



Digital Marketing

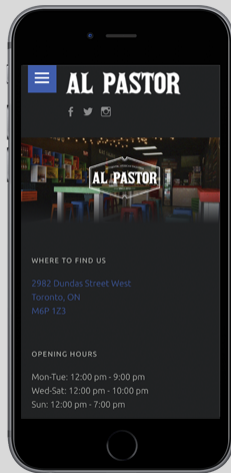
Every small business needs to have a digital presence so that customers can easily find and engage with them.

Website

A website that matches the business' products or services.

- Custom Website Design
- Copy-writing
- Photography

01



On-Page SEO Optimization

Be discoverable by Google, Bing, etc.

- Title tags, URLs, snippets, meta descriptions, etc.
- Keyword optimized content
- Crawl-able HTML & CSS

02



Al Pastor | Authentic Mexican Taqueria: Homepage
alpastor.ca /
Located in the heart of the Junction neighbourhood in Toronto, Canada - Al Pastor, Authentic Mexican Taqueria offers a true Mexican taqueria experience.

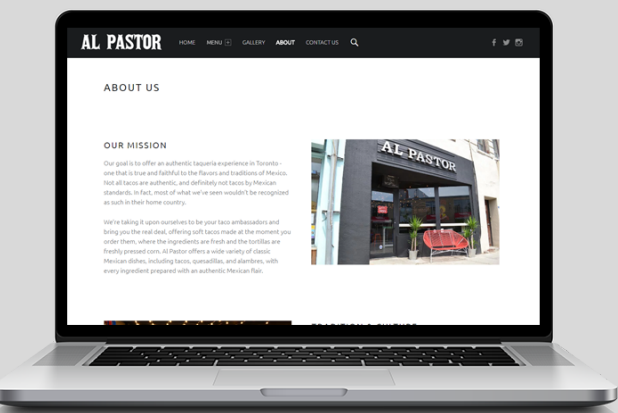
Menu
Proud of Mexican culture, our menu includes a variety of the ...

Gallery
Al Pastor, Authentic Mexican Taqueria brings a traditional ...

Contact Us
What happens if you eat nothing but tacos for a week? Contact ...

About
The thing about tacos in Mexico is that it's not really just a single dish.

[More results from alpastor.ca »](#)

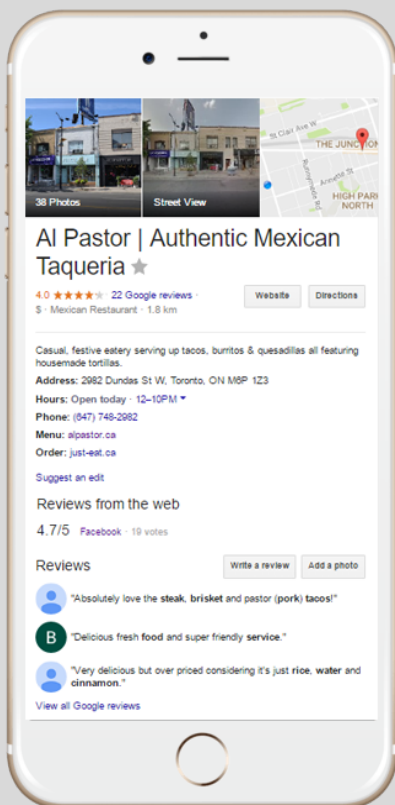


Off-Page SEO Optimization

Get found by customers online.

- Get search engines to index the website
- Google My Business profile creation & optimization
- Local directory listings

03

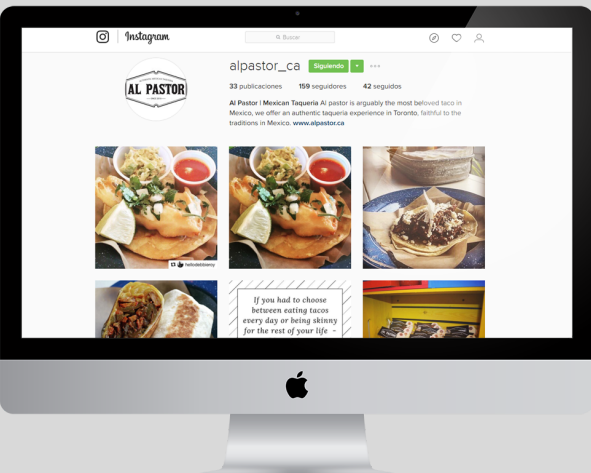


Social Media Marketing

Grow the business.

- Profile creation and optimization
- Social strategy and planning
- Facebook, Twitter and Instagram setup
- Community Management: content creation/curation and engaging with customers

04

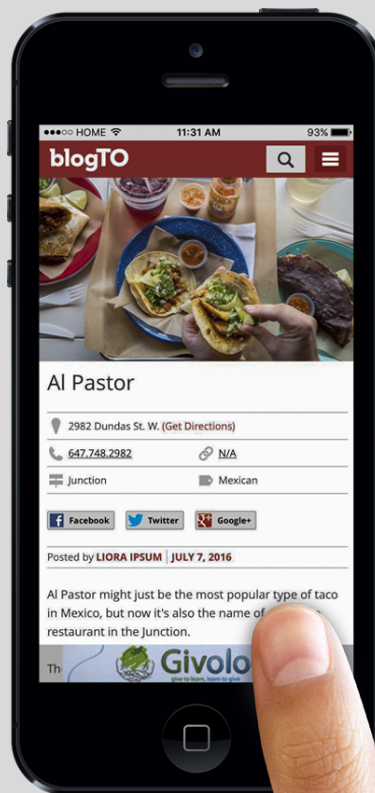


Media Coverage

Attract new customers.

- Contact popular local media outlets related to the business' industry
- Build trusted links

05



alpastor.ca

www.eduardodefuentes.com