



**DOMAINSCANNERS**  
GLOBAL INTERNET SERVICES

# DIGITAL MARKETING

GET YOUR BUSINESS TO THE TOP OF GOOGLE  
SHOWCASE YOUR BRAND ACROSS SOCIAL NETWORKS  
BEAT YOUR ONLINE COMPETITORS

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Find us on  
**Facebook**



Est. 2005

ADS THAT TARGET THE RIGHT  
DEMOGRAPHIC AT THE RIGHT TIME

 **twitter**

**LinkedIn**



# Where and when?

*We can run campaigns in specific towns and cities*

## Geo-targeting

Our digital ad campaigns can be triggered within defined cities and time windows



## Reach the right people

At the right time

Most purchasing decisions begin online, so an online presence is essential.

We trigger ads for your company's products and services in real-time as search engine users are looking for them. We also target ads to specific cities where you are interested in gaining more business.

It's how strangers become buyers, turning them into loyal and repeat customers. After all, if people don't know you exist, they can't buy from you.



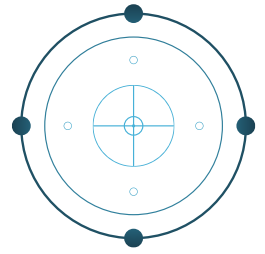
Showcase your products and services at the top of Google with Digital Marketing

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# TARGETED ADS



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**Don't just cross your fingers and hope for customers.**

**Advertise exactly when and where they are looking for your business.**

”

## CAPTURE THOSE CUSTOMERS


Targeting ads is an essential part of any successful paid advertising campaign.

Our dedicated digital marketing team, research keywords and phrases that are actively being searched within Google and cross-reference their relevance to your products and services.

We carefully assess which search queries would deliver the highest conversions and best possible return on your campaign investment.

Paid search can transform your business overnight.

Ensuring customers find you using targeted ads is a uniquely powerful and effective tool.



GET FOUND  
**ANY TIME**  
**ANY WHERE**

With PPC you only  
pay when someone  
clicks on your Ad

## INCREASE YOUR VISIBILITY

**Pay-per-click (PPC) is fast and affordable**

With PPC you see an instant increase in web traffic and conversions. It doesn't only increase visibility, it also maximises your reach into specific targeted markets exactly where and when consumers within them are most likely to be looking.

This is because PPC offers delivery options that give us the ability to target ads to specific consumers at specific times and geographical locations. We can also target devices like mobile phones, tablets and desktops. And the good news is, you only pay when someone interacts with your ad. This can be a click through to your website or landing page or when a customer touches your ad from their mobile device to call you.

If you are looking for fast results that can be measured,  
then pay-per-click is for you.





## GOOD DESIGN BETTER RESULTS

Our talented designers work closely with our developers to produce stunning web stories, sites and landing pages for your campaign.

Well designed responsive sites, stories and landing pages always improve the effectiveness of Digital Marketing campaigns.

Our design team are an essential skill-set within the Domainscanners DevOps release pipeline. No design is ever released to production without our own internal QA approval process and of course client sign off.

Campaigns can be targeted as click-to-call, click-through to existing sites and content or we can design and host something special for you in-house.



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Digital Marketing campaigns often click-through to landing pages, websites or stories. When your campaign needs content we have you covered...

### Professional Web Design

- STATIC WEB DESIGN
- ANIMATED LANDING PAGES
- RESPONSIVE DESIGN
- BROCHURE SITES

### Content Management Systems

- WORDPRESS SITES
- DRUPAL SITES
- JOOMLA SITES

### E-COMMERCE SITES

- WOO COMMERCE

### AMP SOLUTIONS

- AMP SITE DESIGN
- RICH-MEDIA WEB STORIES
- MIGRATIONS

All sites and content hosted on our multi-cloud hosting platform



# DEVELOPMENT STUDIO

Full Stack Development for Progressive Web Apps, Progressive AMP Apps and data-driven sites and content



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Domainscanners developers strive to craft clean code with minimal technical debt.

