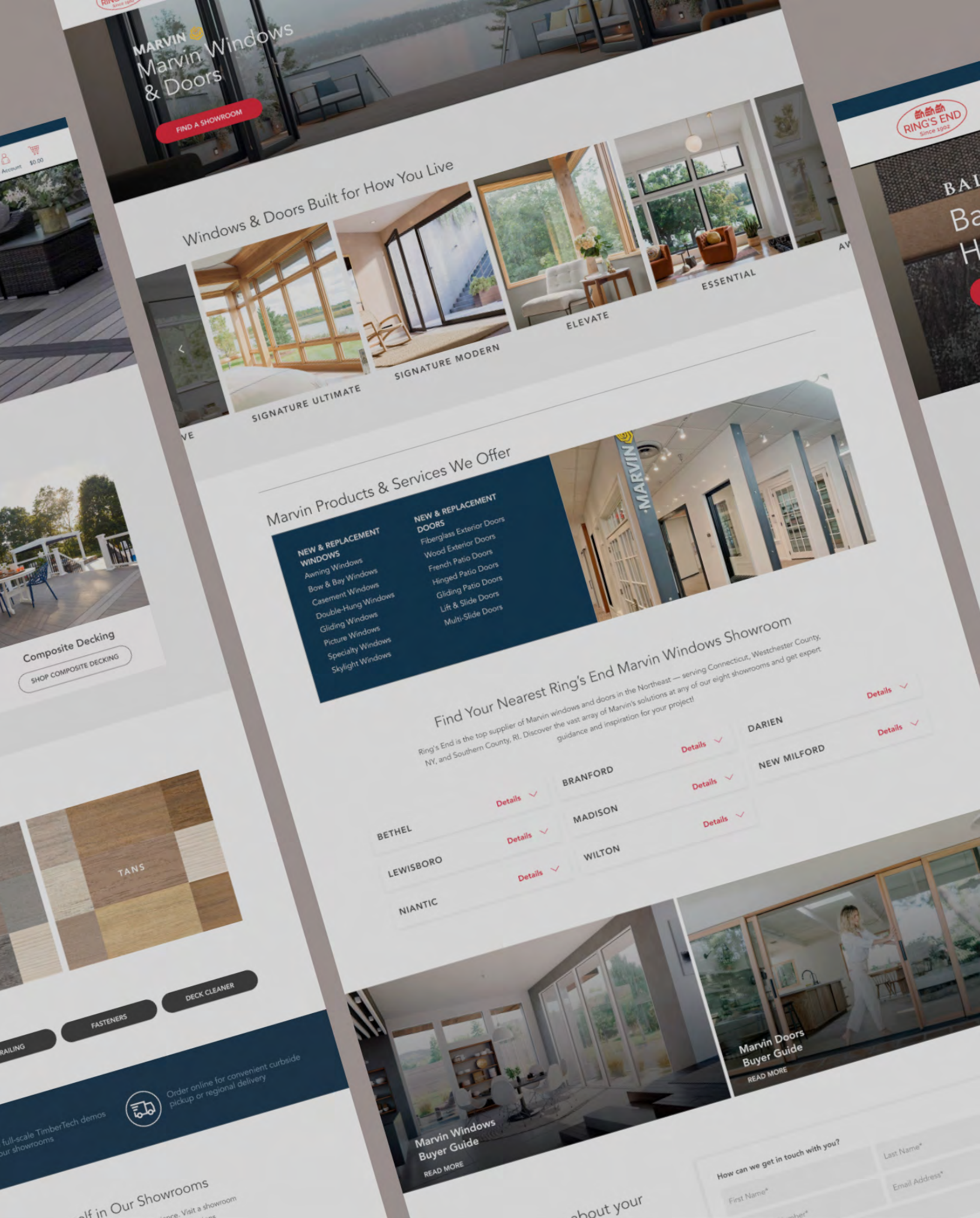




sitemap.io

Marketing Services
& Capabilities

WWW.SITEMAP.IO



Discover a collaborative marketing partner driven to see you succeed.

WEB DESIGN / PAGE 4 /

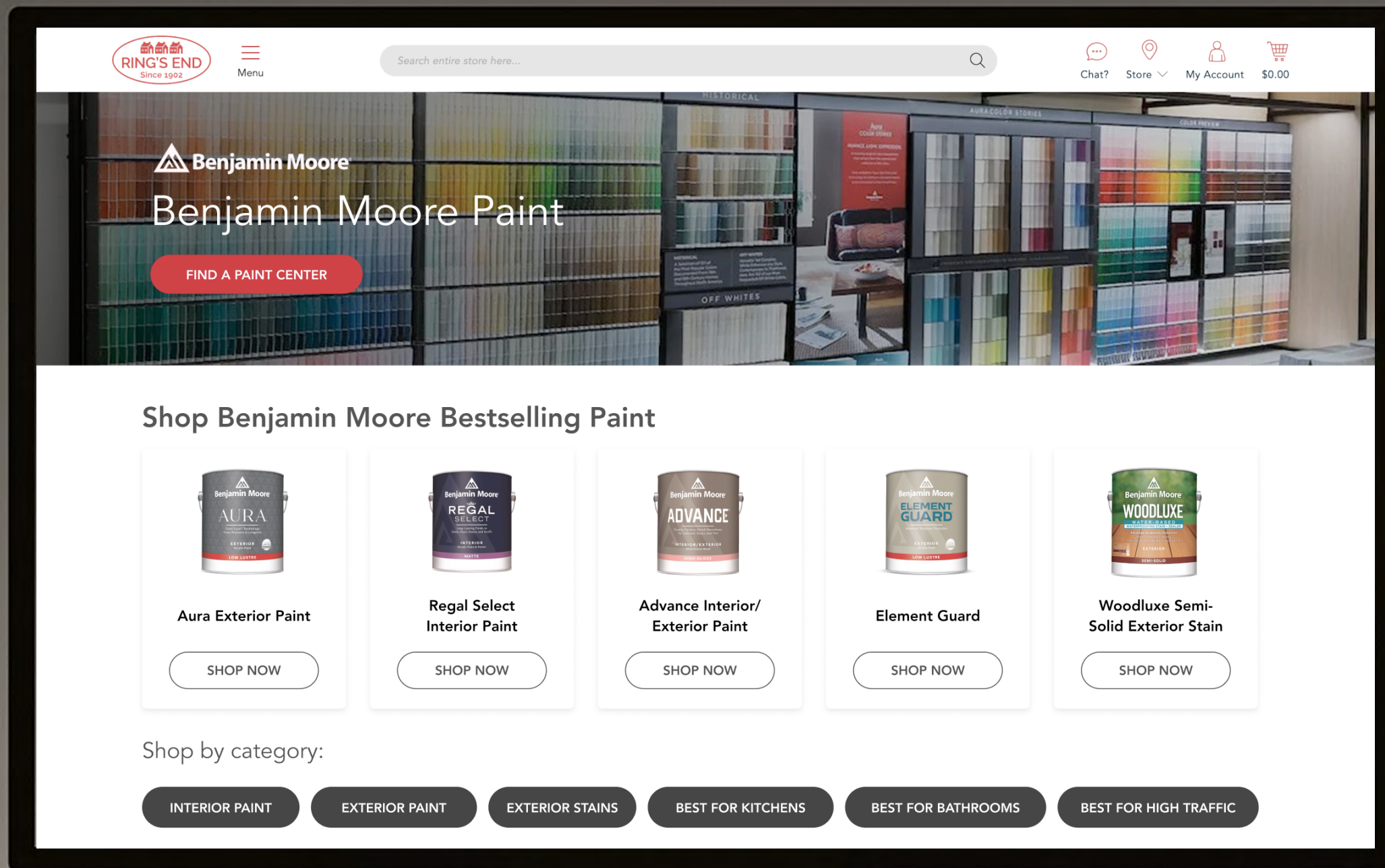
We design and develop high-end websites. There are no cookie-cutter plans here. We view each project with fresh eyes to create the right mix of creative content, design, and SEO to meet your needs.

