

## 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](http://arcawebsolutions.com)

## WordPress Development

### Landing Pages

- <https://insurancebillingprivatepractice.com> (with ecommerce feature)
- <https://privatepracticeinsurancebilling.com> (landing page, ecommerce and membership hub in one platform)
- <http://taelandingcmo.arcawebsolutions.com>
- <http://taelandingfinancial.arcawebsolutions.com>
- <http://taelandinghealthcare.arcawebsolutions.com>
- <https://natashalanding.arcawebsolutions.com>
- <https://confidentenglish.arcawebsolutions.com>
- <https://cvcforecast.arcawebsolutions.com/>

### Websites

- <https://moniquelanglcs.com>
- <https://nydmg.com>
- <https://speechworksutah.com>
- <https://slabco.arcawebsolutions.com>
- <https://superior.arcawebsolutions.com>
- <https://semba.com>
- <https://glenwoodsystems.arcawebsolutions.com>
- <https://rentalhome.arcawebsolutions.com/>
- <https://torgesonelectric.com/>
- <https://activateyourmoney.net>

## Ecommerce Websites

- <https://thetherapistboutique.com>
- <https://hijabprintingbandung.com>
- <https://growyourintuition.com>
- <https://thehealingboutique.com>
- <https://wellpurorganics.getoutsourcify.me>
- <https://thetherapistboutique.com>
- <https://tarot.arcawebsolutions.com>

## High-End Projects

- <https://broilkingbbq.com>
- <https://www.australiancosmeticinstitute.com.au>
- <https://kbsci.com>

## Kajabi

- <https://mrs wintersbliss.com>
- <https://guidedmathacademy.com>
- <https://www.yogicstudies.com>
- <https://advancedlifemastery.com>
- <https://www.kwanumzenonline.org>
- <https://www.animist.eco/learn>
- <https://www.nutritionmylife.com/mindyourgut>

## Shopify

- <https://ratiocoffee.com/>
- <https://www.teatoxaustralia.com/>
- <https://maidenhome.com/>
- <https://www.studioproper.com.au/>

## 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 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](http://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

## Social Media Management

We directly manage, consult, and provide third-party support (through our partnership [with Crackerjack Marketing](#)) for the following brands on social media.

- <https://www.facebook.com/The-Therapist-Boutique-and-Community-110933580264525/>
- <https://www.facebook.com/OnlineTherapyVirginia>
- <https://www.facebook.com/dcmetrosleepandpsychotherapy/>

- <https://www.instagram.com/tabarronauthor/>
- <https://www.instagram.com/yowieworld/>
- <https://www.instagram.com/dc.metro.therapy/>
- <https://www.youtube.com/channel/UCvu1ZRakODsxDjEzTTckYNw>
- <https://twitter.com/janinefirpo>
- <https://www.linkedin.com/in/janine-firpo-047282/detail/recent-activity/>

#### **Tools we use:**

- Later for Social Media Scheduling
- CoSchedule for Social Media Scheduling
- Filmora X for video editing
- Canva for graphics
- Relay That for graphics
- Slack for communication
- Dropbox for file sharing
- Google Drive for file sharing

## Web Development, PR and SEO Package

ARCA provide web development services, PR and SEO consulting for a book author and angel investor client. Website was built on WordPress, with ConvertKit email marketing integration, technical consulting for press release, ongoing on-page SEO and backlink-building, video editing and YouTube channel set-up.

- <https://activateyourmoney.net/>
- <http://semba.com/>

#### **Tools we use:**

- Convertkit
- WordPress
- Elementor Pro Visual Builder
- Astra Pro WordPress theme
- Canva
- YouTube Studio
- Bluehost
- Serpstat for SEO

- SERanking for SEO
- Filmora X for video editing
- ConvertPro custom pop-ups

## Web Development, Ecommerce, Membership Site

We built a custom, all-in-one platform and membership site for a licensed clinical therapist client from Florida. The platform is built on WordPress with ecommerce functionality, membership and subscription integration, Searchie.io for video content hosting, gamification feature, automated affiliate program, and heatmap and website user recording. One of our biggest and more complicated projects!

<http://privatepracticeinsurancebilling.com/>

Tools we use:

- WordPress
- WooCommerce
- Subscriptions for WooCommerce
- Memberships for WooCommerce
- Square Payments
- Elementor Pro Visual Builder
- Astra Pro WordPress theme
- WP Rocket for website loading speed optimization
- Custom commenting system with WP Discuz
- Live chat support via Tawk.to
- Affiliate program system and automation set-up via AffiliateWP
- Custom SMTP server for higher email deliverability via Mailjet
- Video hosting via Searchie.io
- Gamification features via GamiPress
- Heatmap and user recording via Hotjar
- Hosting via SiteGround

## Sales Funnel and Automations

We set up the subdomain (via Cloudflare), built the landing pages, customized icons and vectors, edited video, set-up and integrated Google Analytics and FB Pixel, and set-up automation via Zapier.

- <https://go.crackerjackmarketing.com/local-business-builder-step-one-strategy/>
- <https://go.crackerjackmarketing.com/local-business-builder-step-two/>

- <https://go.crackerjackmarketing.com/local-business-builder-step-three/>

Tools we used:

- LeadPages
- Filmora X Video Editor
- Vimeo
- Zapier
- Calendly
- Cloudflare
- Google Analytics
- Facebook Pixel via Facebook Business Manager
- Adobe Illustrator 2021
- Canva

## Other Platforms and Tools We Work With

- Kajabi
- Demio
- Streamyard
- Teachable
- Podia
- Ahrefs
- Shopify
- Squarespace
- Mailerlite
- BrandMentions
- Hootsuite
- ClickUp
- Notion Project Manager
- Asana
- Calendly
- Hostinger
- A2Hosting
- ClickFlow
- Circle.so
- Google Ads
- Google Keyword Planner
- Google Search Console
- Zoho
- Plutio
- Yoast
- All-in-One SEO
- Schema

## Graphics and Branding

- <https://drive.google.com/drive/folders/15JQ9UCVwYJzpjLFq4nmIom5rf1ZKLong?usp=sharing>

## Some of more recent marketing and tech wins!

### Jillian Starr – Guided Math Academy

- <https://www.guidedmathacademy.com/>
- ConvertKit, Kajabi
- List of 45k, generated \$20k course sales in 48 hours

### Kymerly Tolson

- <https://insurance-billers-online-therapy.teachable.com/>
- MailerLite, Teachable, WordPress
- List of 1,500, generated 18k course sales in 3 months

### 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