When your campaign landing pages, sites and stories need dynamic data or custom interactivity our developers are at hand.

When you partner with Domainscanners to deliver and manage your Digital Marketing campaigns, you get the full-stack experience from the ground up to the Clouds.

Agile test-driven development processes are used to accelerate delivery. Continuous Integration / Continuous Delivery provides pipeline automation and our DevOps culture ensures a smooth transition from concept to production.

Our agility leads to digital product design done right.

## SOFTWARE CRAFTSMANSHIP

**FULL STACK DEVELOPMENT**

### LANGUAGES

- C# / .NET CORE
- TYPESCRIPT / JAVASCRIPT / NODE
- RUST / WEBASSEMBLY (WASM)

### PROGRESSIVE WEB APPS

- DEVELOPMENT / MIGRATIONS
- WORDPRESS
- PWAMP APPS

### DYNAMICS 365

- PROVISION / MANAGEMENT
- APP DEVELOPMENT

### CLOUD APPS

- AZURE FUNCTION APPS
- AZURE LOGIC APPS

### MICROSERVICES

- SERVICE FABRIC MESH
- KUBERNETES

### DEVOPS

- AGILE BEST PRACTICES
- CLEAN CODE
- CI / CD

We keep our codebases DRY and clean so your apps run fast and lean.







# SNACKABLE WEB STORIES

## WEB STORY DESIGN

Landing pages work, web stories win

Our designers work in unison with our developers to produce rich, interactive and engaging web stories.

Web Stories load lightning-fast and differentiate your campaigns as front-runners in your industry. They let you tell your story, and that's powerful.

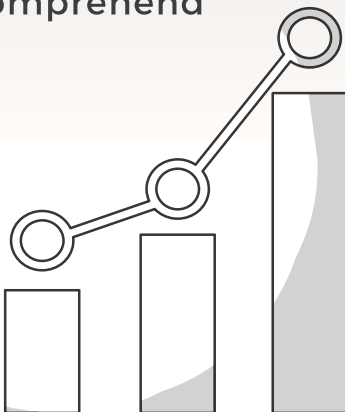
Our team design rich-media Google validated AMP web stores that look slick and load quick.





## Simple and understandable

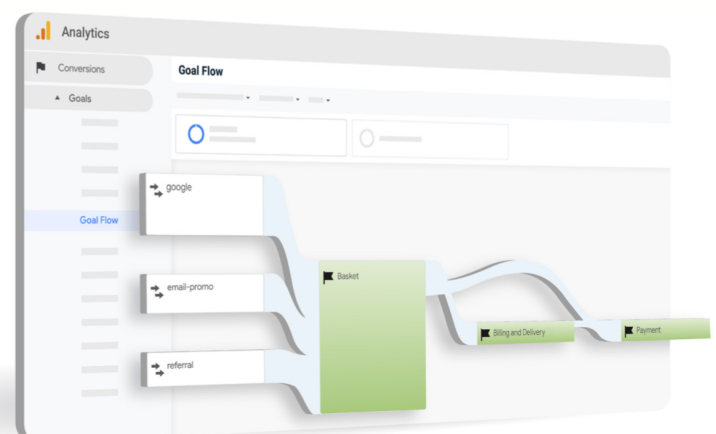
We convert complex data into reports that you can easily comprehend



## Campaign reports

Our reports empower you to view the progress of your campaigns and effortlessly calculate your return on investment.

We surface key data that can be interpreted at a glance. We can also provide custom reports upon request.





# Campaign Analysis

## PATTERNS & TRENDS

Analysing key data points of campaigns can surface hidden business opportunities.

We dive deep into the data and look for patterns and trends that can be leveraged to stretch campaign budgets further.

Bounce analysis coupled with A/B testing tells us which keywords, phrases and ads are not converting as well as they should be.



# Campaign Monitoring

## AD CONVERSION RATES

We implement changes based on results so you don't spend more on PPC than you are getting back in return.