SEARCH ENGINE OPTIMIZATION / PAGE 10 /

Our SEO strategies combine technical expertise, content strategy, and authority-building to improve your search visibility and attract qualified prospects throughout their buying journey.

PAID ADVERTISING / PAGE 16 /

Our comprehensive paid advertising strategies are built to align with your sales funnel and business objectives. We focus on precise targeting, creative messaging, and continuous optimization to deliver PPC campaigns that generate measurable returns on your marketing investment.



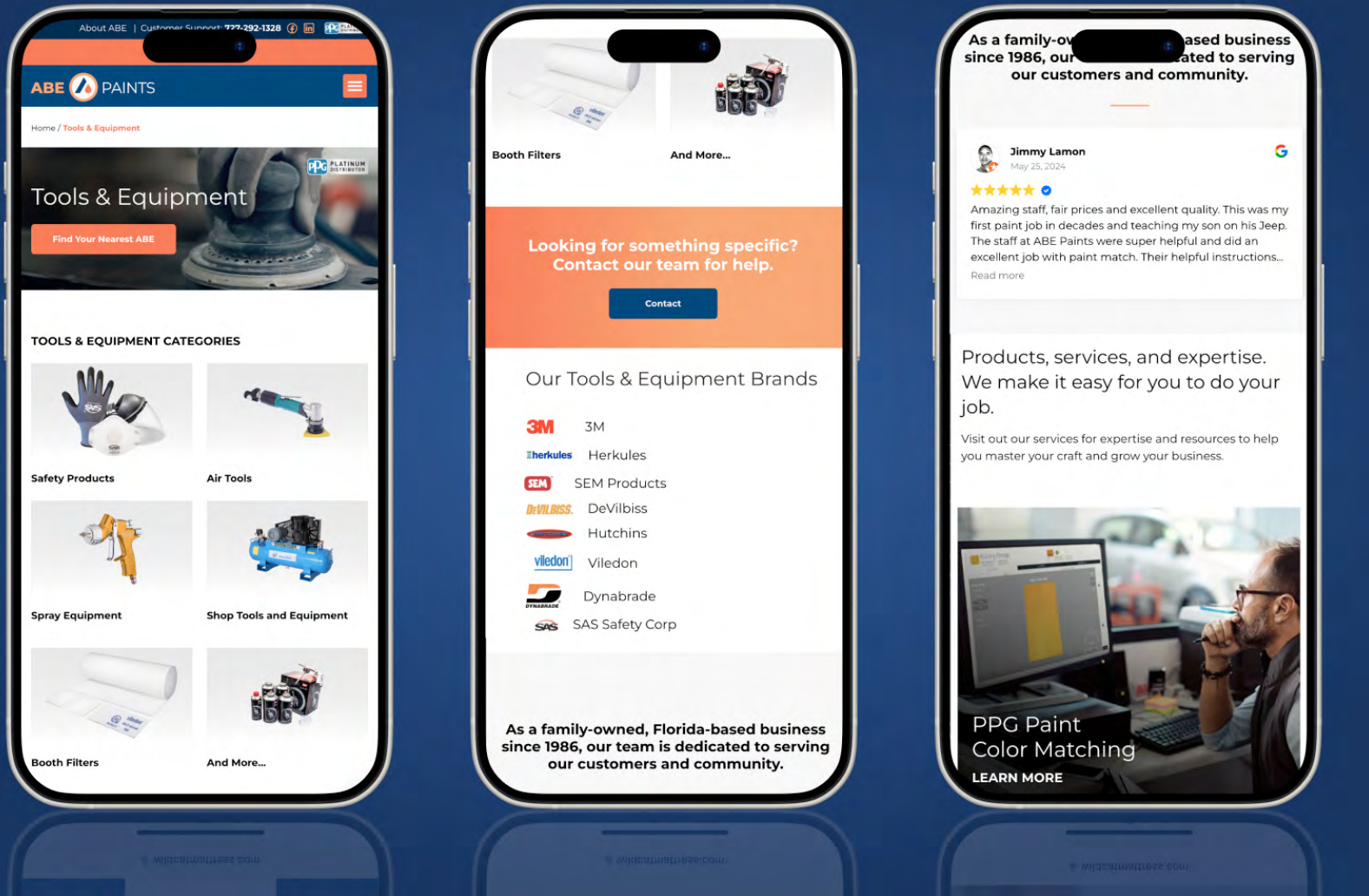
Web design

We design and develop high-performing websites with specialties in eCommerce and B2B sites. Every design is custom-made for the business's needs and built to the highest standards for SEO, technology, and performance.

- Custom UX/UI Mockups & Prototypes
- SEO & Migrations
- Responsive, Mobile-Friendly
- API Integrations
- eCommerce Design & Development
- WordPress, Shopify & Magento
- Hosting & Support

“Sitemap.io has been an incredible company to work with! Their help with our SEO, website, and everything online-related has been so very valuable to our company. Thanks for all you do!”

PRECIOUS WATSON-MURPHY
HR Director, ABE Paints



WEBSITE DESIGN BY SITEMAP FOR ABEPAINTS.COM

Why Choose Sitemap for Your Website

Sitemap is all-in-one agency delivering premium design, creative copywriting, and expert technical SEO. This combined expertise works together to create a powerful online experience that grows your business.

All of our work is custom-made in-house for you – no cookie-cutter templates or robot-generated content. We work hand-in-hand with you to create a website that you are 100% satisfied with.

SERVICES INCLUDED

Benchmarking & Competitor Analysis

In-depth market research, Stakeholder surveys, Competitor audits

Website Architecture Mapping

User behavior analytics, Comprehensive sitemap with SEO-friendly site structure, Keyword research integration, URL optimization

Keyword Research & Optimization

SEO metadata optimizations, Analytics tracking installation, Image alt text optimization, Subcategory research & recommendations

Custom Website Design

Wireframing and prototyping, Custom mockups, Website style guide

Website Copy and Optimization

Brand messaging, Keyword research, SEO Content optimizations, Technical SEO, SEO blogs

Website Development

Platform setup or migration, Testing and quality assurance, Secure coding practices, Accessibility compliance, Data privacy compliance, Website performance reporting & analytics, Domain assistance, Server migration

