

# Our Solutions

Behind every picture, word, and line of code is a keen understanding of your audience and our holistic approach to marketing. Our unique solutions fuse together to create a blended strategy that draws in your customers, achieves your goals, and maps out future initiatives.

## Content Strategy

- Content Audit
- Information Architecture
- Content/Data Migration
- Redirect Strategy
- Copywriting

## Brand Strategy & Identity

- Brand Strategy & Positioning
- Brand Tone & Messaging
- Competitive Brand Analysis
- Persona Development
- Brand Identity
  - Logo Design
  - Tagline Development
  - Brand Collateral
- Brand Guidelines & Visual Identity System

## Website Design


- Competitive Analysis
- User Trend Analysis
- Visual Strategy & Art Direction
- UX/UI Audit
- UX/UI Design
  - User Journey Maps & Flows
  - User Experience Design
  - User Interface Design
  - Usability Testing
  - Design System Creation

**All solutions are created with the end user in mind.** We design and build accessible, responsive solutions that are ADA Compliant and adhere to WordPress coding standards.


## Enterprise Level Development

- WordPress CMS
    - Custom WordPress Themes
    - Custom Plugins
  - React Applications
  - NextJS
  - Headless WordPress
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## Custom Integrations

- API Integration
  - CRM & Marketing Automation Integration
  - Enterprise Level ERP/Warehouse & Ecommerce Integration
  - Elite Integration
  - Social Media Integration
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## Search Engine Optimization

- SEO Setup & Preparedness
  - On-Page SEO Content Strategy
  - Off-Page SEO Consulting
  - Keyword Research
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## Analytics & Event Tracking

- Google Analytics
  - Google Tag Manager
  - Event Tracking & Funneling
  - User Behavior Tracking
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## Digital Marketing

- Banner Ads
  - Promotional & Campaign Driven Email Templates
  - Ecommerce Email Notification Templates
  - Digital Presentations
  - Social Media Graphics
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## Print Collateral & Marketing

- Campaign Creative
- Booth Displays & Display Graphics
- Brochures, Booklets, White Papers
- Direct Mail
- Infographics
- Print Ads
- Branded Merchandise

## Support & Maintenance

- WordPress Core & Plugin Updates
  - Managed Web Hosting
  - Performance Monitoring
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## Consulting

- Technical Consultation
- Creative Consultation
- Hosting Consultation
- Application Architecture Consultation

Ready to start your next project? Drop us a line at [sayhi@linchpin.com](mailto:sayhi@linchpin.com)