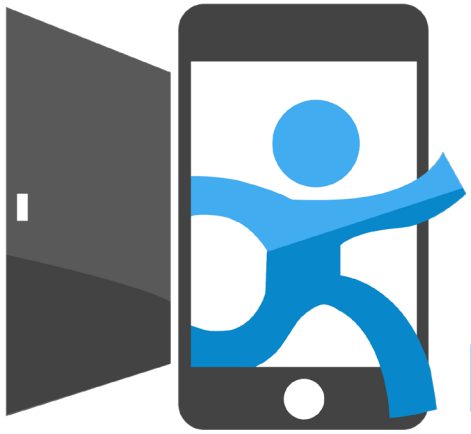


mymobilelyfe

Digital Communications, Web/App Development, and IT Staffing & Recruiting Services

WEB/APP DEVELOPMENT • SEO • SOCIAL MEDIA • EMAIL & SMS MARKETING • ADVERTISING • ANALYTICS • DEVOPS • DIGITAL TRANSFORMATION • QUALITY & TEST AUTOMATION • SITE RELIABILITY ENGINEERING • AGILE • CLOUD ENGINEERING • DATA MANAGEMENT • ARTIFICIAL INTELLIGENCE • MACHINE LEARNING SOLUTIONS

Digital marketing methodology

Website and app development

THE FOUNDATION OF YOUR DIGITAL MARKETING STRATEGY

Website and app development

If you need a brand-new app or website, or if your existing app or website needs some work, MyMobileLyfe can help!

Our apps and websites are sleek, secure, fast-loading, and optimized for any screen size.

We will continue to help you maintain your new app or website after the launch date.

Website basics

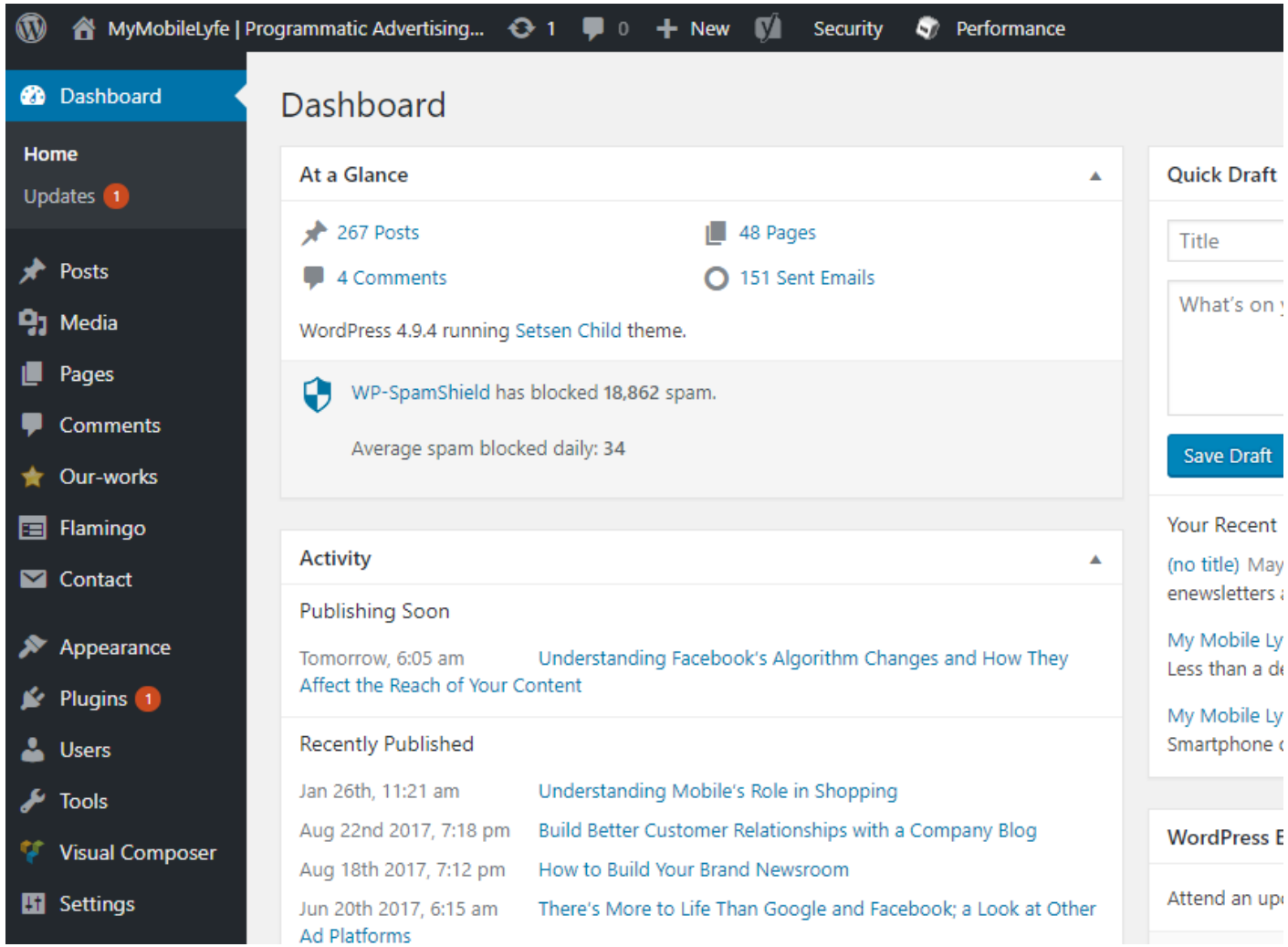
Domain name

Hosting service

Content management system

Custom web development

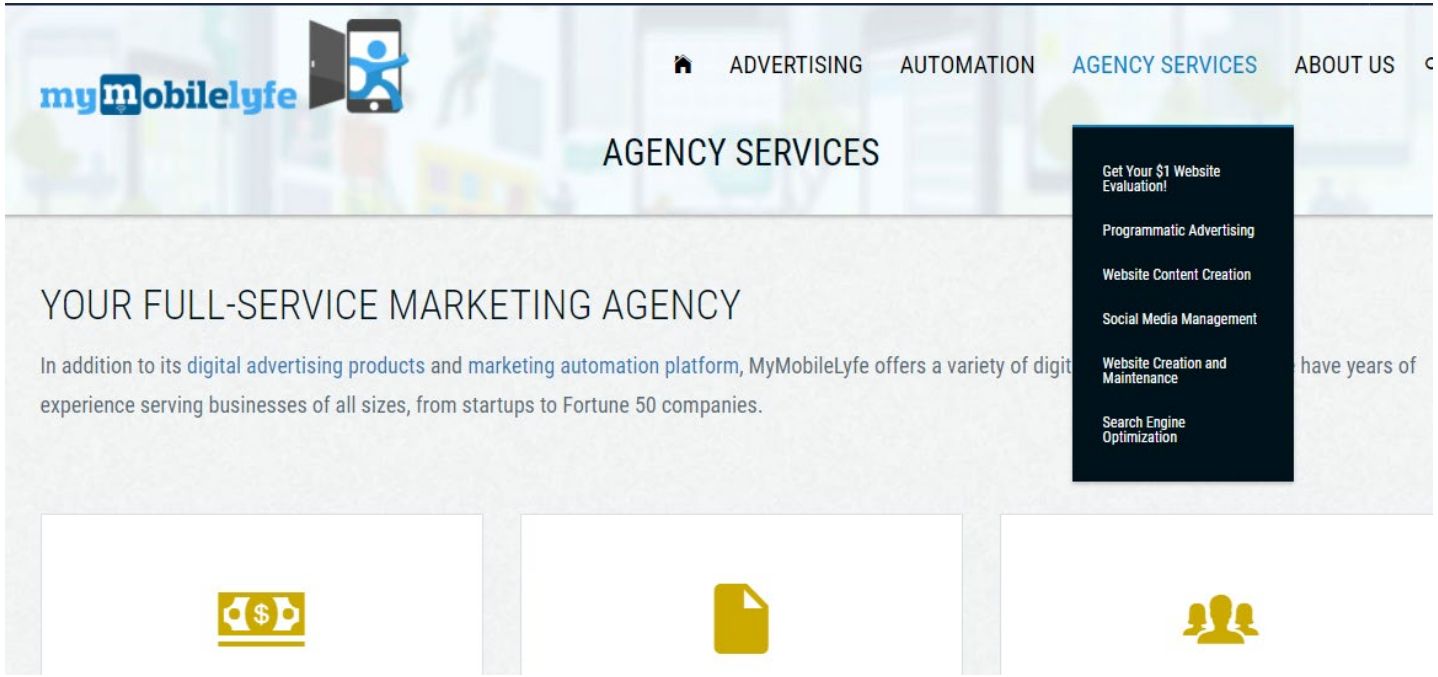
Integration with third-party applications



