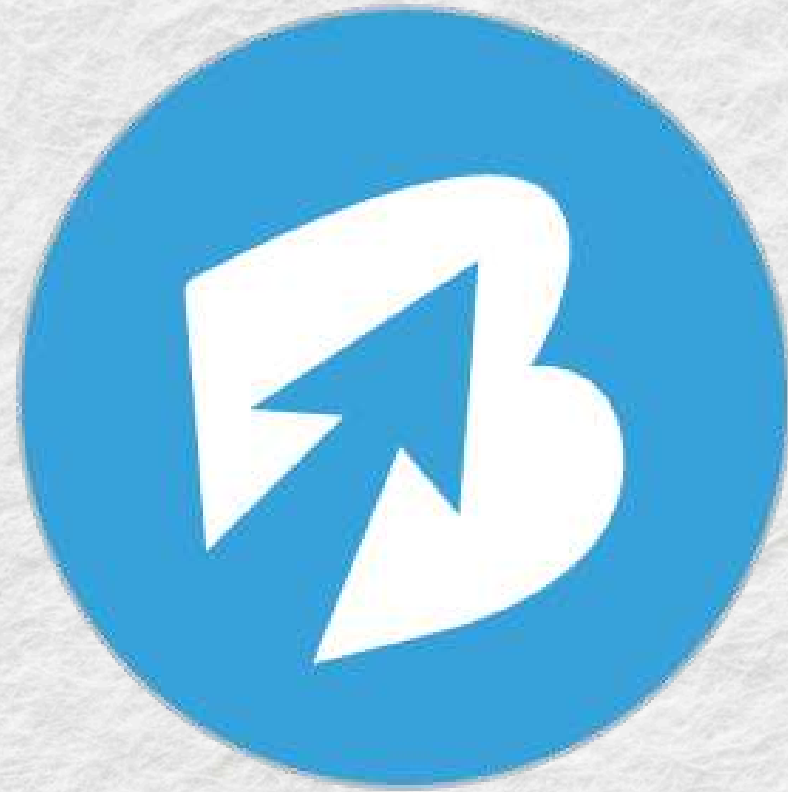


# BREEZEMAXWEB

*Going beyond the click*

AGENCY DECK



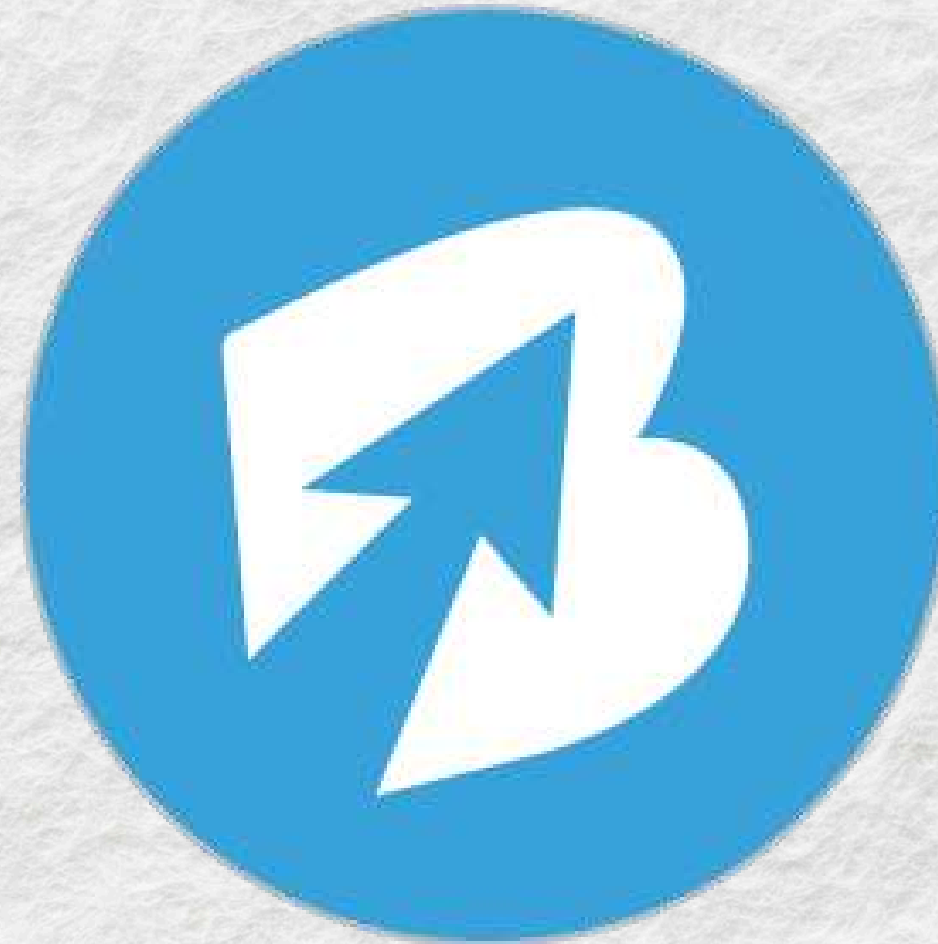


**B R E E Z E M A X W E B**



# BREEZEMAXWEB

Founded in 2007 and headquartered in Etobicoke, BreezeMaxWeb is a fully Canadian owned digital marketing agency. As a Google Premier Partner, Meta Marketing Partner, and Google Cloud & Workspace Partner, we specialize in delivering results-driven solutions across all digital channels.



We specialize in all aspects of digital solutions, including branding, creative design, web development, search engine marketing, SEO, social media marketing, video production, software development, email marketing, and IT management. As a dedicated marketing and technology partner, we work closely with every business to guide, educate, and support them, ensuring their growth and success.

We've earned recognition as a Growth 500 Company for seven consecutive years and were named one of Canada's Top Companies by The Globe and Mail in 2020. With a focus on multicultural marketing, we are the largest multicultural agency in Canada.

