

John Kriney

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View the full portfolio at <http://www.thecreativefinder.com/optfirst>

Professional Experience and Curriculum Vitae

OptFirst, a certified Google Partner, is an internet marketing agency based in Miami Shores, Florida. SEO, PPC, paid social, reputation management, websites, app dev, landing pages and more!

OptFirst specializes in integrated search marketing. Search is proven to be one of the highest converting media opportunities of possible marketing spends. Why? Because the advertising company captures the audience looking for the exact product or service at the exact moment they need it. They already have the sense of urgency built in. They need a phone number and a contact box to get a quote.

What we do is put companies in front of the consumers by organic, paid and local search through Search Engine Optimization (SEO), Search Engine Marketing (Pay Per Click Advertising) via Google AdWords & Bing Ads, Google Shopping, ReMarketing, Facebook Ads, and Google/Bing maps.

The search marketing industry is always evolving, and here at OptFirst we are always on top of our game. Most recently we have specialized in creating and optimizing AMP mobile sites. We build websites that not only look great but also perform, drive targeted actions and invite consumer interaction. Our sites have powerful tools that track, monitor, measure and test every visitor action and intention.

Once a consumer finds a company via search – they will also check their online reputation. 79% of consumers trust online reviews as much a personal recommendation so it's very important to showcase your happy clients. When you seamlessly integrate all these aspects – the results are powerful. You have increased customers, sales and company growth.

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What Social Media Platform is Right For Your Business?

Not every business needs to have a presence on every social media platform. To make the most out of social media, a business should focus on platforms where their clients and peers are likely to congregate. OptFirst recommends making a personalized list by researching which sites hold the highest relevance to a specific industry. [Read More >>](#)

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Previous Clientele

Measuring Social Media ROI: Metrics and Tools for Success

In today's digital landscape, social media has become a cornerstone of marketing strategies for businesses of all sizes. However, one crucial challenge remains: measuring the return on investment (ROI) of social media efforts. In this blog post, OptFirst delves into the key metrics and tools that empower businesses to measure social media ROI effectively.

Awards and Accolades

Please kindly get in touch for more information.

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