Website content

Sections about your services

Blog / newsroom / resources



Creating quality content

Audience

Timely vs. evergreen

ABCs: accuracy, brevity, clarity

Storytelling

Visuals

Intent

BASIC STEPS TO PROTECT AGAINST COMMON CMS VULNERABILITIES

Security 3 Apr No Comment

"With great power comes responsibility" – With free content management systems, you can control and maintain your own website. However, you are also responsible for keeping it safe.

Free open CMS platforms like WordPress, Joomla, and Drupal give businesses freedom and flexibility to cultivate and update their own websites for free, but the doors are also open to hacking and malware. In a single year, over 170,000 WordPress sites were hacked. A recent study carried out by WordPress showed that free software could detect vulnerabilities in 73 percent of its downloads.

Here are some ways to protect your websites on these platforms safe:

Search engine optimization

BUILDING YOUR BRAND'S REACH

SEO considerations

Links from external websites

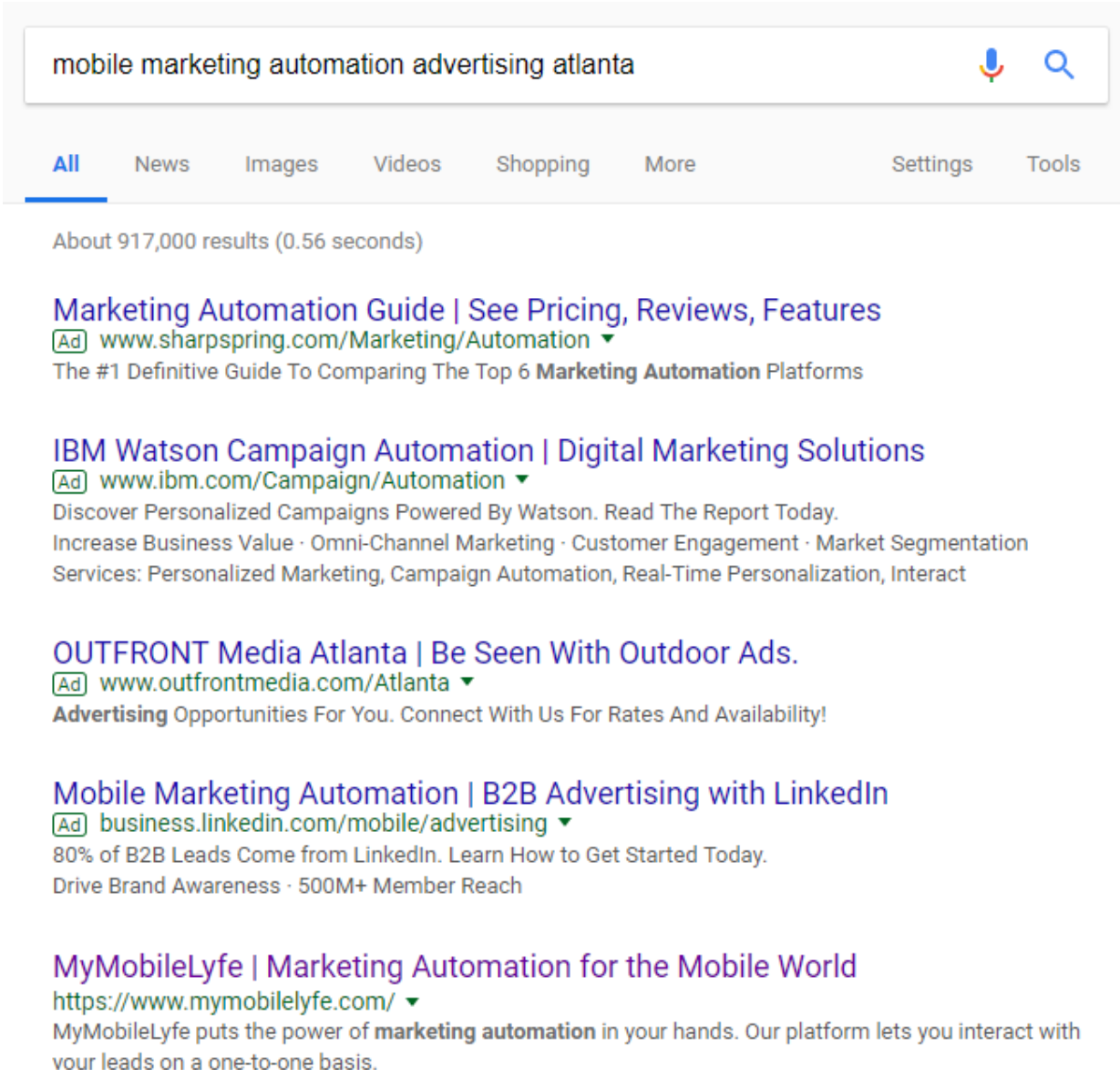
Mobile-friendly

Page speed

SSL encryption

URLs, titles, descriptions, headers, etc.