PLATFORMS

WORDPRESS

SHOPIFY

MAGENTO

BIGCOMMERCE

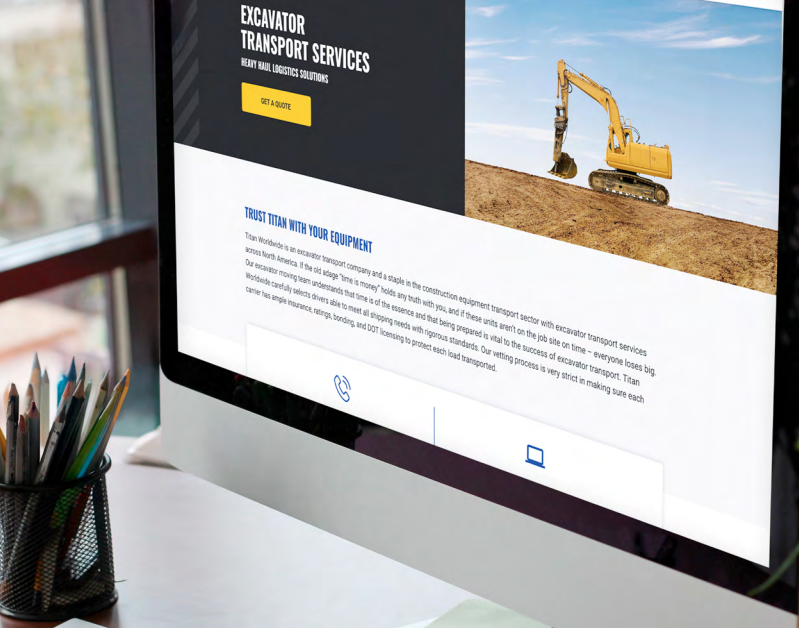
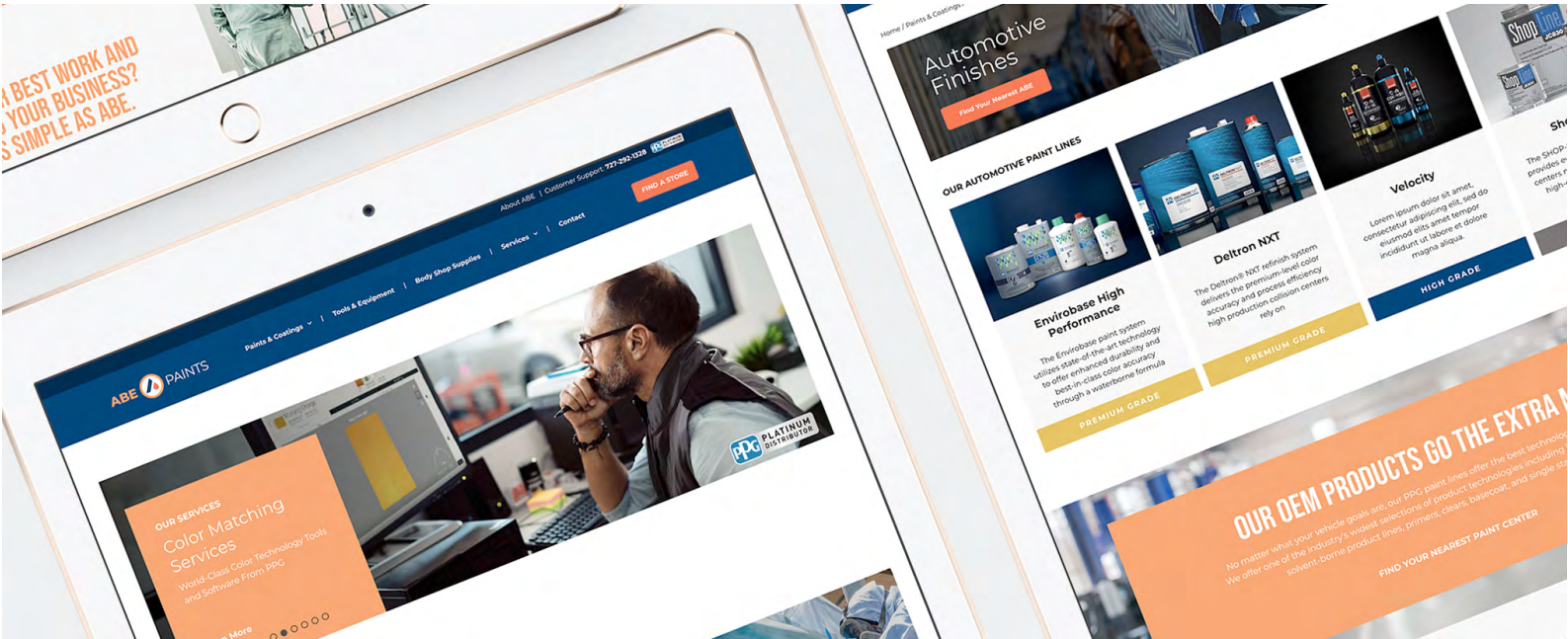
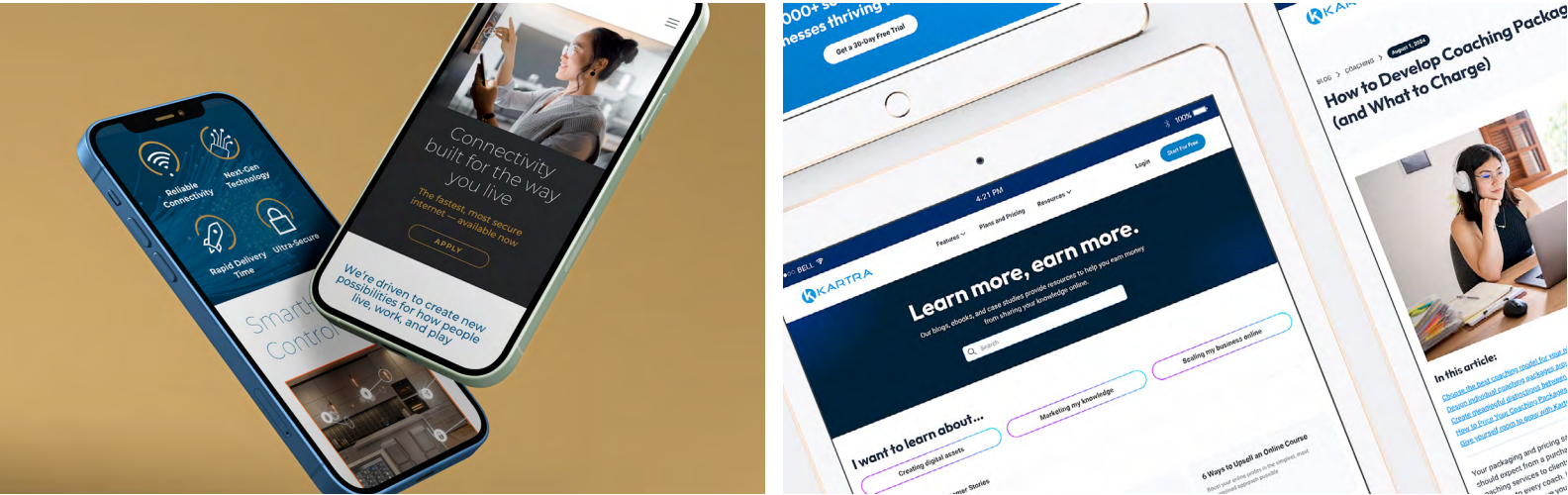
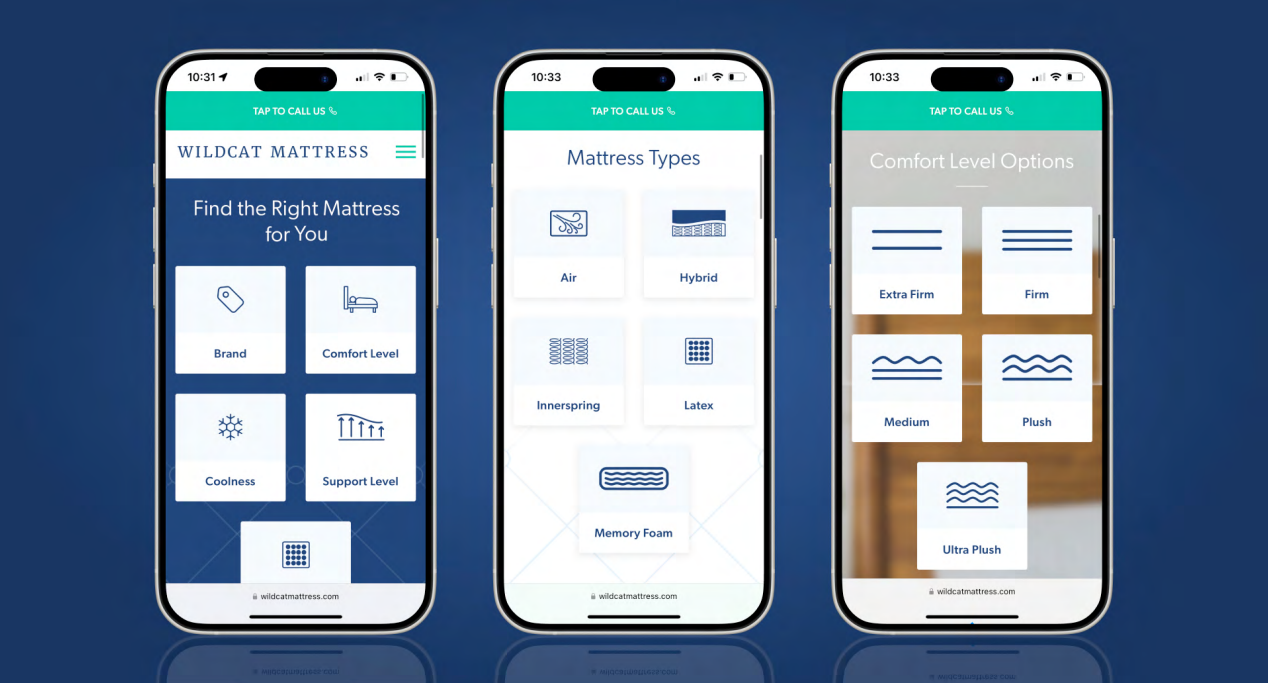
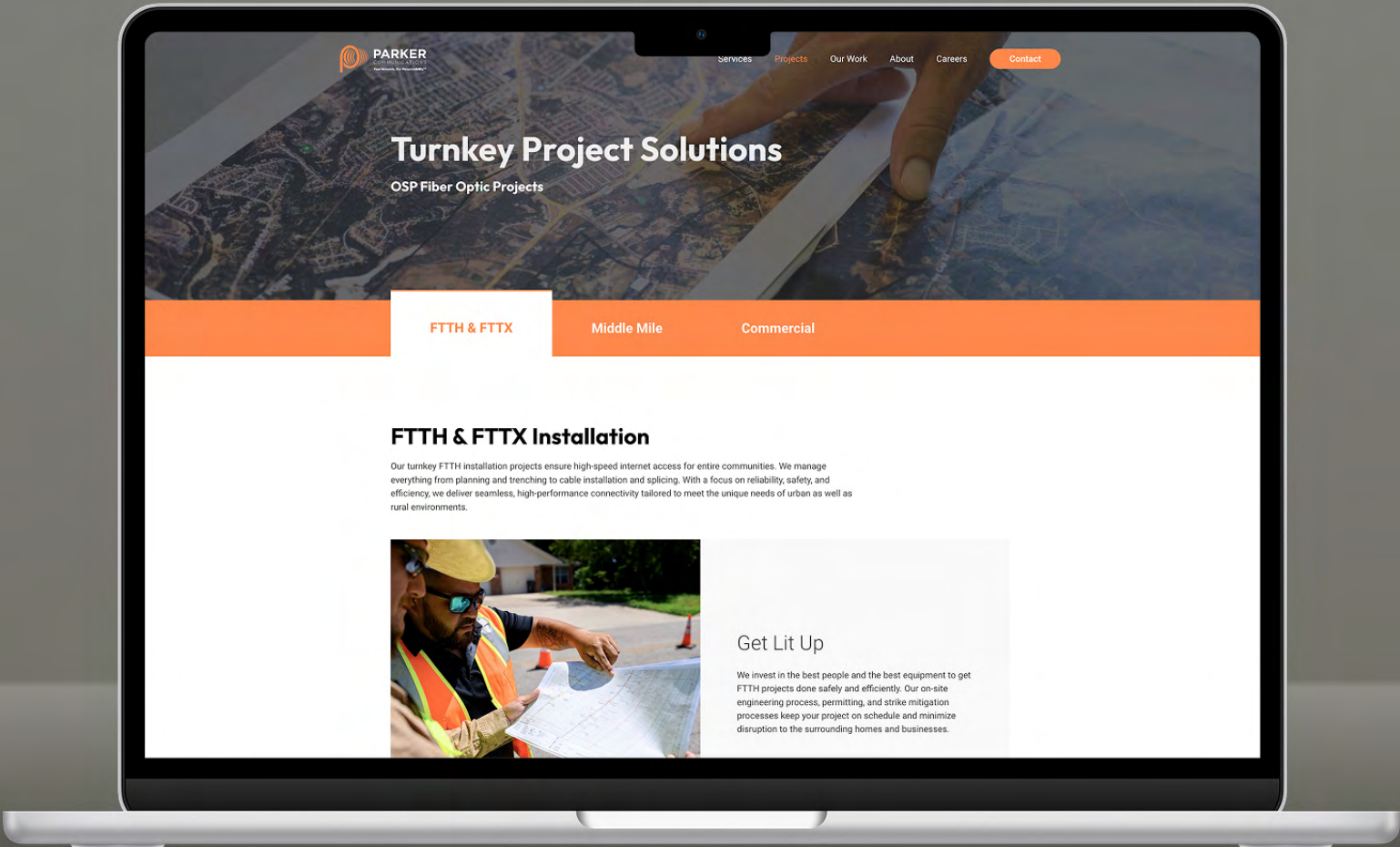
HOSTING & SUPPORT

