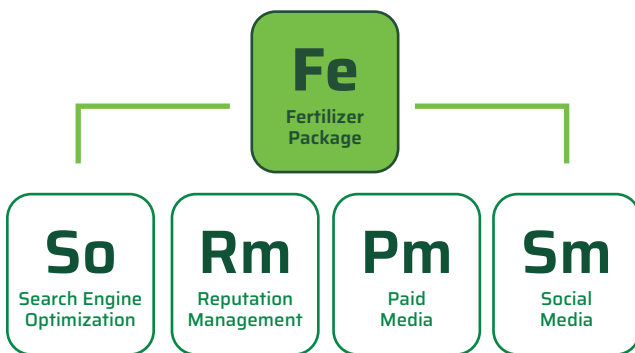


# Fertilizer Package (12 weeks)

The Fertilizer Package (Fe) is a customized package designed to align and scale an organization's online marketing. Fe is designed specifically for youthful organizations preparing to scale their online marketing. The correct foundation is necessary to eliminate risk of poorly managed online campaigns and Fe provides the appropriate tools, structure and content to successfully scale brand and influence.



## COMBINED PACKAGES

The Fertilizer Package takes the initial (and most relevant) deliverables from four of our packages - Reputation Management (Rm), Social Media Management (Sm), Search Engine Optimization (So), and Paid Media Management (Pc). The combination of these products provides a systematic foundation for scalable growth.



## KEY DELIVERABLES

- All necessary Google Integrations setup
- Relevant and target keywords identified/tracked
- Upgraded/Improved SEO best practices
- Accurate Google and 40+ directory business listings (map pack)
- Google Business Profile Optimized
- Google E-A-T approved content, linking, and keyword optimized content
- Branded social media position and opportunity audit/report
- Scientific calculated paid marketing audit/report

TOOLS



MOZ



team@thegreenhouseuvu.com



(801) 863-6591



TheGreenHouseUVU.com



## POTENTIAL IMPACT

- Domain Authority Ranking/Improvement
- Keyword Ranking
- Site Traffic
- Google Business Profile visits/leads
- Google Map Pack Ranking
- Reputation Score



## REQUIREMENTS

- ✓ Access to Website/Domain
- ✓ Gmail Account
- ✓ Social Media Account Access
- ✓ GA4
- ✓ Google Search Console



“ Having been in the digital marketing industry for a while, it's nice to know UVU is building the right foundations for success, when I see too many companies leap before they're ready to land. Thank you. ”



**Greg Johnson**  
RJM Designs



## STANDARD PRICING

# \$3000

## Included

- Partner Portal
- Metric Tracking
- Dashboard
- Project Management

# About The Green House

The Green House (TGH) is a marketing agency sponsored by Utah Valley University and run by its students. Its approach combines the impact of the largest university in Utah with the resourceful skills of marketing students and industry experts. The Green House assists organizations by improving their online marketing presence, fortitude, and evolution.