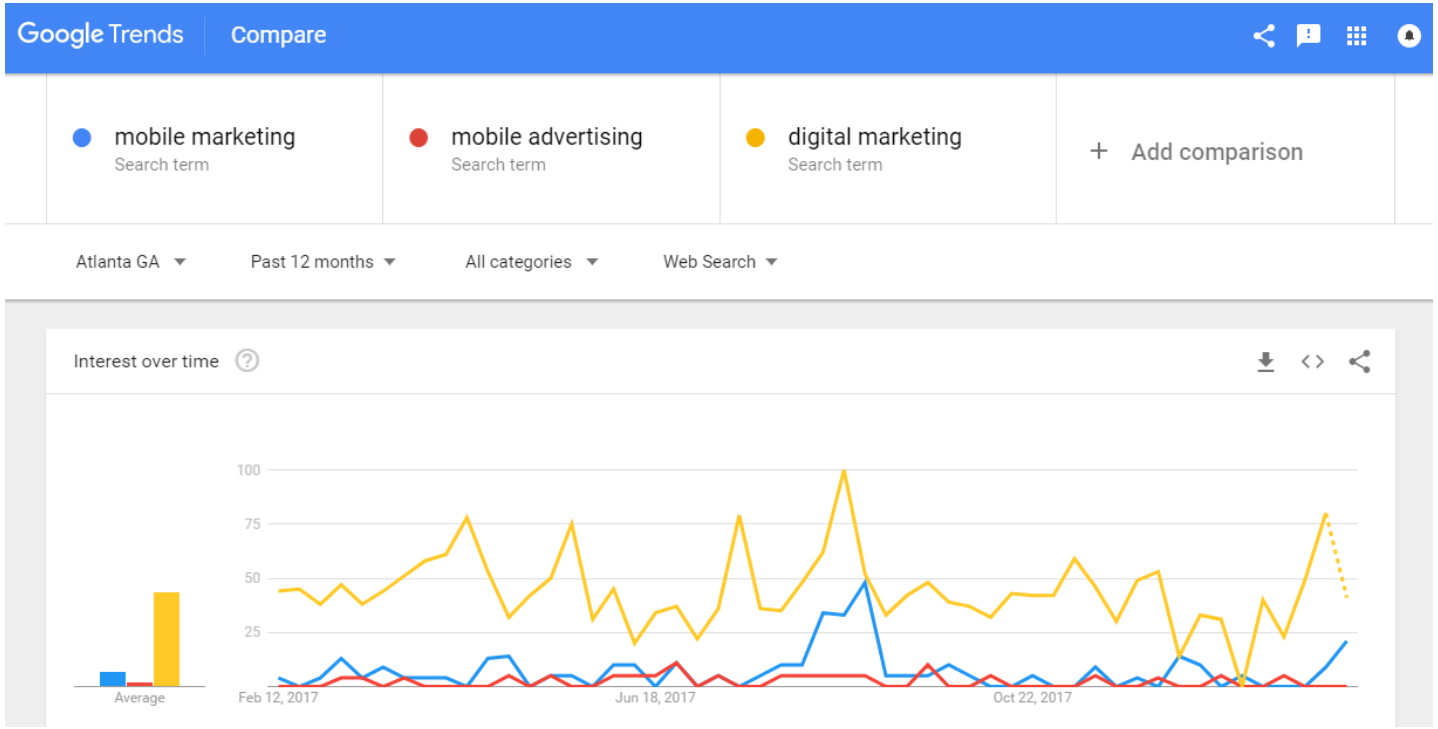
Content quality and length



Keyword analysis

Broad vs. narrow

Research tools



Social media

BUILDING RELATIONSHIPS AND AMPLIFYING YOUR MESSAGE

Social media strategy

Purpose of messaging

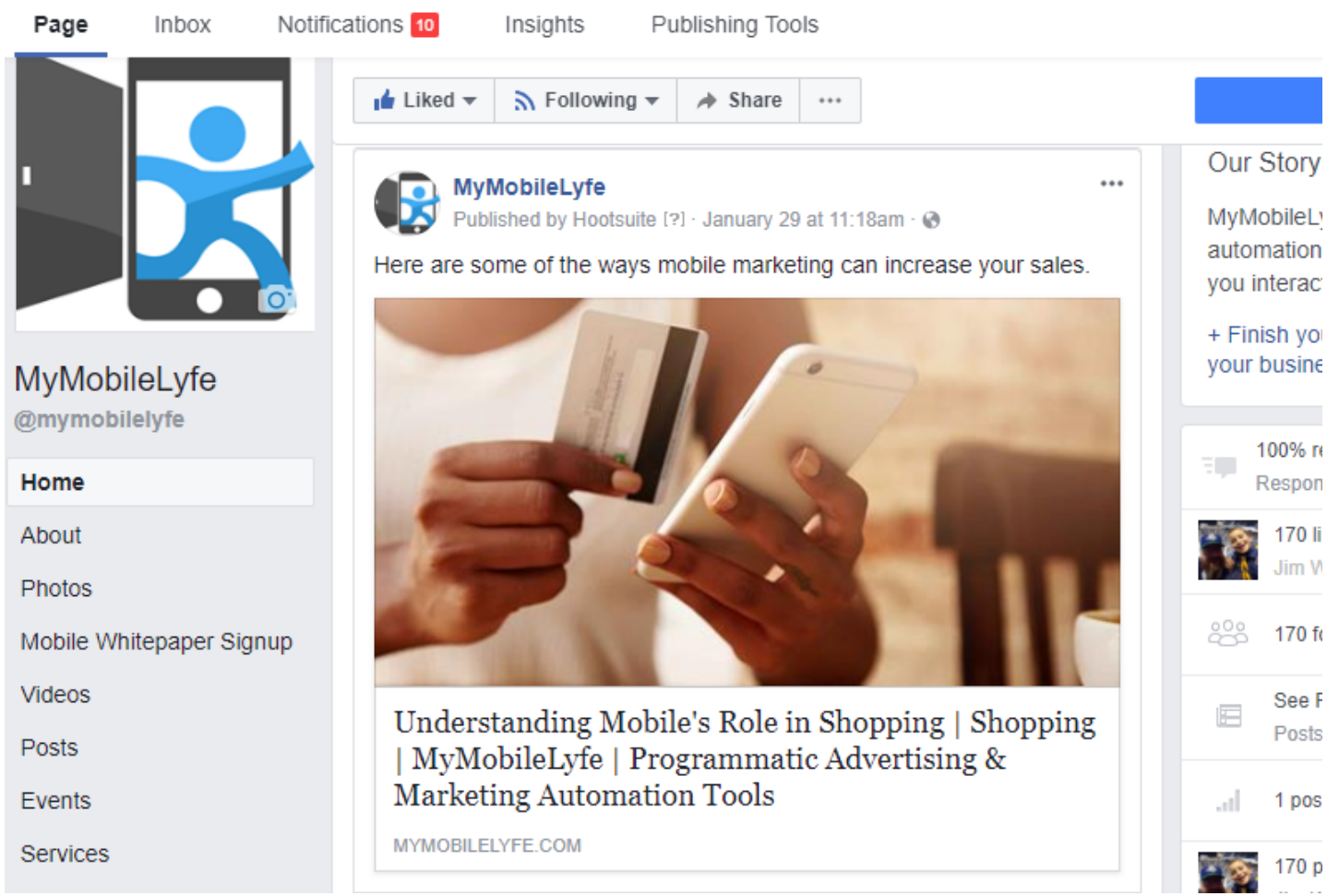
Audience

Influencers

Hashtags

Network features

Reviews