AFFORDABLE, SECURE HOSTING

SOFTWARE MAINTENANCE

ONGOING SUPPORT PACKAGES

WEBSITE DESIGN HIGHLIGHTS



From top to bottom, left to right:

- parkercommunications.com
- abepaints.com
- wildcatmattress.com
- privatefiber.com
- kartra.com
- titanwww.com

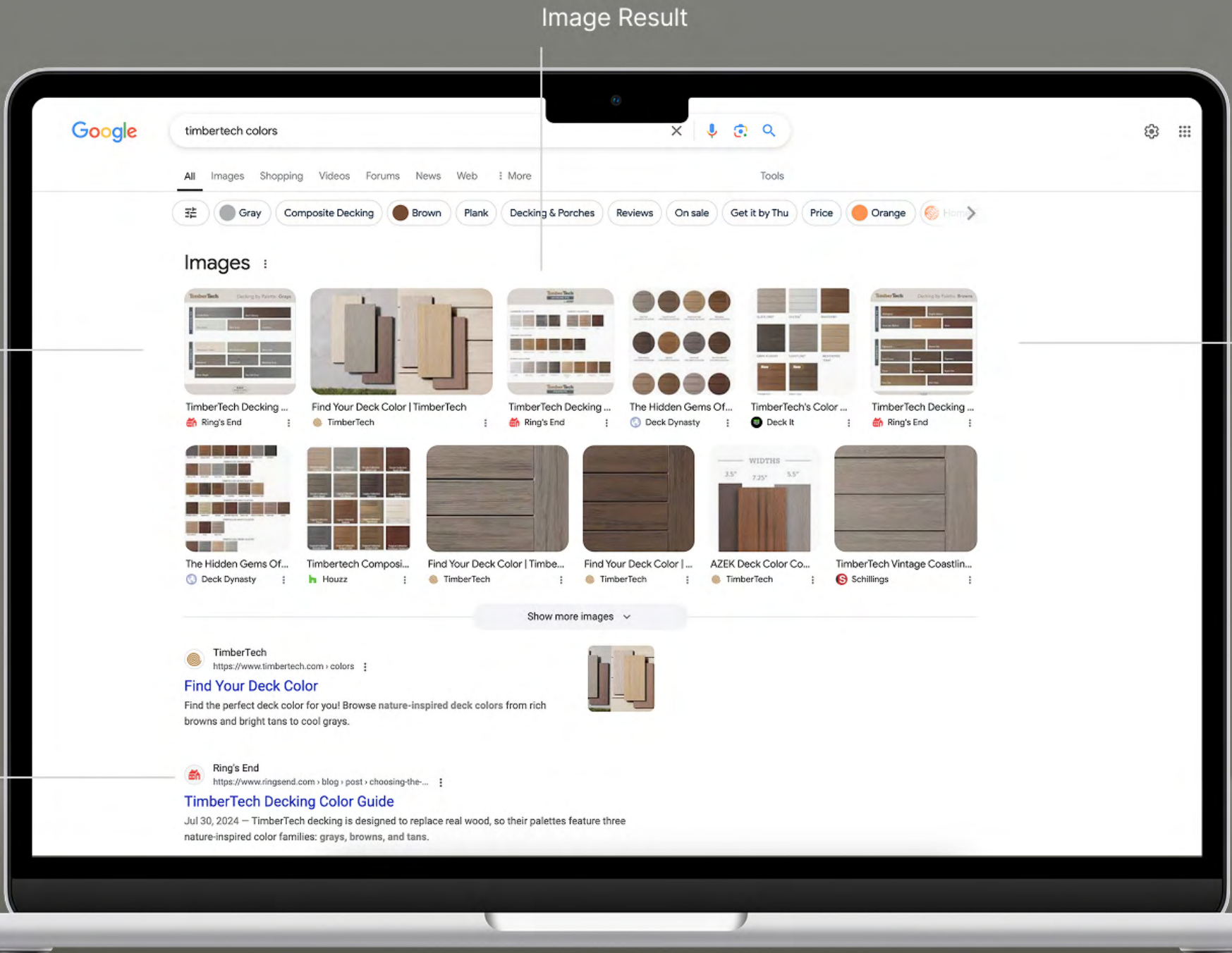
Search engine optimization

Our SEO strategies combine technical expertise, content strategy, and authority building to improve your search visibility and attract qualified prospects throughout their buying journey.

- Technical SEO
- Local SEO & GBP Optimization
- Google Merchant Feed
- Content Strategy & Creation
- Organic Lead Generation
- Link Building
- SEO Audits
- Keyword Research

“Sitemap is our SEO agency, and I would say they are more than that to us at this point. They are a key partner in the strategy to expand our presence.”

KELLEY SCHULTZ
VP of Marketing, Genesis Digital





SEO RESULTS BY SITEMAP FOR PARKER COMMUNICATIONS

Why Choose Sitemap for Your SEO & Content Marketing

Working with Sitemap gives you instant access to a treasure trove of experience gained from years in the SEO trenches. We're experts at anticipating and adapting to changes in search algorithms.

We help you understand which competitors are your biggest online, what they are doing to grow their business, and how you can outperform them.

We are laser-focused on finding the action strategies that will have the greatest impact on your goals. And our all-in-one marketing services deliver turn-key implementation to maximize results.

SERVICES INCLUDED

SEO Audit & Strategy

Audit of digital footprint including website, paid ad performance, email engagement, and any other digital marketing initiatives; Complete SWOT analysis with strategy recommendations

Keyword Research

Industry-specific keyword discovery for local, shopping, and informational searches; Keyword optimization reports, Brand position including competitor rankings

Technical SEO

Website crawls, Custom analytics dashboards, SEO meta data optimization, Image optimization, Ongoing support

Content Strategy

Customer journey funnel mapping, Quarterly content roadmap, Target keywords with relevant CTAs

Content Creation

Expert research, Original writing, Multi-format content including articles, white papers, lead magnets, and email campaigns

