



**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

### Content Management

1. Content strategy development
2. Content creation and curation
3. Content management system (CMS) implementation
4. Editorial calendar planning and execution

## Company Overview

The Digital Hall is a full funnel digital marketing agency specializing in SEO, SEM, CRO, and Content Management services. With over 18 years of experience in the digital marketing and ecommerce domain, we have a proven track record of delivering exceptional results for a Fortune 500 company and clients. Our expertise and innovative solutions are designed to meet the unique needs of public 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, streamline and develop digital strategies, and optimize content for target audiences.
- Implemented comprehensive SEO and SEM strategies while managing outsourced partners, leading to a 50%+ increase in visibility and engagement.

## Differentiators

- Proven Experience - Over 18 years of hands-on experience in digital marketing and ecommerce, with a strong focus on the public sector.
- Customized Solutions - Tailored strategies to meet the unique needs of employer 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
- HubSpot Inbound Marketing Certified

## Company Data

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

Company Name: **The Digital Hall**  
Address: 1011 East Main Street, Suite 210C  
Richmond, Virginia 23219

Phone: **804.857.3329**  
Email: **info@TheDigitalHall.com**  
Website: **www.TheDigitalHall.com**