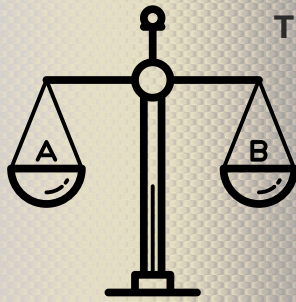
We constantly optimise your campaign by monitoring what works, what doesn't work, and what could work better.

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# A/B TESTING

BEST AD WINS



TRACKING AND  
BALANCING  
AD VARIATIONS



## IMPROVE CONVERSIONS QUICKLY

Ad variations, also known as A/B split testing is a controlled and monitored method of serving multiple ads within a single campaign. These Ads are carefully analysed against well-defined performance metrics. In short, the best performing ads survive and the least performant ads are archived.

To maximise the potential and effectiveness of all campaigns we constantly run ad variations as a best practice. It's a continuous process of comparing words, phrases, ads and other elements to see which work best. Even minor changes can improve click-through-rates. For example, data will show if "buy now" works better than "buy today".

## AD VARIATIONS

**01 CREATE**

**02 TEST**

**03 PERFECT**

**04 REPEAT**



# Facebook, Instagram and LinkedIn Advertising



Branding  
and  
Awareness

Demographic  
Targeting



Product  
Placement

Increased  
Engagement



650M  
ACTIVE  
PROFESSIONALS

Target by  
Job Title,  
function and  
industry



## OUR USP IS TRULY UNIQUE

Domainscanners is unique in the sense that we have built our own dedicated multi-cloud hosting platform.

Our official partnerships with both Microsoft and Google empower us to leverage multi-billion dollar investments from the worlds leading cloud providers.

Most of our competitors tend to host campaigns on 3rd party shared servers. We host all our campaigns on our very own cutting-edge cloud platform.

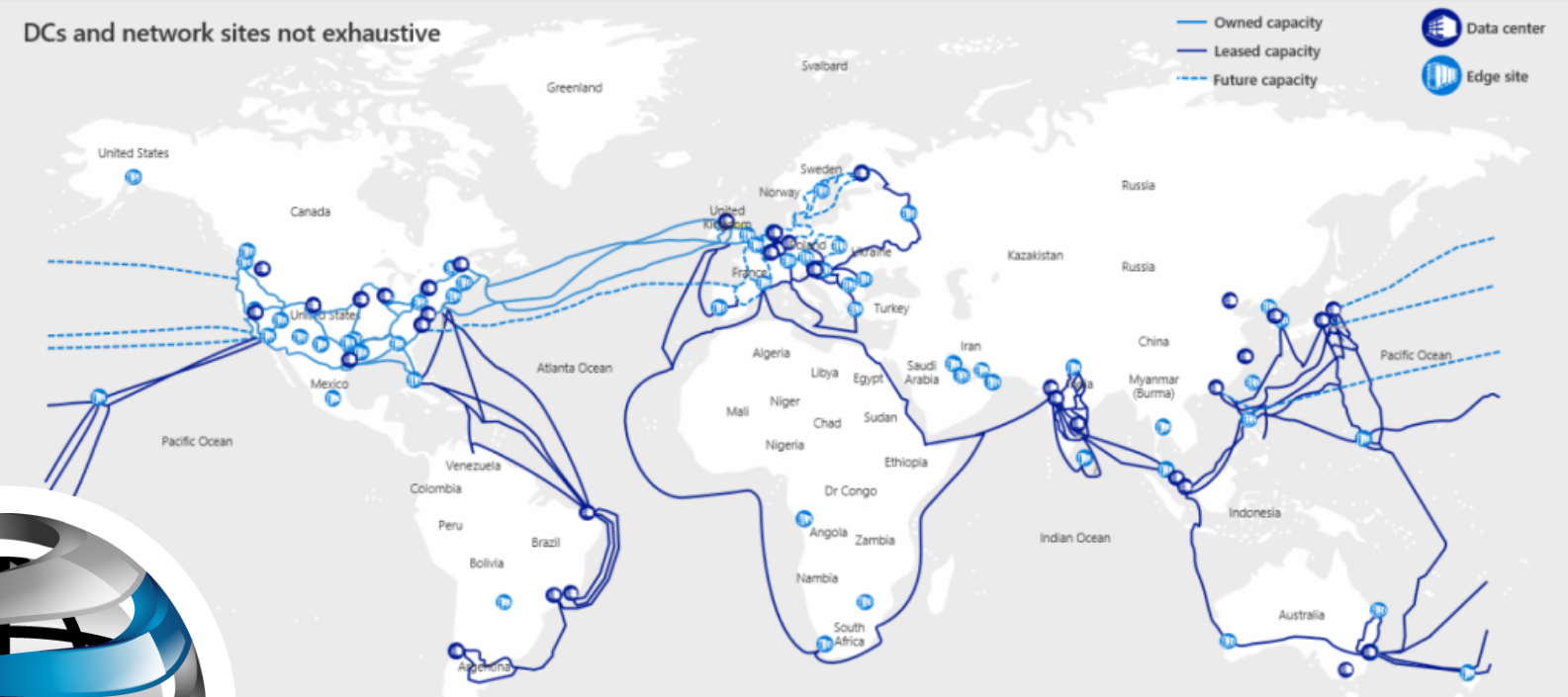
## ADVANTAGES OF RUNNING OUR OWN CLOUD PLATFORM