GLOBAL SEO

ECOMMERCE SEO

GOOGLE MERCHANT CENTER

CONTENT MARKETING

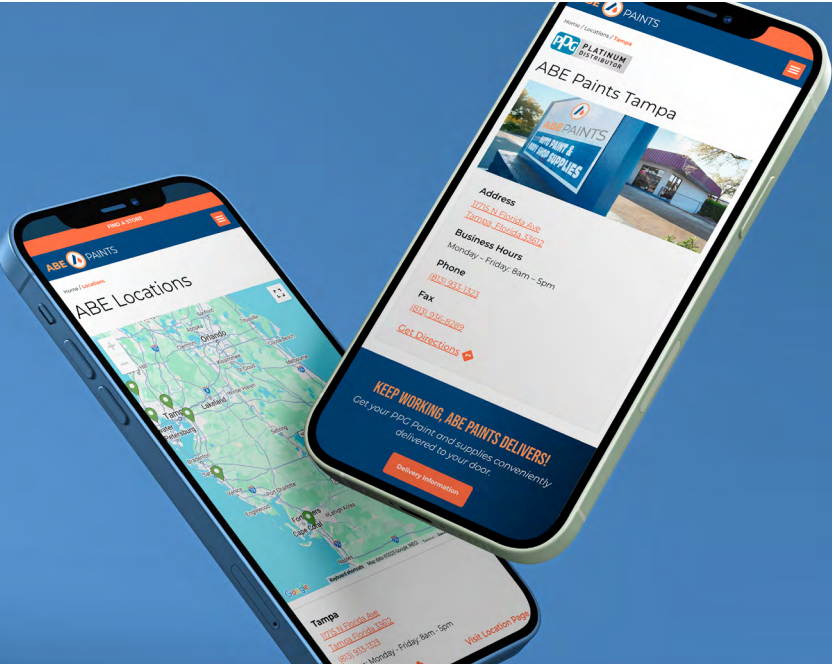
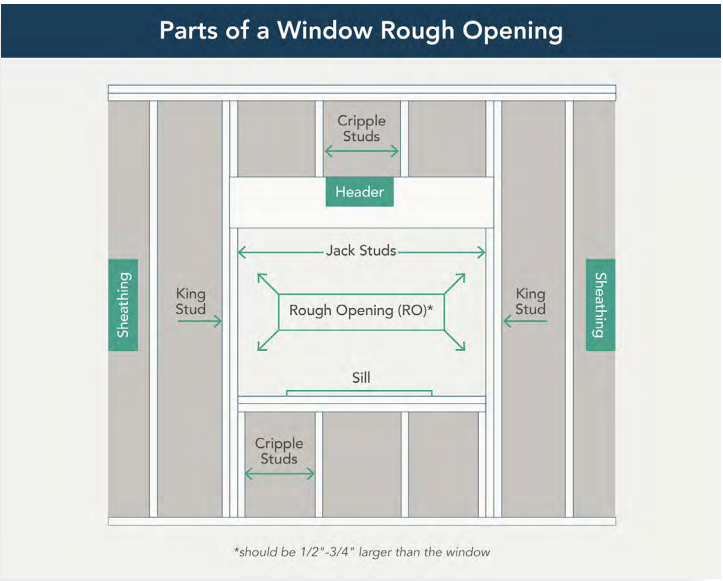
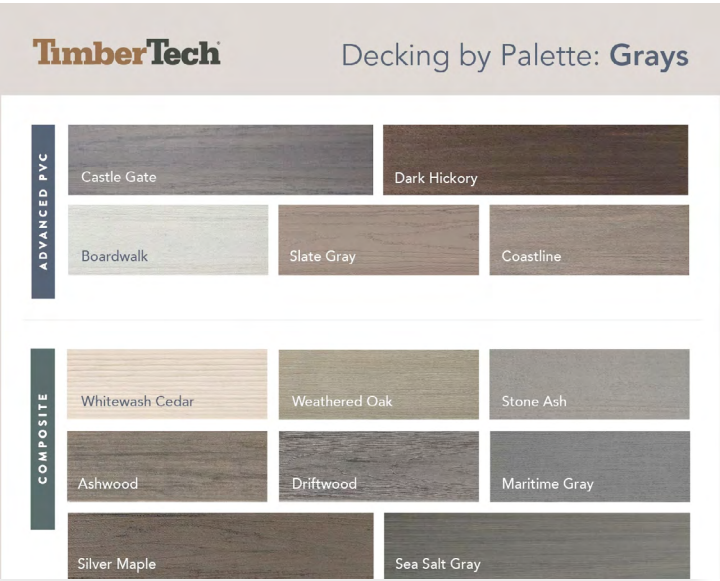
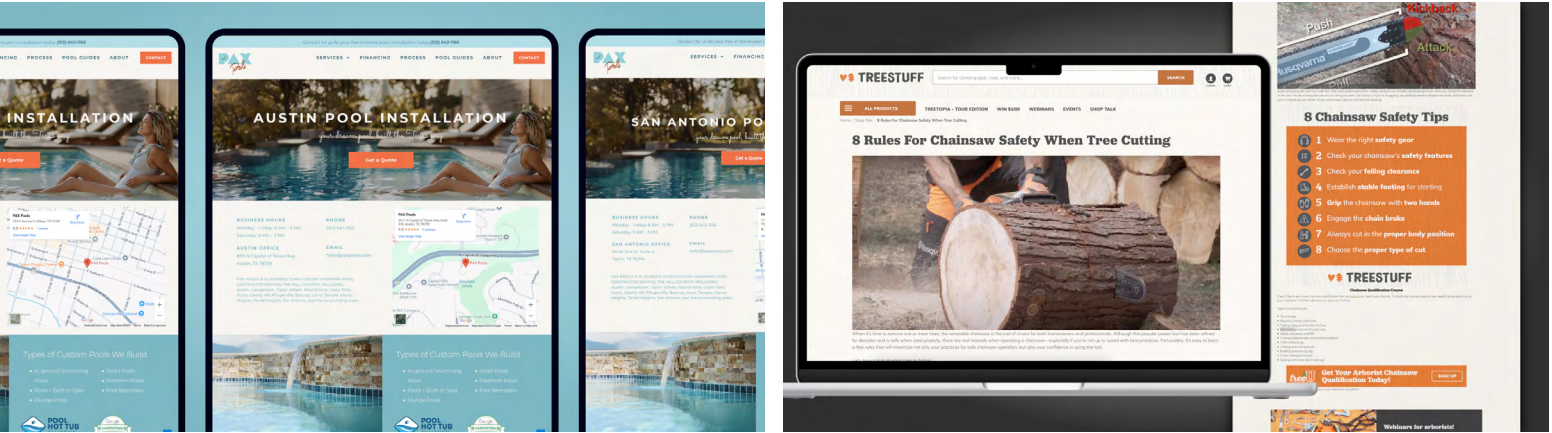
