

About ARCA

ARCA Digital is an outsourcing agency based in the Philippines. As an offshore services provider, we enjoy lower business overhead costs and pass this on to our valued clients through flexible, budget-friendly pricing.

Our core services include web development (mainly with WordPress but also catering to hosted platforms and CRM), digital marketing (both paid and organic), SEO, and social media management.

We also provide general VA, sales funnel strategy and project management services.

You can find us at arcawebsolutions.com

Below is a brief overview of our services:

WordPress Development

Portfolio

- <http://cvcforecast.arcawebsolutions.com>
- <http://glenwoodsystems.arcawebsolutions.com> (Live site <https://www.glaceemr.com/>)
- <http://slabco.arcawebsolutions.com> (Live site <https://slabconwa.com/>)
- <http://rentalhome.arcawebsolutions.com> (Live site <https://housejuniper.com/>)
- <http://superior.arcawebsolutions.com> (Live site <https://superiorrigging.com/>)
- <http://cmospotlight.arcawebsolutions.com>
- <http://cvcforecast.arcawebsolutions.com>
- <http://taelandingcmo.arcawebsolutions.com>
- <http://taelandingfinancial.arcawebsolutions.com>
- <http://taelandinghealthcare.arcawebsolutions.com>
- <https://www.growyourintuition.com/>
- <https://www.thehealingboutique.com/>
- <http://nydmg.com/>
- <https://speechworksutah.com/>
- <https://semba.com> (includes ConvertKit funnel)
- <https://tarotpalooza.com> (Includes ConvertKit funnel setup, WooCommerce setup and customization, WooCommerce/ConvertKit/Wordpress integration)
- <https://www.dreamandcotravel.com/> (Graphic designer provided layout, implemented into WordPress from design template)
- <https://torgesonelectric.com/> (Graphic designer provided layout, implemented into WordPress from design template)

- <https://hijabprintingbandung.com/> (Graphic designer provided layout, with WPML - multilanguage feature)
- Powered by WordPress
- Elementor Pro visual builder
- Astra Pro Theme framework
- On-Page SEO ready (with keyword research)
- Premium Plugins:
 - WP Rocket (fully optimize website for speed both on desktop and mobile)
 - Smush Pro (reduce image sizes for faster website loading)
 - Updraft Plus (website backups)
 - Wordfence Pro (protects against attacks and malware)
 - SSL installation

Search Engine Optimization

- Keyword Research
- Sitemap
- Schema Data Markup
- Link-Building
- Competitor Research
- Content Audit and Strategy
- Google Analytics and Google Search Console setup and integration
- AMP setup and implementation

We offer a free SEO audit report and consultation. Sample SEO audit report, keyword research and competitor research available upon request.

Current/Ongoing SEO Clients Portfolio:

- crackerjackmarketing.com (Also part of the [CJM team](#))
- stephanieschwab.com
- energystorageconsultants.com
- drgrossman2020.com
- naturaleyecare.com

Facebook Ads

In my capacity as ARCA founder and team leader, we created this landing page (also currently revamping the main website at anmerle.com and her [Podia membership site](#)) and facilitated the lead generation campaign of client's lead magnet.

<https://6stepsfierceover50.anmerle.com/>

Results:

FB ads ran from Feb 17 - April 5 (49 days)

- Reach - 10,808
- Impression - 11,555
- Link Clicks - 4,861
- Link Click Through Rate - 44.9%
- Subscribers - 1,341
- Landing Page Conversion Rate - 27.59%
- Cost Per Lead/Result (per pixel data custom events) - \$0.79 - \$1.16

Tech and Marketing Stack

An all-in-one, customized, and cost-effective for your tech and marketing needs

- Lead Magnet Concept and Creation
- FB Ads Campaign
- Email Marketing Drip Campaign (ConvertKit, Active Campaign, Mailchimp)
- Website (WordPress, Wix, Squarespace, Weebly)
- Landing Page for Lead Magnet (WordPress, Leadpages, Click Funnels)
- eCommerce functionality (WooCommerce, Shopify)
- Payment Gateway setup (Stripe, Authorize.Net, PayPal)
- On-page SEO ready
- CRM software management (Hubspot, SharpSpring)
- Course/Membership platforms (Kajabi, Podia, Teachable, LearnDash, Memberpress)

Graphics (in collaboration with GL Graphics PH)

- <https://drive.google.com/drive/folders/15JQ9UCVwYJzpjLFq4nmlom5rf1ZKLong?usp=sharing>

Some of our recent client launches

- Jillian Starr – Guided Math Academy
 - <https://www.guidedmathacademy.com/>
 - ConvertKit, Kajabi
 - List of 45k, generated \$20k course sales in 48 hours
- Kymberly Tolson
 - <https://insurance-billers-online-therapy.teachable.com/>
 - MailerLite, Teachable, WordPress
 - List of 1,500, generated 18k course sales in 3 months
- Janine Firpo
 - <https://semba.com/>
 - ConvertKit, WordPress
 - Currently building list, building LinkedIn presence, launching book in September 2020
- Saskia Parker
 - <http://confidentenglish.arcawebsolutions.com>
 - MailChimp, WordPress
 - List of 70, generated 9 sales in 36 hours
- AnnMerle Feldman
 - <http://annmerle.com/>
 - ConvertKit, Podia, WordPress
 - Started with list of 500 cold subscribers, added 1,000+ warm leads via FB ads
 - Currently launching course