- Dedicated Platform
- Autoscaling
- HTTP/2
- Secure TLS Certs
- Triple Redundancy
- Anycast DNS
- CDN Networks
- Modern Data Centres
- Modern Servers
- Advanced Routing
- Load Balancing
- DDoS Protection
- Rapid Provisioning
- Multi-Billion Dollar Investment





DCs and network sites not exhaustive



Microsoft's subsea dark fibre cables provide a private connection to Content Delivery Network (CDN) edge servers. Private networks have speed, latency and other advantages over open networks.

## MICROSOFT GLOBAL NETWORK

Microsoft owns and operates one of the largest backbone networks in the world.

This global and sophisticated architecture, spanning more than 100,000 miles connects our data centres and customers.

This vast network empowers us to host and run Digital Marketing campaigns anywhere in the World.

When a visitor to your campaign originates in London your campaign is served from one of our edge servers in London. If they are based in Manhattan then your campaign is served from New York. Dubai? then your content is served from Dubai. We can route your users to the closest available backend reducing latency and improving your visitors experience.

For a full list of CDN locations visit <https://docs.microsoft.com/en-us/azure/cdn/cdn-pop-locations>

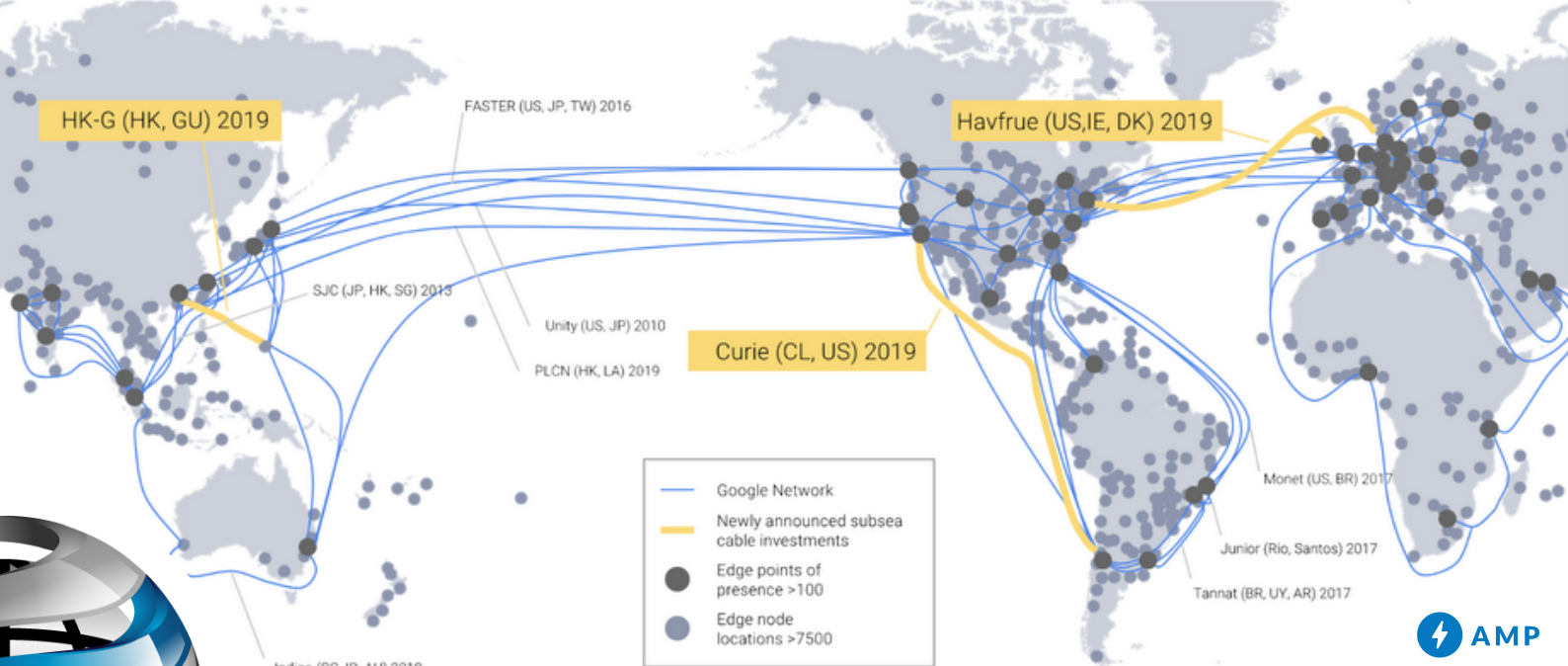