Email and mobile marketing

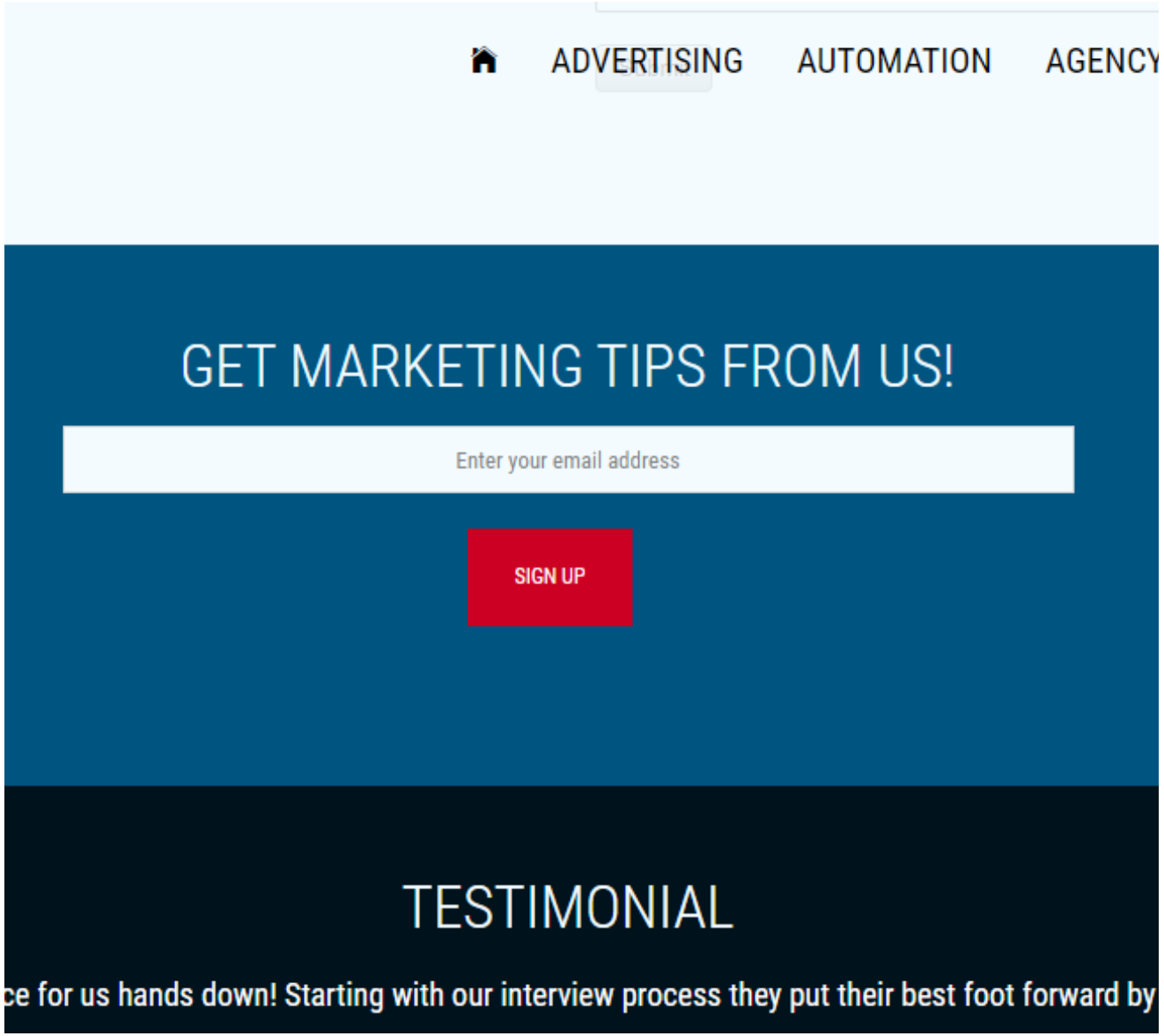
TRADITIONAL MESSAGING AND MARKETING AUTOMATION

List building

Type of alerts

Frequency of alerts

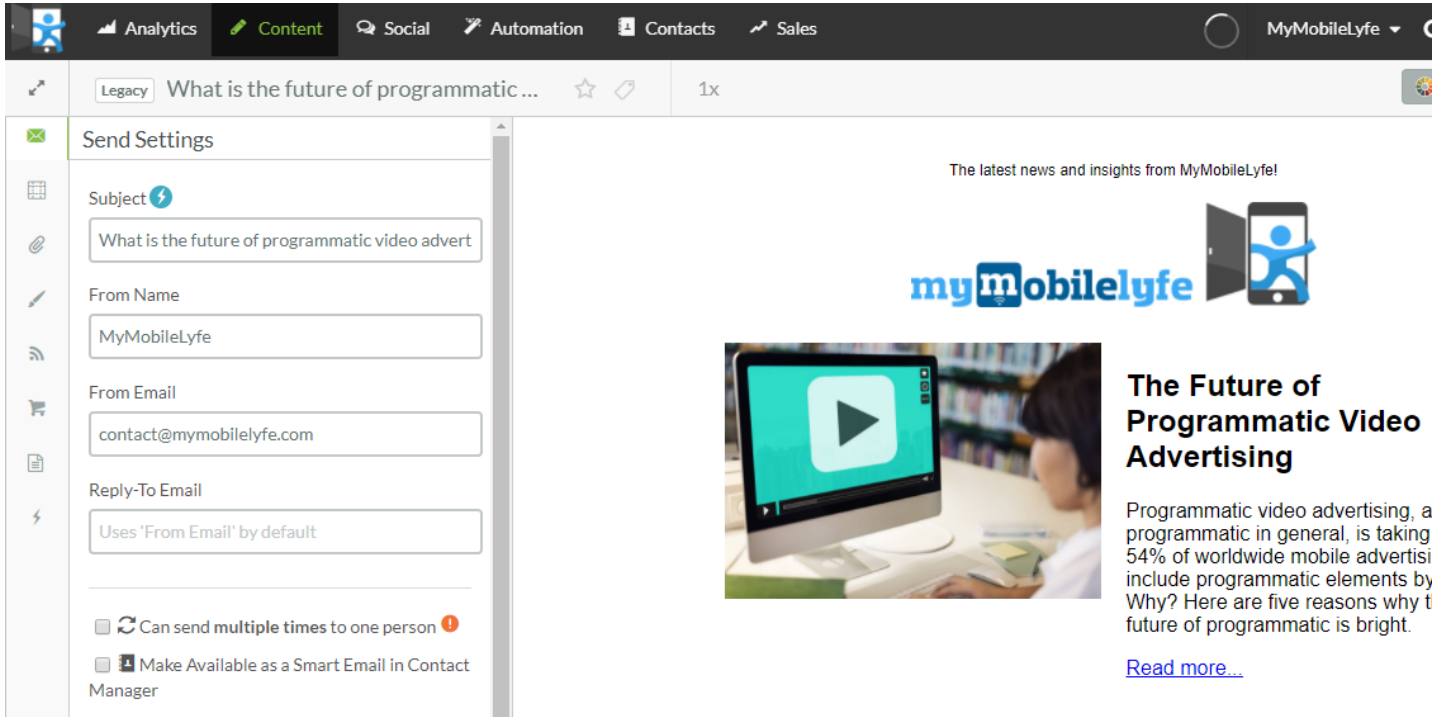
Offers, exclusive content



Email marketing

Traditional newsletters

Email automation



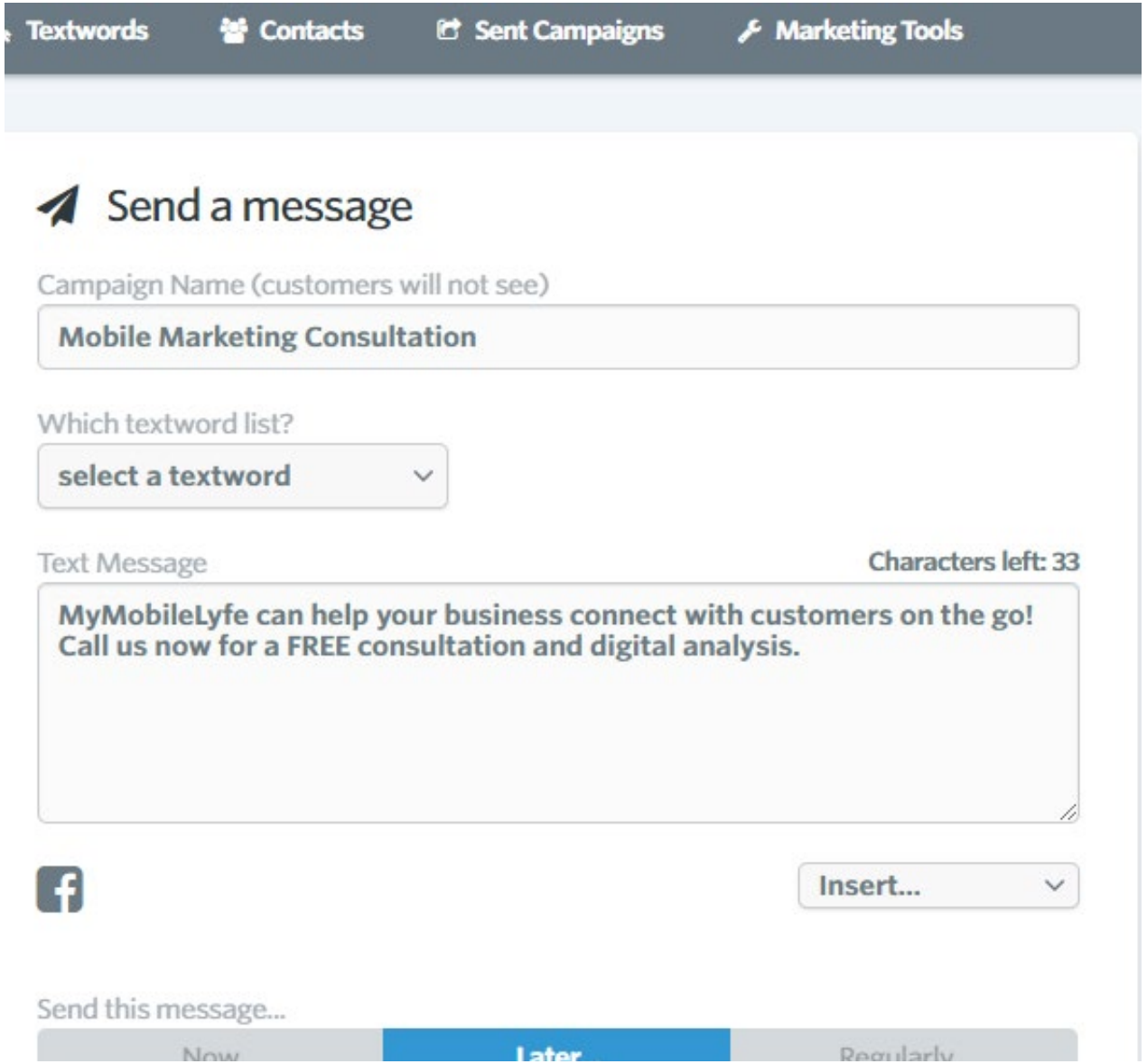
Mobile marketing