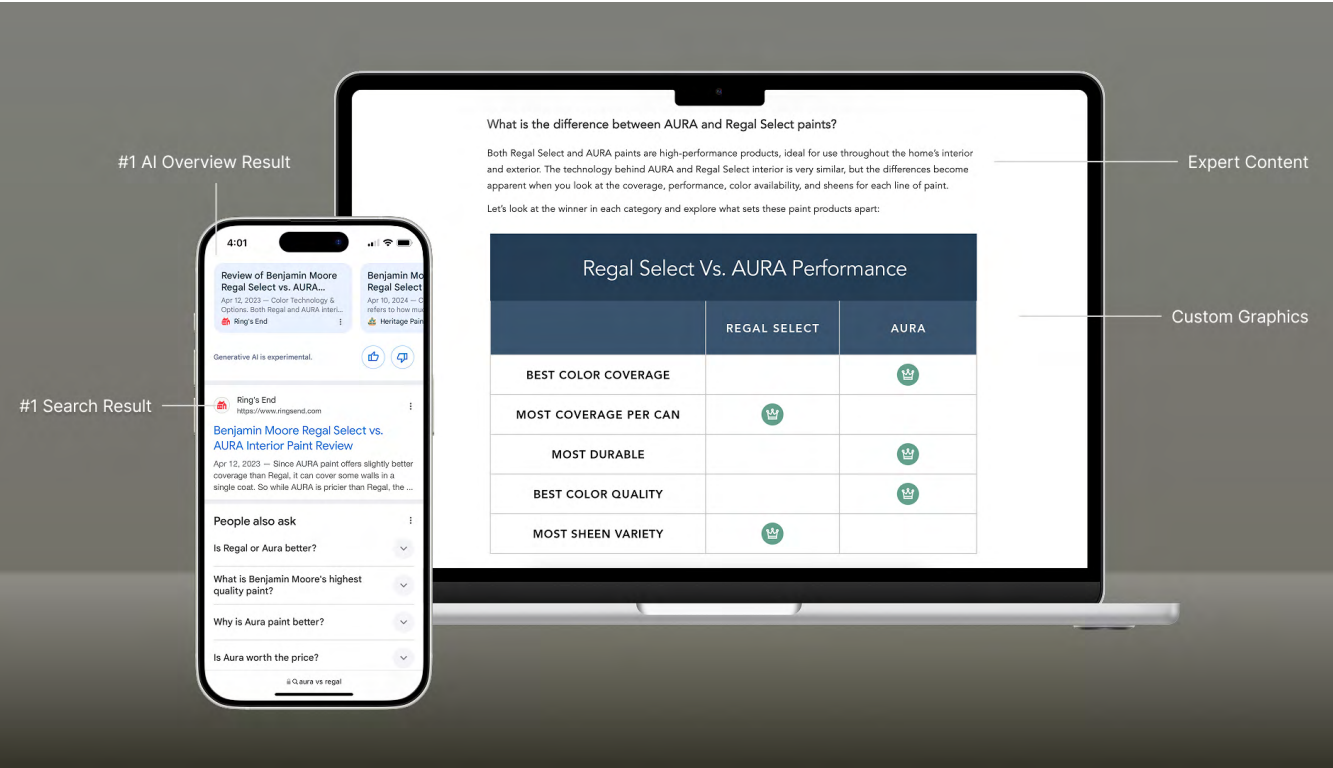
WEBSITE OPTIMIZATION

LOCAL SEO

MULTI-LOCATION SEO

GOOGLE BUSINESS PROFILE

LISTING MANAGEMENT SETUP



Left:

Lead magnets and infographic design for Ring's End

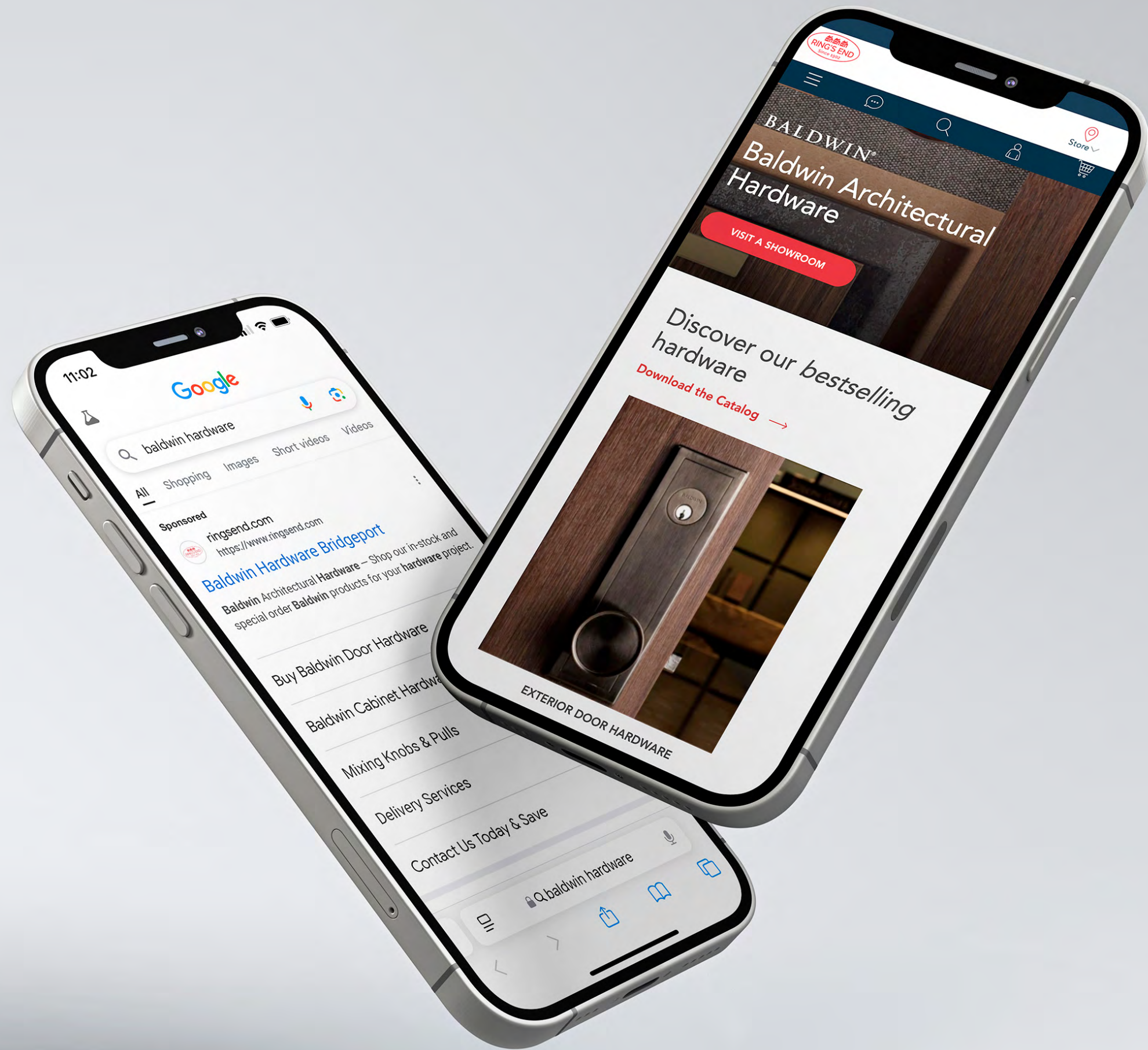
Right, top to bottom:

