



**THE
DIGITAL
HALL**
AN ROI CORRIDOR

Core Competencies

Search Engine Optimization (SEO)

1. On-page and off-page optimization
2. Technical SEO audits
3. Keyword research and analysis
4. Local SEO strategies

Conversion Rate Optimization (CRO)

1. User experience (UX) design and testing
2. A/B and multivariate testing
3. Funnel analysis and optimization
4. Landing page design and optimization

Search Engine Marketing (SEM)

1. Pay-per-click (PPC) campaign management
2. Ad copywriting and testing
3. Bid management and optimization
4. Conversion tracking and ROI analysis

Answer & Generative Engine Optimization (AEO + GEO)

1. AI search visibility and citation optimization
2. Structured data and schema implementation
3. Conversational query and prompt targeting
4. Brand presence across LLM and generative platforms

Company Overview

The Digital Hall is a full-funnel digital marketing agency specializing in Search Engine Optimization (SEO), Search Engine Marketing (SEM), Conversion Rate Optimization (CRO), and Answer Engine Optimization with Generative Engine Optimization (AEO + GEO). A proprietary AI and brand marketing platform, **SERPfinity** is used to analyze and build winning strategies. With over 20 years of experience in the digital marketing and ecommerce management, we have a proven track record of delivering exceptional results for Fortune 500 companies and other small to mid-sized clients. Our expertise and innovative solutions are designed to meet the unique needs of public and private sector clients, ensuring maximum efficiency and impact.



Past Performance

- Successfully managed digital marketing campaigns for a Fortune 500 company, resulting in a 35%+ increase in organic traffic and a 20%+ improvement in conversion rates.
- Collaborated with multiple businesses to enhance their online presence, develop and streamline digital strategies, and optimize content for target audiences.
- Implemented comprehensive SEO and SEM strategies while managing external/vendor partners, leading to a 50%+ increase in visibility and engagement.

Differentiators

- Proven Experience—Over 20 years of hands-on experience in digital marketing and ecommerce, with a strong focus on the public and private sectors.
- Customized Solutions—Tailored strategies to meet the unique needs of employers and clients, ensuring compliance with regulations and best practices.
- Innovative Approach—Utilization of the latest technologies and methodologies to stay ahead of industry trends and deliver cutting-edge solutions.
- Results-Driven—Commitment to achieving measurable results and providing transparent reporting to demonstrate ROI.

Certifications

- Google Ads Certified
- Google Analytics Certified
- Microsoft Advertising Certified
- HubSpot Inbound Marketing Certified
- SWaM Certified

Company Data

1. Business Size: Small Business
2. UEI: J7Q5QEUKEMW5
3. DUNS Number: **12-419-7076**
4. CAGE Code: **9NWR9**
5. NAICS Codes:
 - **541613** (Marketing Consulting Services)
 - **541810** (Advertising Agencies)

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