SMS alerts

Mobile coupons

Drip campaigns

Birthday deals



Advertising

SEARCH, SOCIAL, DISPLAY, AND MORE.

Advertising basics

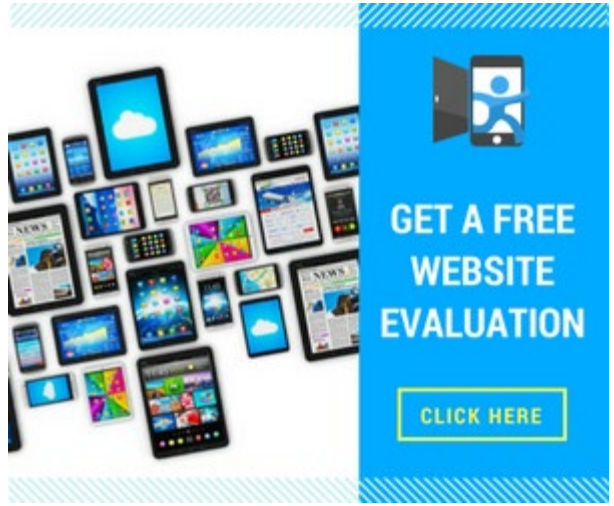
Audience

Creatives

Call-to-action

Landing page

Tracking & metrics



Search engine advertising

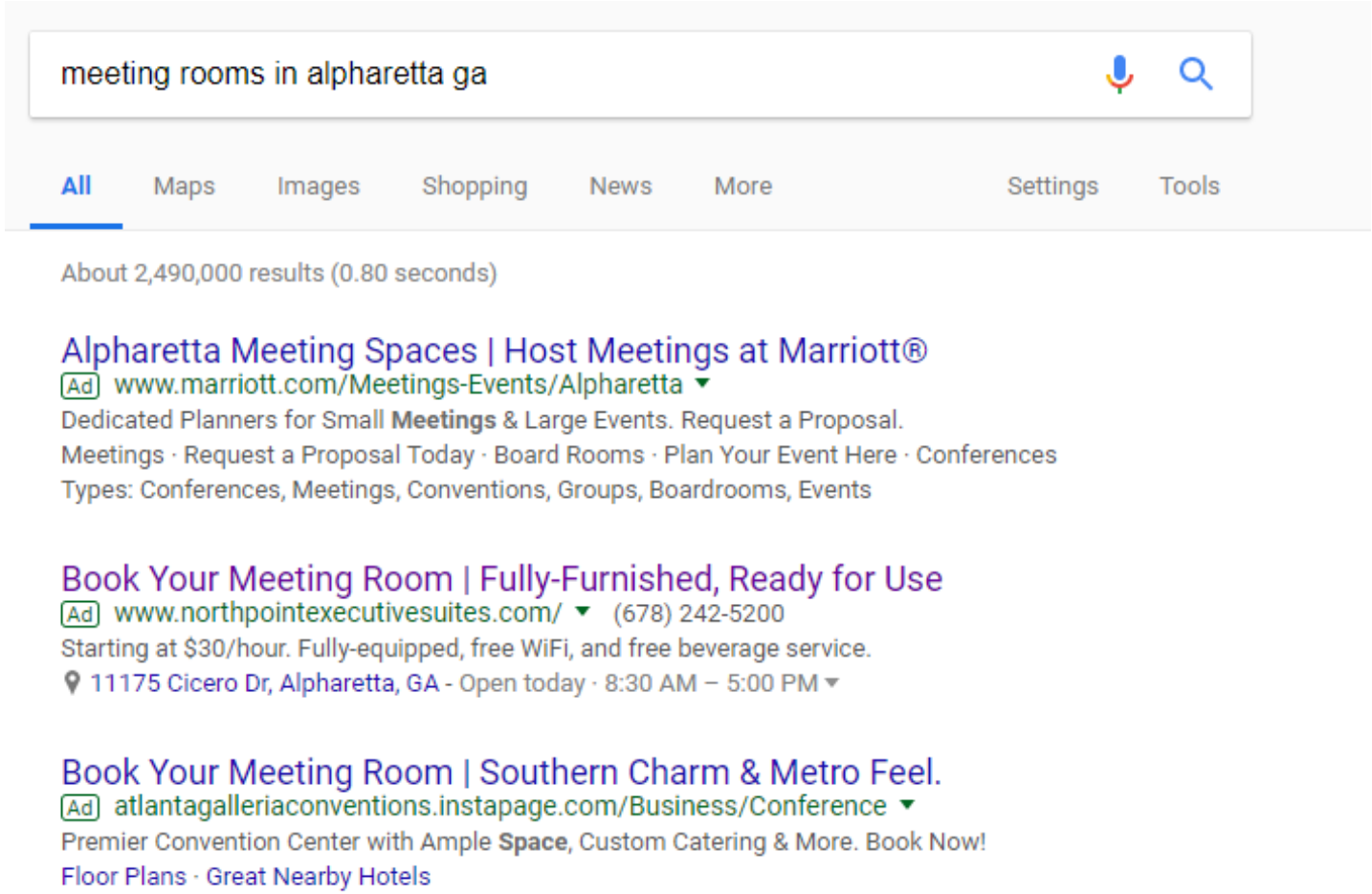
Google, Bing/Yahoo, etc.