SEO content for Benjamin Moore retailer

Local SEO landing pages for custom pool builder

SEO content marketing for TreeStuff

Local SEO pages for ABE Paints



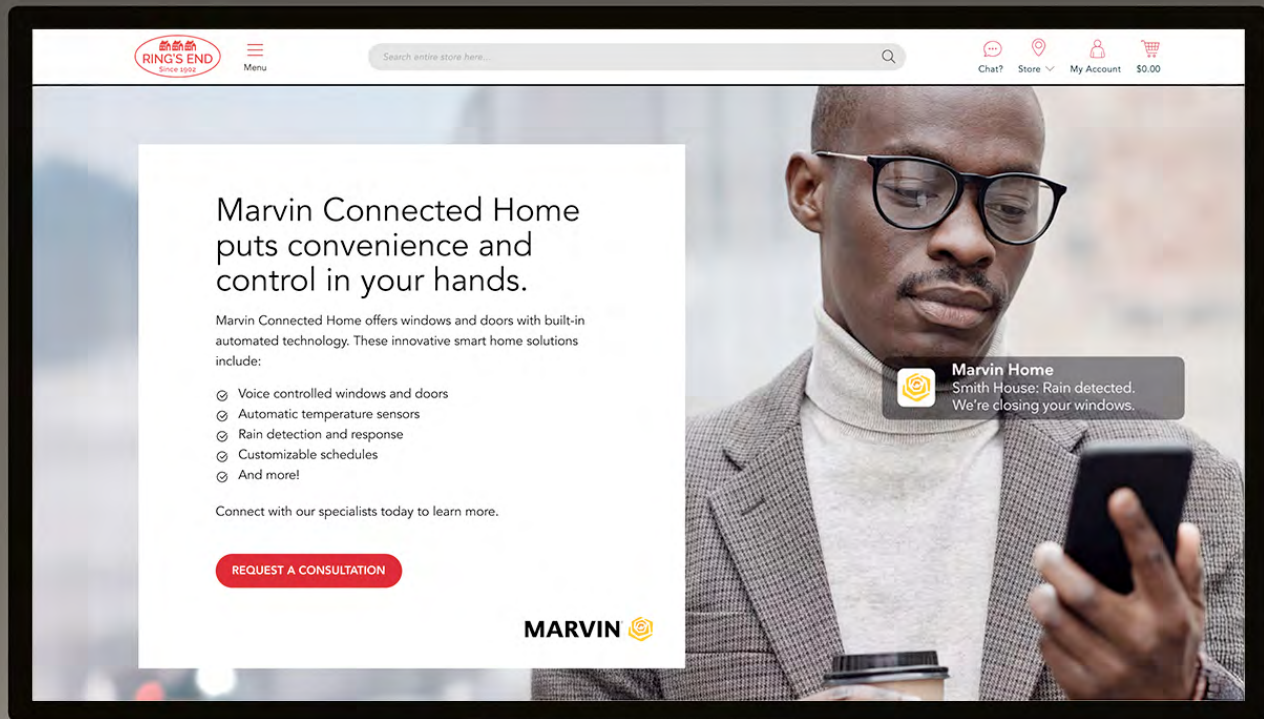
Paid advertising

Our comprehensive paid advertising strategies are built to align with your sales funnel and business objectives. We focus on precise targeting, creative messaging, and continuous optimization to deliver PPC campaigns that generate measurable returns on your marketing investment.

- Meta Ads (Facebook/Instagram)
- Google Ads
- Bing Ads
- Display/Remarketing Ads
- LinkedIn Advertising
- Conversion Rate Optimization

“Wow, I’ve never worked with an agency who cared so much, and thought about every detail all the way down to the close.”

JOSHUA PARKER
Co-founder, PAX Pools



METRO AD CAMPAIGN LANDING PAGE BY SITEMAP FOR RING’S END

Why Choose Sitemap for Your Paid Ads

Working with Sitemap on an ad campaign is a breath of fresh air. We’re nimble, responsive, and original. We don’t shoehorn your company into a one-size-fits-all campaign model. With our in-house design and development services, you get custom-designed landing pages and ads optimized directly for your campaign goals so your ads convert.

While some agencies might set-it-and-forget it, we stay on top of campaign performance, tracking user engagement and making timely adjustments to keep leads on target.

SERVICES INCLUDED

Campaign Strategy

Comprehensive planning: Customer journey mapping, Targeted ad spend, Benchmark conversion rates

Full Funnel Assets

Custom design and original copywriting for ads, landing pages, popups, and email flows

Keyword Research

Industry-specific keyword discovery for local shopping results, Keyword-optimized ads and landing pages