## BENEFITS BREAKDOWN

The tech stuff that we love  
(and you never need to worry about)

- Web Acceleration, which means lower latency for your customers
- SSL offload and application acceleration at the edge close to end users
- Global HTTP load balancing with instant failover
- Web Application Firewall for handling common OWASP attacks
- DDoS protection
- Anycast DNS routing

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Google have spent billions on subsea dark fibre cables and infrastructure to power their own private network that also serves Google search. Edge points provide a huge Content Delivery Network (CDN) for AMP validated content.

## GOOGLE GLOBAL NETWORK

AMP was originally an acronym for Accelerated Mobile Pages. As the framework matured fully responsive websites were built using AMP so the acronym was dropped. AMP developers now say their sites are AMPlified.

AMP is Google's recommended framework and guideline for building extremely performant rich-media websites, landing pages, web stories and ads.

AMP validated content is cached on Google's global edge CDN network and pre-rendered within Google's search results.

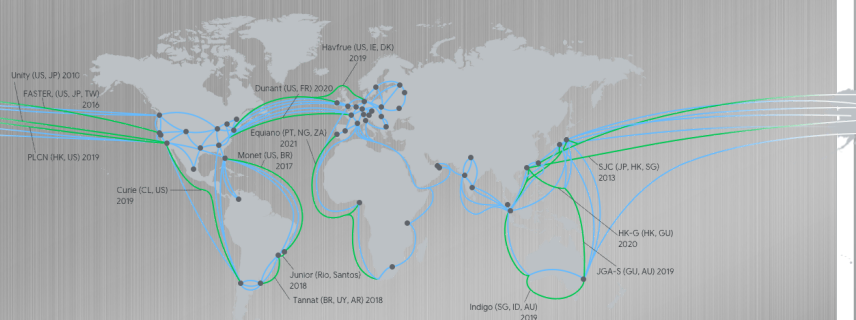
Domainscanners can take advantage of both global networks and CDN edge point-of-presence to deliver content with absolute minimal latency.