Organize your campaign

Keyword research

Bidding strategies

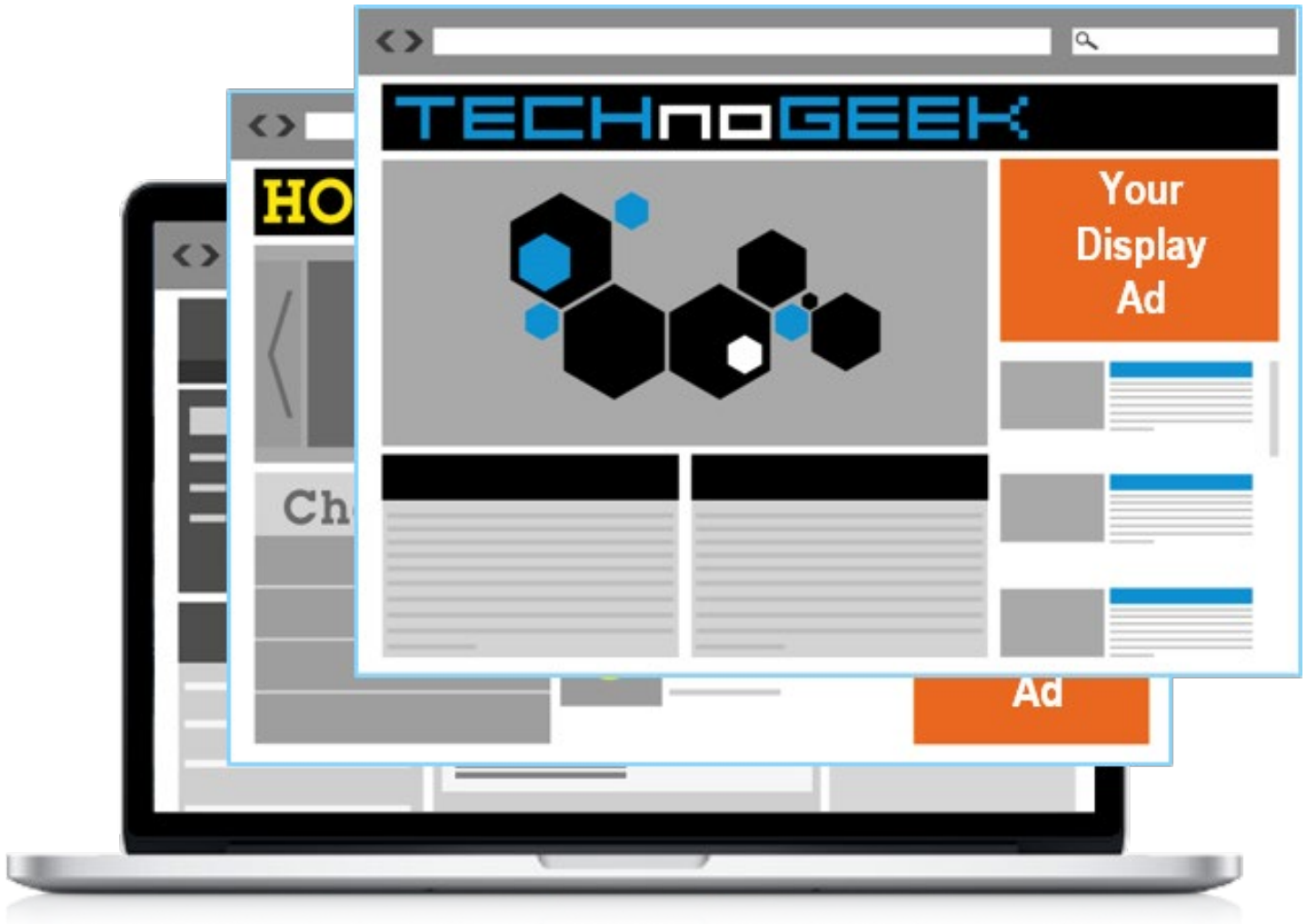
Rules



Display advertising

Ad networks

Ad creatives and positions

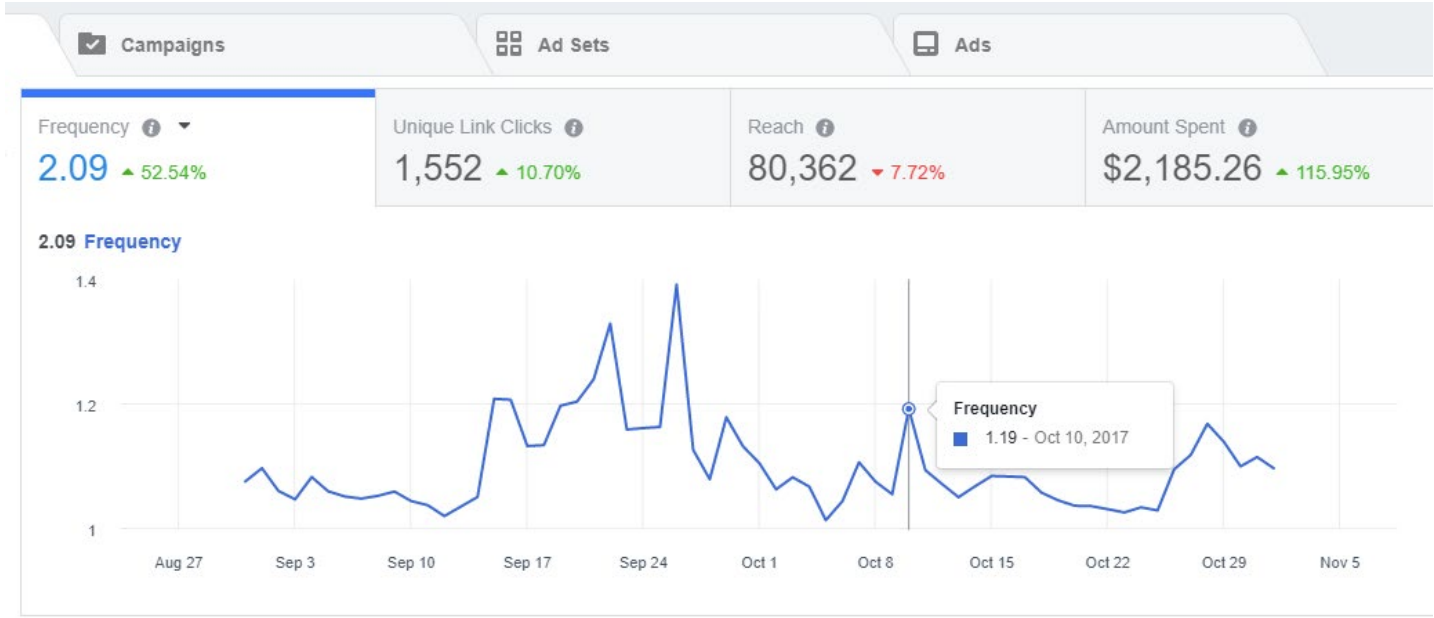


Social media advertising

Differences between networks

Ad positions

Metrics



More advertising methods

Retargeting

Geo-targeting

Analytics

TRACKING YOUR SUCCESS

Analytics

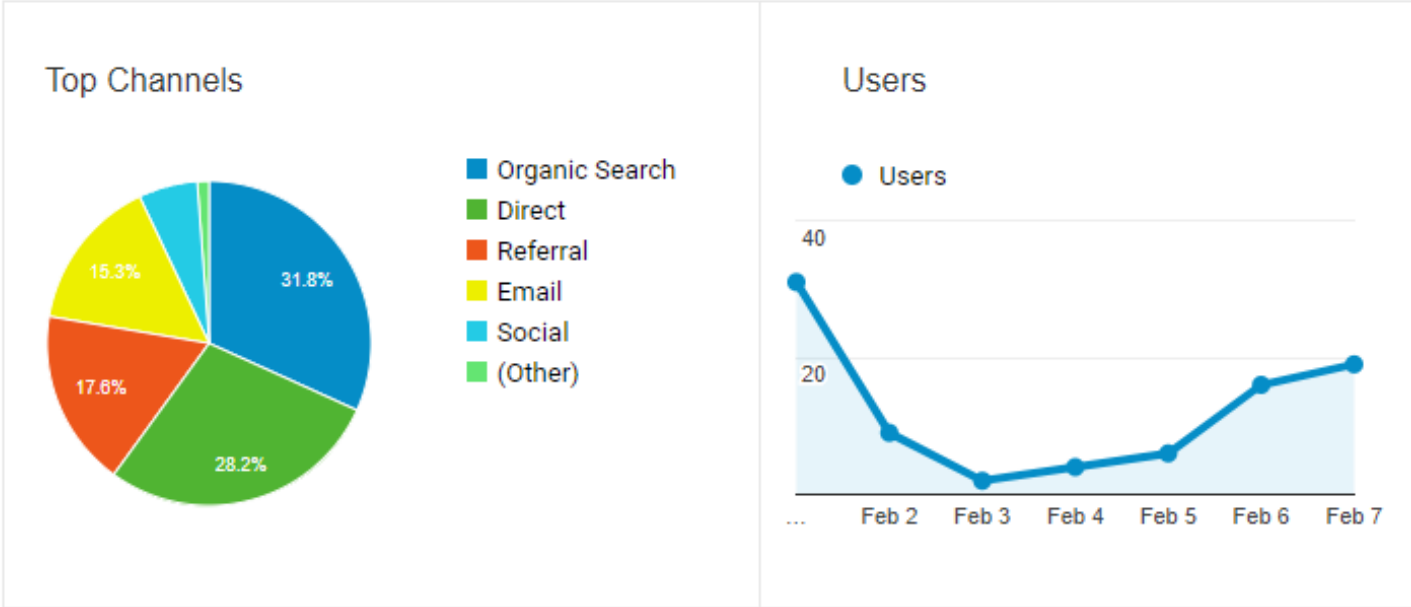
Determine goals & KPI

Tracking framework

Analytics platforms

Reporting frequency

Actionable information



	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	83	79	94	69.15%	1.59	00:0
1 Organic Search	27			60.71%		
2 Direct	24			56.00%		

Recruitment Marketing and IT Staffing

CONNECTING GREAT COMPANIES WITH GREAT TALENT

Build your workforce in a new, better, and faster way.

Getting in front of today's on-the-go job seeker is tough, but MyMobileLyfe's digital recruitment marketing and IT staffing solutions make the search for your next great hire much easier.

We handle every aspect of recruitment.

Refining job descriptions

Pre-screening/interviews

Salary negotiation

Background screening

Onboarding

Other HR services

What is Recruitment Marketing?

It is the most effective way to find, attract, engage, and nurture talent before they ever apply for a position with your company or even before you would have a need for their services.

Our Expertise

EXCEPTIONAL TALENT FOR A WIDE RANGE OF SOLUTIONS

DevOps

Understanding of users' requirements by team of experienced people in specific software development and operations.