Conversion Rate Optimization

Real-time campaign tracking, Heat mapping, Ad spend optimization

Campaign Management

Hassle-free campaign launch, Weekly performance updates, Technical support

PLATFORMS

GOOGLE SEARCH

GOOGLE DISPLAY

FACEBOOK

INSTAGRAM

BING

LINKEDIN

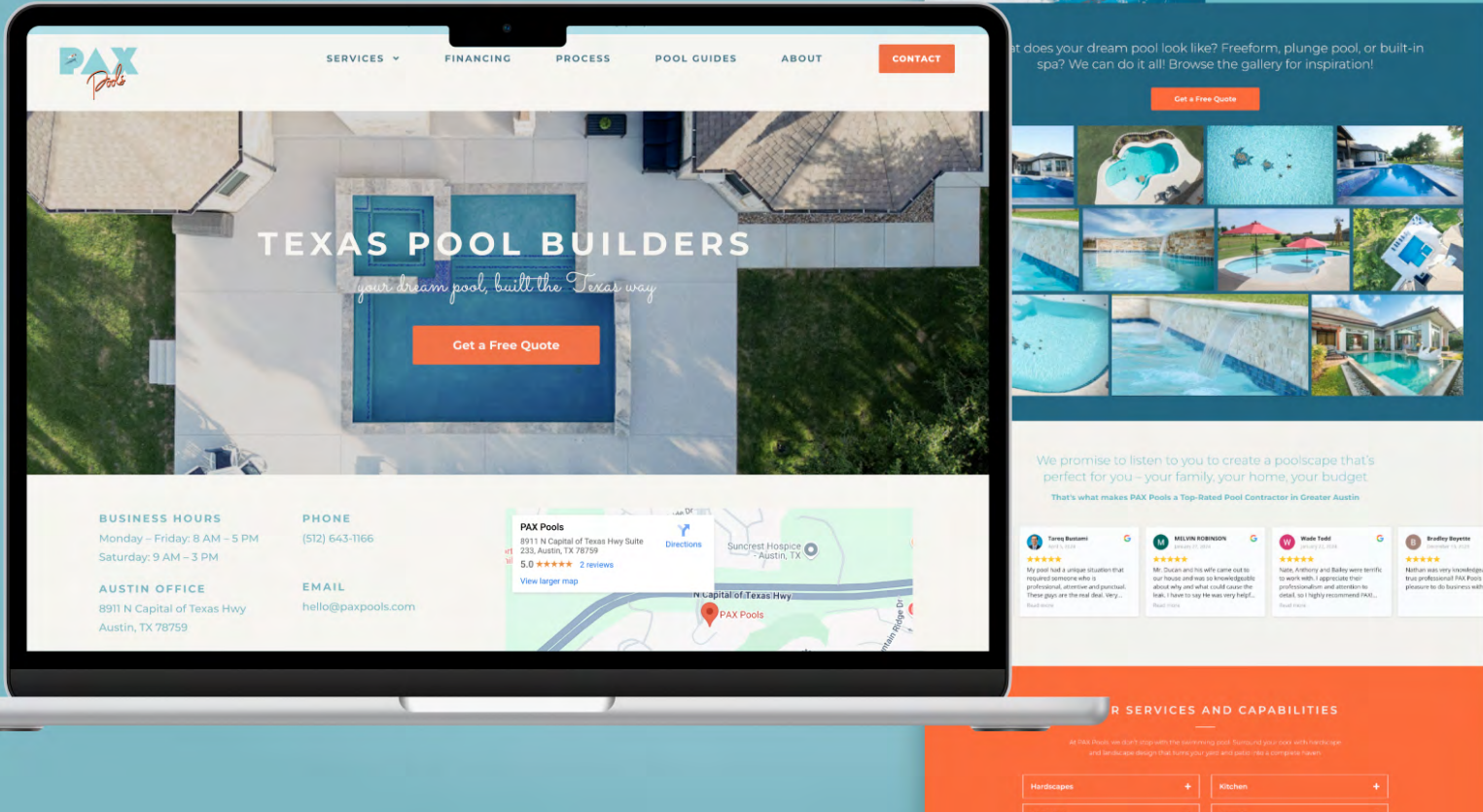
FULL SCOPE

LANDING PAGE DESIGN & DEV

AD DESIGN

MANAGEMENT

TRACKING & ANALYTICS



PPC AD CAMPAIGN DESIGNS BY SITEMAP FOR PAX POOLS

284

Qualified leads from PPC campaign in 6 months

\$8.5M

New business generated

84X

Return on ad spend (ROAS)

18%

Decrease in cost per acquisition (CPA)

CAMPAIGN GOAL

PAX Pools builds custom luxury pools in the hot market of Austin, Texas. As a new player in the field, they needed an advertising campaign that could compete with legacy companies and nationwide builders. With pool season looming, a pipeline of qualified leads couldn't wait.

STRATEGY & RESULTS

Sitemap created a full-funnel PPC strategy to capture potential pool buyers at every stage.

Using our baked-in SEO expertise in search intent, we created laser-focused ads and landing pages. Meta ads targeted early researchers, while Google Search ads focused on builder queries.

The result? Top-ranking visibility and more leads than their sales team could handle.

SERVICES PROVIDED

GOOGLE ADS

META ADS

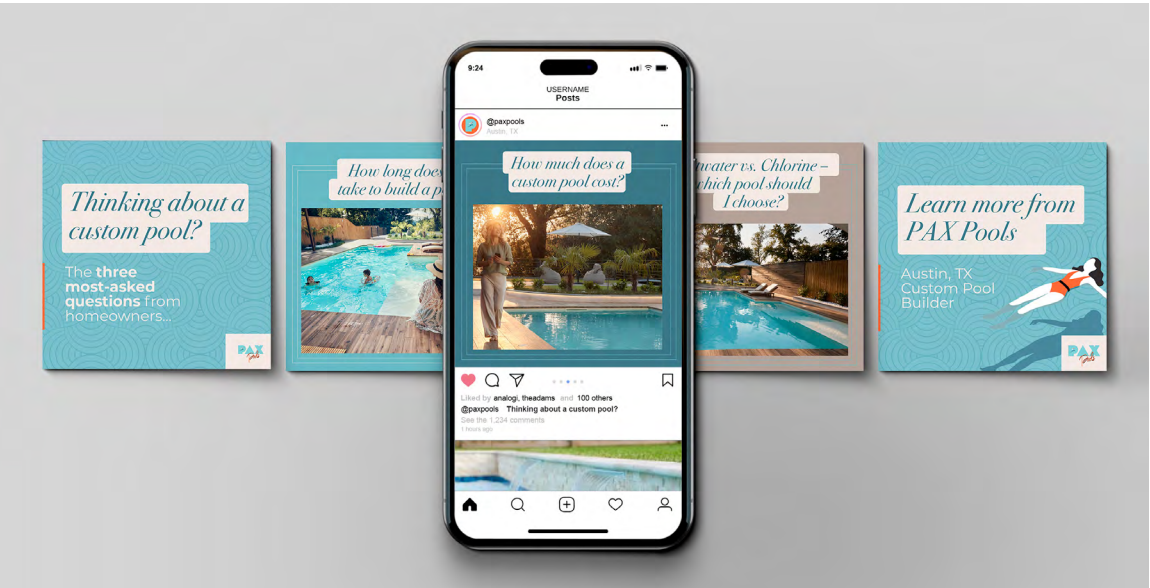
CONVERSION RATE OPTIMIZATION

KEYWORD RESEARCH

LANDING PAGE DESIGN

COPYWRITING

SALES ASSET DESIGN



SITEMAP HAS MARKETED:



An experienced and proven marketing partner in the building supply industry

MARKETING CHALLENGES IN THE INDUSTRY

Building materials manufacturers have unique challenges and opportunities in digital marketing. The industry often involves multiple decision-makers—**architects, contractors, distributors**, and even **homeowners**—each with different pain points and buying behaviors.

As the market shifts online, building materials businesses can expand brand awareness, demonstrate product expertise, and open new sales channels that supplement traditional distribution models.

OUR INDUSTRY EXPERIENCE

Sitemap.io has a proven track record of results for **national, regional**, and **local brands** in building supply, construction, and home products.

We specialize in marketing, design, and content for quality-focused brands, with a deep understanding of how to connect with both professional contractors and homeowners.

If you're looking for a partner to help you adapt and grow in the building market...

...Reach out to our team today!



“The last agency we worked with left us high and dry. With Sitemap, our website looks great and has helped us generate and close more leads, both from paid ads and from local SEO pages. I highly recommend them as a digital agency and am working with them on my other companies.”

Josh Parker

Co-Founder PAX Pools, Custom Pool Builder

sitemap.io

Our team of experts is available to answer all your questions.

www.sitemap.io
(513) 279-2052



Sitemap was built for companies who want more from their marketing.

More clarity. More creativity. More results.
We help B2B brands grow through thoughtful strategy, strong design, and smart execution—from websites to SEO to advertising campaigns. Our cross-functional approach makes us the kind of partner leaders can trust to help them reach big goals.



www.sitemap.io

(513) 279-2052