## ADVANTAGES OF AMP

AMP is a framework to create user-first websites, stories, landing pages and ads that load as fast as possible.

- AMP content appears to load instantly
- All JavaScript rendered asynchronously
- Resources sized statically making it quicker for a browser to render content
- Inline CSS
- Minimal style recalculations
- GPU-accelerated animations
- Prioritised resource loading
- Above fold pre-rendering

Domainscanners have developed their own proprietary AMP development environment. As our developers create AMP content it is validated in real-time. This process guarantees acceptance onto Google's AMP CDN network and provides a huge boost within Google's search engine rankings.





# MONTHLY TECHNICAL SEO

96

Performance

100

Progressive Web App

100

Accessibility

94

Best Practices

100

SEO

Our monthly technical Search Engine Optimisation (SEO) package incrementally increases your websites quality score. This directly translates to higher generic search engine placements and lower cost-per-click for paid advertising campaigns.

**A high Google quality score can lower your cost-per-click by as much as 50%**

Google's objective is to deliver the best relevant content and user experience as quickly as possible for its search engine users.

Search engines use signals to poll websites and score them based on metrics they see fit to rank the quality of the site and its content. Google has over two hundred signals which make up a sites quality score.

Our Technical SEO experts scan your website or landing page using Googles official developer tools. This scan generates a Search Engine Optimisation report.

Each month we target the highest priority issue flagged in the report and set about fixing it. We then scan your site again producing another report that details the fix and highlights improvements.

Your monthly investment in our Technical SEO package results in a faster, user-friendly experience for your customers. Search engines reward sites that have invested in user experience and accessibility with higher generic and natural search engine rankings.

**Web technology is constantly changing and improving. AMP sites, PWA's, WebAssembly and service workers are all relatively new technologies that can be implemented in sites to improve their quality scores. Our monthly tech SEO package coupled with our own multi-cloud hosting platform ensures business sites and pages will always perform well.**



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**The internet services sector is segmented.**

A client usually buys their domains from company A, B and C dependent upon territories they wish to do business in.

Their websites and landing pages are designed by company D.

Company E hosts their sites often using company F's shared servers.

When sites don't rank well SEO experts from company G are employed.

When that fails digital marketing agents from company H are used for paid advertising.

**...let's fix that.**

”

Paul Hale CEO  
Domainscanners



### **Partner with Domainscanners today**

Crafting Digital Marketing campaigns to stand out and shine against the competition is a task we take pride in.

For campaigns to be truly effective the technology stack they are built upon can make a big difference. We run our own dedicated multi-cloud hosting platform. We never use third-party shared servers to host our customer campaigns. We produce websites, landing pages and rich-media web stories that abide by Google's best practices.

The effort we invest in technical SEO rewards our clients with higher search engine quality scores which lead to higher generic rankings.

When coupled with paid marketing campaigns our clients can expect lower cost-per-click, increased click-through-rates and higher conversions.

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**CAN YOUR CUSTOMERS FIND YOU?**





**DIGITAL MARKETING BY DOMAINSCANNERS**  
**SEARCH ENGINE AND SOCIAL MEDIA AD CAMPAIGN MANAGEMENT**

**GET  
FOUND**



**DOMAINSCANNERS DIGITAL MARKETING**

**WE MANAGE YOUR MARKETING CAMPAIGNS  
YOU RUN YOUR BUSINESS**

Domainscanners Digital Marketing experts work in partnership with you to design, build and implement the best possible strategies that yield the best possible ROI. We fully manage paid search campaigns that promote your business at the top of our partners' search engines (Google/Bing) plus we get your brand noticed across social networks such as Facebook, Instagram and LinkedIn.





Consolidate your internet services  
**PARTNER WITH US TODAY**

[domainscanners.com/digital-marketing](http://domainscanners.com/digital-marketing)

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DIGITAL MARKETING