Synchronous approach involving planning, coding, developing, testing, launching, monitoring operations with interactive review and close to real time correction methodology.

Reduced development times, costs and reliable operations of clients' needs with full life cycle support.

Digital Transformation

We focus on guiding clients in developing digital transformation strategies across all verticals using inhouse resources with varied expertise accredited through performance from diverse locations.

Quality & Test Automation

Consistency

Reusability

Faster Feedback

Regression Testing

Parallel Testing

Cost Savings

Scalability

Continuous Integration/Continuous Delivery (CI/CD)

Traceability

Site Reliability Engineering

Create highly reliable and scalable software systems and services.

Service Level Objectives (SLOs)

Error Budgets

Automation

Monitoring and Alerting

Capacity Planning

Security

Change Management

Agile

Maximizing customer satisfaction by delivering software that provides the most business value.

Iterative

Customer-centric

Collaborative

Adaptable

Cloud Engineering

We help companies harness the benefits of cloud computing for innovation, scalability, and cost-efficiency.

Scalability

Resource Provisioning

Security

Cost Management

High Availability

Compliance

Automation

Data Management

Collection and storage

Quality and accuracy

Security

Integration

Backup and recovery

Governance

Privacy

Maintenance

Artificial Intelligence

Automation

Robotics

Natural Language Processing (NLP)

