



DEFINE DIGITAL EDGE

A practical digital agency, built to be *fair*

Helping small and medium businesses grow — with honest pricing,
straight advice, and work that actually delivers.

COMPANY OVERVIEW

Most agencies make it *hard to* *trust them*

We built Define Digital Edge to work the opposite way.

01

Random, inflated pricing

Numbers pulled from thin air, dressed up to look like a deal.

02

Big promises, little substance

Guarantees and buzzwords that rarely survive contact with reality.

03

Confusing jargon

Reports designed to impress you, not actually inform you.

04

Lock-in contracts

Long commitments that trap you whether the work delivers or not.

The practical *alternative*

Define Digital Edge started in 2012 as one freelancer doing the work on top marketplaces — learning the craft client by client. By 2018, that became a team and a full agency, built to help small and medium businesses grow without the inflated pricing and empty promises the industry is known for.

We're practical, transparent, and focused on results that matter.

- **2012**
Started as a freelancer
- **2018**
Built a team & agency
- **Now**
Still practical, still growing

Five ways we *help you grow*



Website & Brand

Websites, landing pages, and logo & brand identity.



Search & SEO

SEO audits, fix sprints, and ongoing SEO management.



Paid Ads

Nine ad channels under one honest management model.



Local

Google Business Profile and Local Services Ads.



Reputation

Shaping what people find when they search your name.

Get online & *get found*



Website & Brand

- ✓ Get a Website — single page to full site

- ✓ Get a Landing Page — built to convert

- ✓ Logo & Brand Identity — a cohesive look



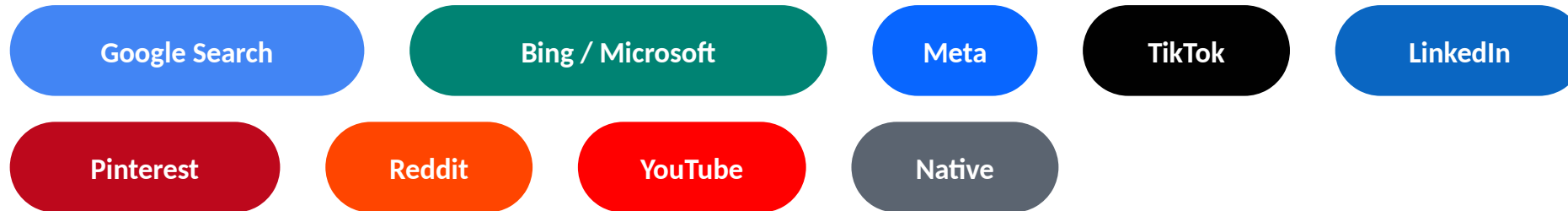
Search & SEO

- ✓ SEO Audit — a clear diagnosis, no fluff

- ✓ SEO Fix Sprint — we implement the fixes

- ✓ SEO Management — ongoing growth

Nine channels, *one honest model*



One simple management model

20%

up to \$1k

15%

\$1k-3k

12%

\$3k-7k

10%

\$7k+

% of ad spend — lower as you scale. You pay the platform directly; we never mark it up. \$197/mo minimum.

Get found locally — *and trusted*



Local

- ✓ Google Business Profile setup & management

- ✓ Local Services Ads with Google Guaranteed

- ✓ Show up for 'near me' searches



Reputation

- ✓ Personal & brand reputation management

- ✓ Rank positive, genuine content for your name

- ✓ Honest ORM — no fakes, no false promises

Transparent, fair, *no surprises*

01

Published pricing

Our prices are on our website. What you see is what you pay — no mystery quotes.

02

No markup on ad spend

You pay the ad platforms directly. We never touch or mark up your budget.

03

No lock-in

Management is month-to-month. We earn your business every single month.

04

You own everything

Your accounts, your website, your data — all yours, always.

WHY US

We built the agency *we'd want to hire*

01

Honesty over the hard sell

If something won't work for you, we say so — even if it costs us the sale.

02

Results over promises

We under-promise and over-deliver, focused on outcomes that matter.

03

Clear, jargon-free reporting

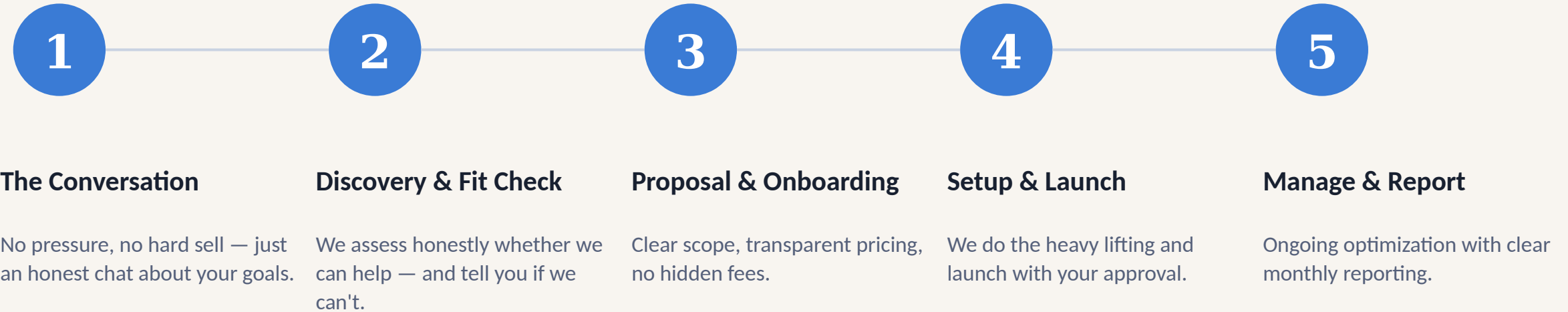
Every month: what we did, what it cost, what it delivered. Plainly.

04

You work directly with us

No junior hand-offs. You talk to the people doing the actual work.

How working with us *actually goes*



Built for *small & medium businesses*

We understand budgets that can't be wasted and decisions that actually matter. Everything we do is shaped around helping businesses like yours grow efficiently — whether you're getting online for the first time, trying to rank, running ads, or protecting your reputation.

***Real businesses, real budgets,
real results — not vanity metrics.***

- ✓ Local service businesses

- ✓ E-commerce & online stores

- ✓ Professional services & B2B

- ✓ Startups & growing brands



Let's have that *first conversation*

No pressure, no hard sell — just an honest chat about whether we can help.

 info@definedigitaledge.com

 WhatsApp — let's talk

 definedigitaledge.com