Data privacy

Responsible development and deployment

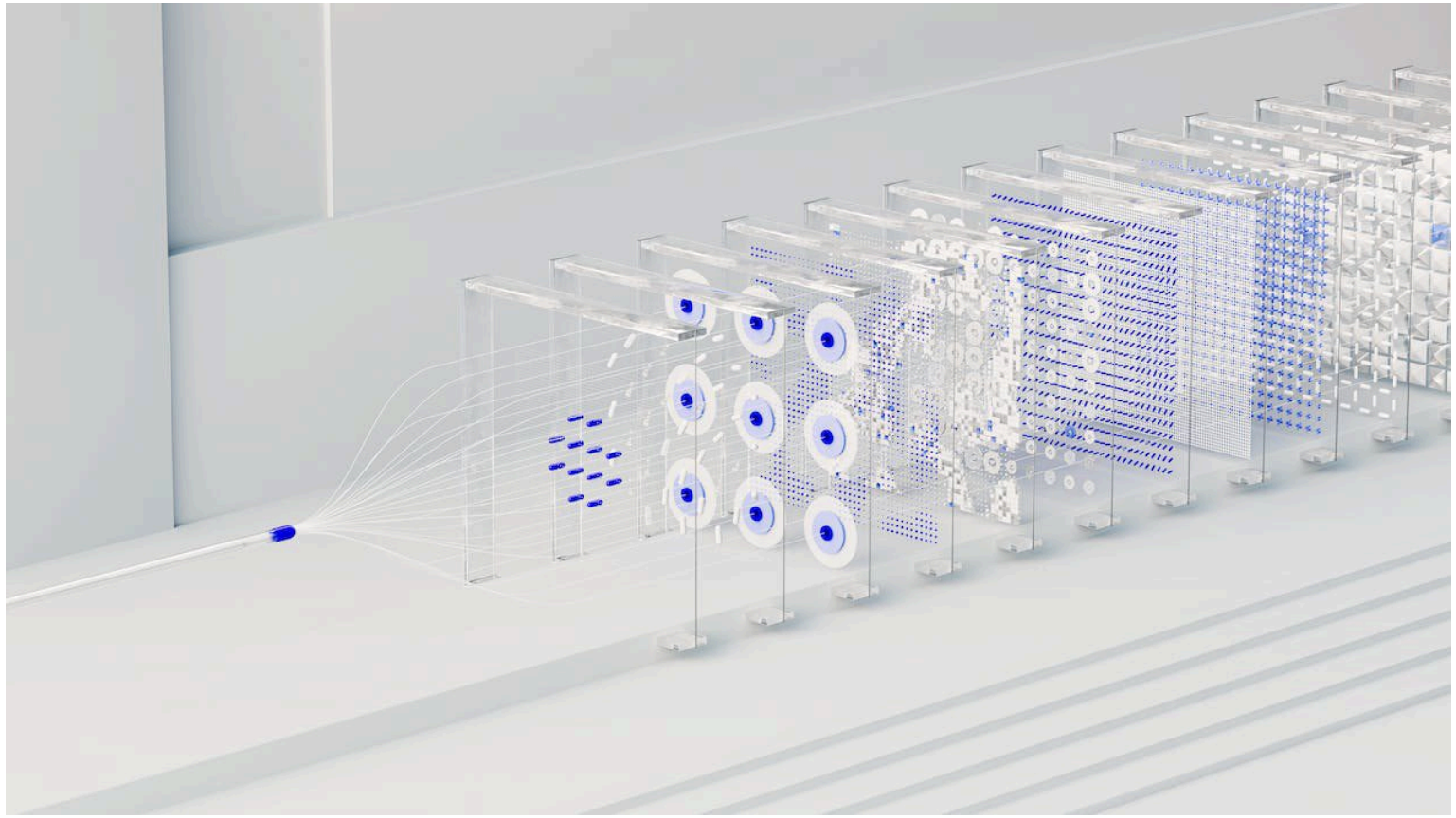
Machine Learning Solutions

Neural networks

Deep learning

Image and speech recognition

Predictive modeling



More Services

ADDITIONAL OFFERINGS FROM MYMOBILELYFE

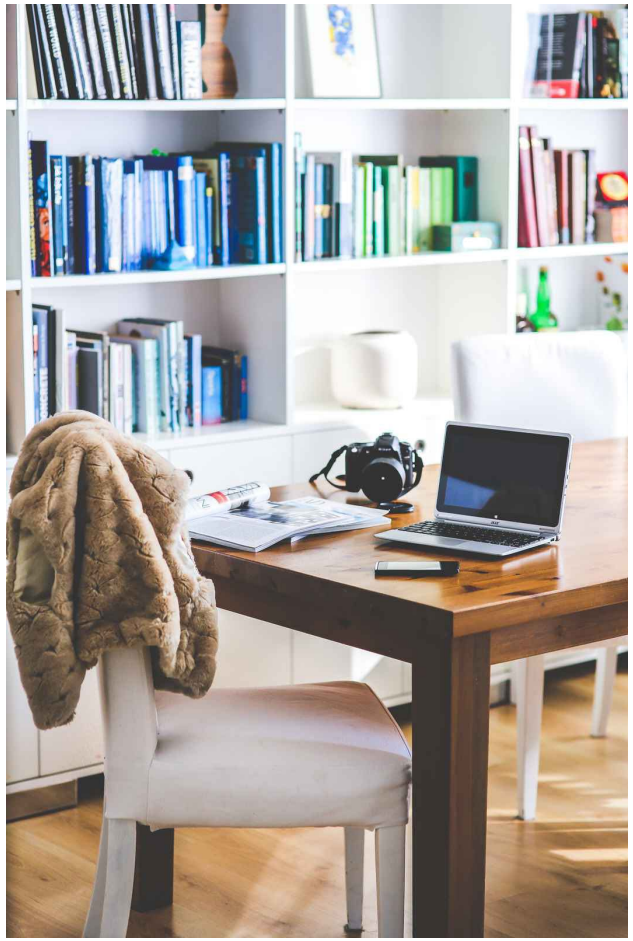
More services

Virtual events

Virtual assistant

Graphic design

Video production



About MyMobileLyfe

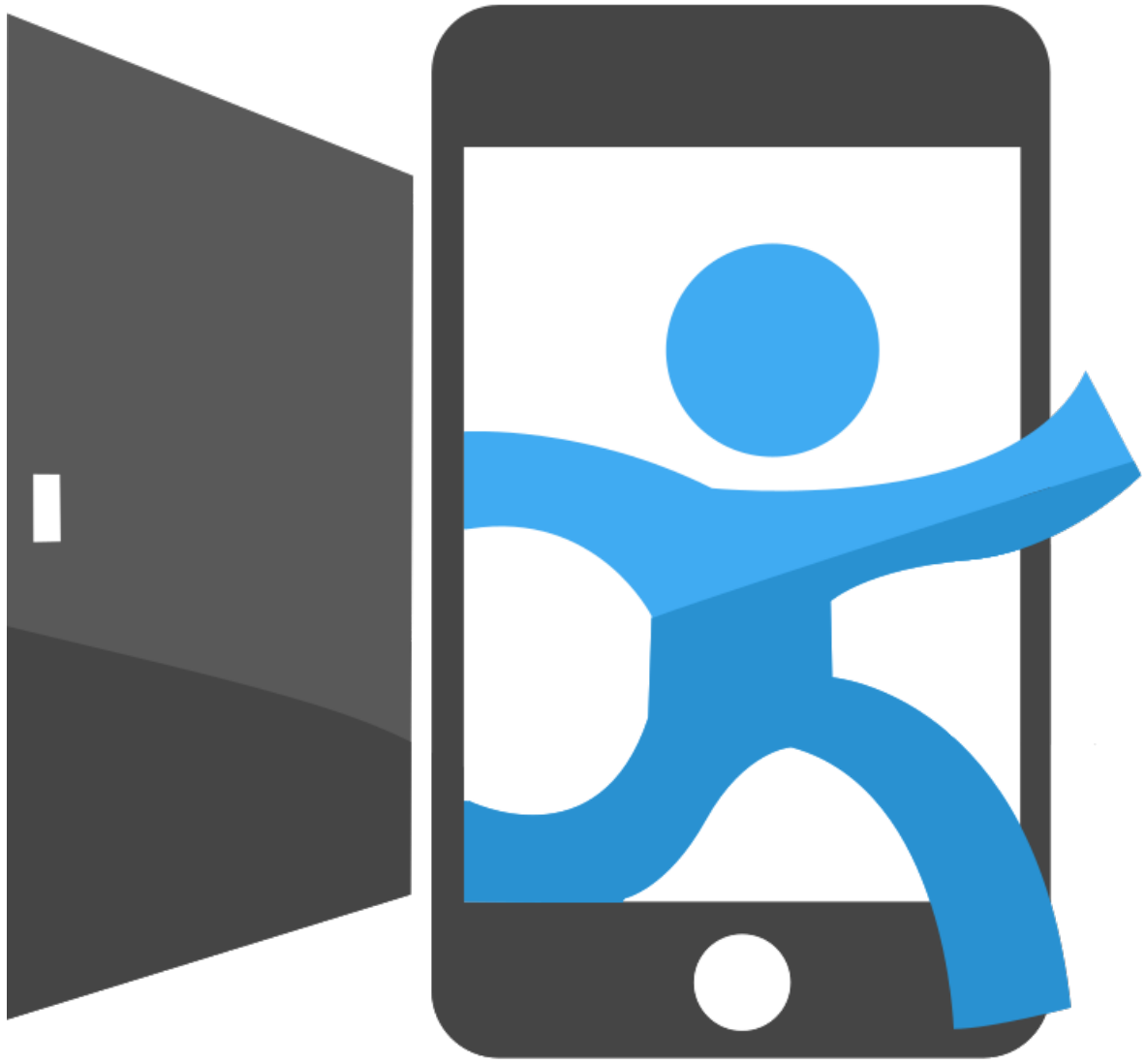
WHO WE ARE, WHO WE SERVE

MyMobileLyfe

Started in 2012

Journalism and digital background

Technology-driven



Our clients

Technology

Retail

eCommerce

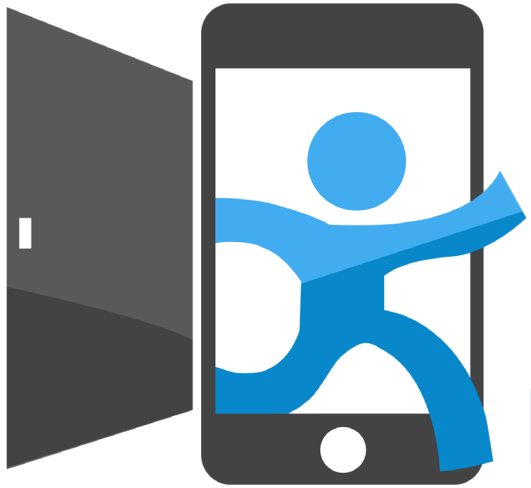
Finance

Media

Nonprofit

Politics

And more…



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Questions?

WWW.MYMOBILELYFE.COM