*Going beyond  
the click*

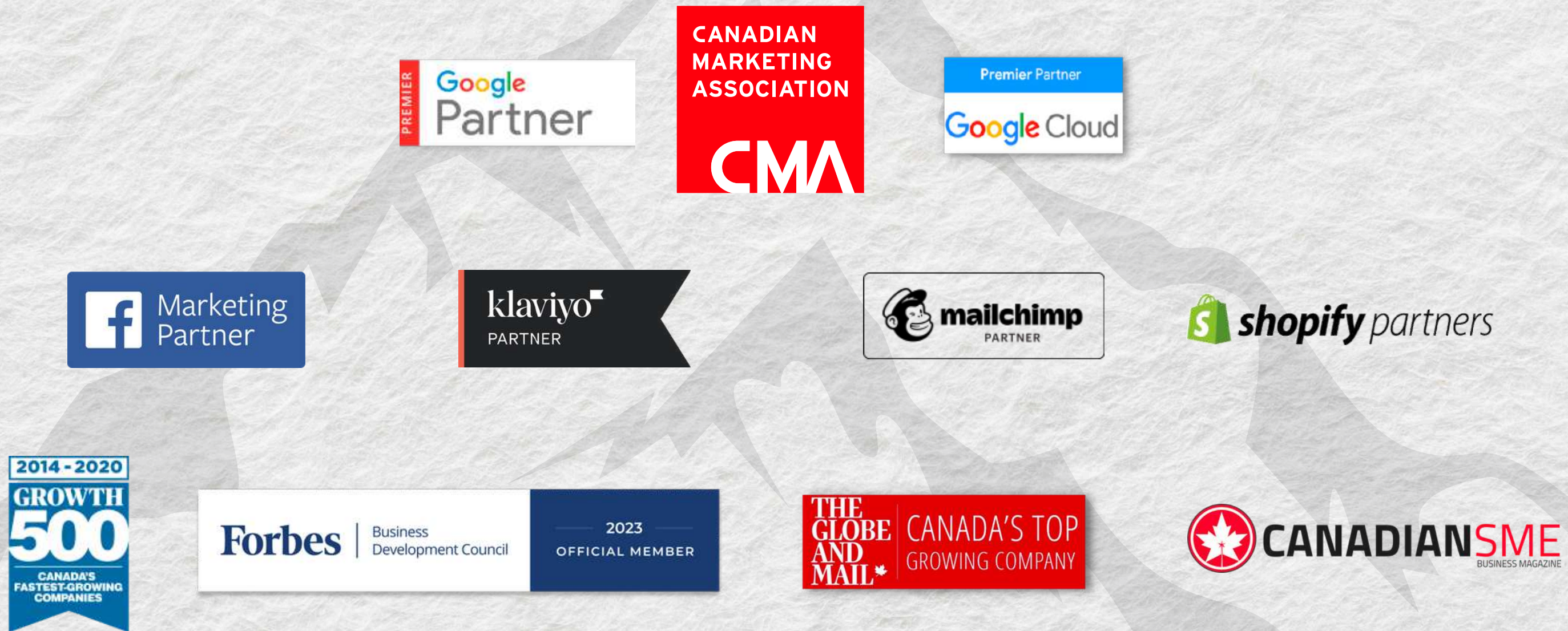
**100+ TEAM MEMBERS**

**2000+ CREATIVE AND WEB PROJECTS**

**5000+ MARKETING CAMPAIGNS**



# ACCREDITATIONS & PARTNERS



Our expertise, success, and knowledge stem from being certified and recognized by leading industry giants. As an organization, we are committed to continuous learning and improvement, ensuring that we maintain a high level of proficiency. To retain these certifications, awards, and partnerships, we must not only acquire new clients but also focus on retaining and growing our current client base, ensuring continuous success and development.



BreezeMaxWeb can provide you with a team of expert consultants across all subsets of Digital Marketing including Creative/Web Design, Media Buys for Google Ads and Social Media, Content marketing and much more. You'll have a dedicated consultant and a team of professionals at your fingertips.



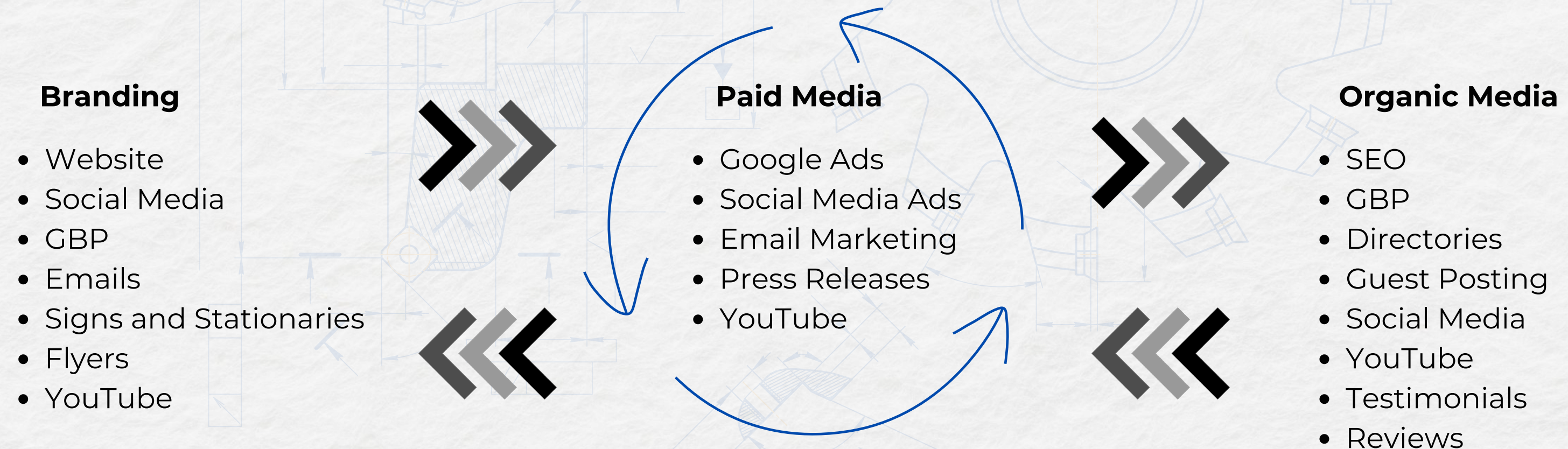
# OUR DIGITAL BLUE PRINT

We adopt an omnichannel approach to our marketing campaigns, ensuring seamless collaboration among all digital marketing avenues. Our primary focus is to maintain consistent messaging across all platforms.



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We adopt an omnichannel approach to our marketing campaigns, ensuring seamless collaboration among all digital marketing avenues. Our primary focus is to maintain consistent messaging across all platforms.







# BRANDING

Branding is essential because it not only creates a lasting impression on consumers but also sets clear expectations for your customers and clients. It helps distinguish your business from competitors and highlights what makes you the better choice.

**Your brand should be a true reflection of who you are as a business and how you want to be perceived.**

Our first priority is to ensure you have a strong branding guide in place; one that serves as the foundation for all your business and marketing efforts, ensuring consistency and recognition across all platforms.



# OUR WEB DEVELOPMENT PROCESS

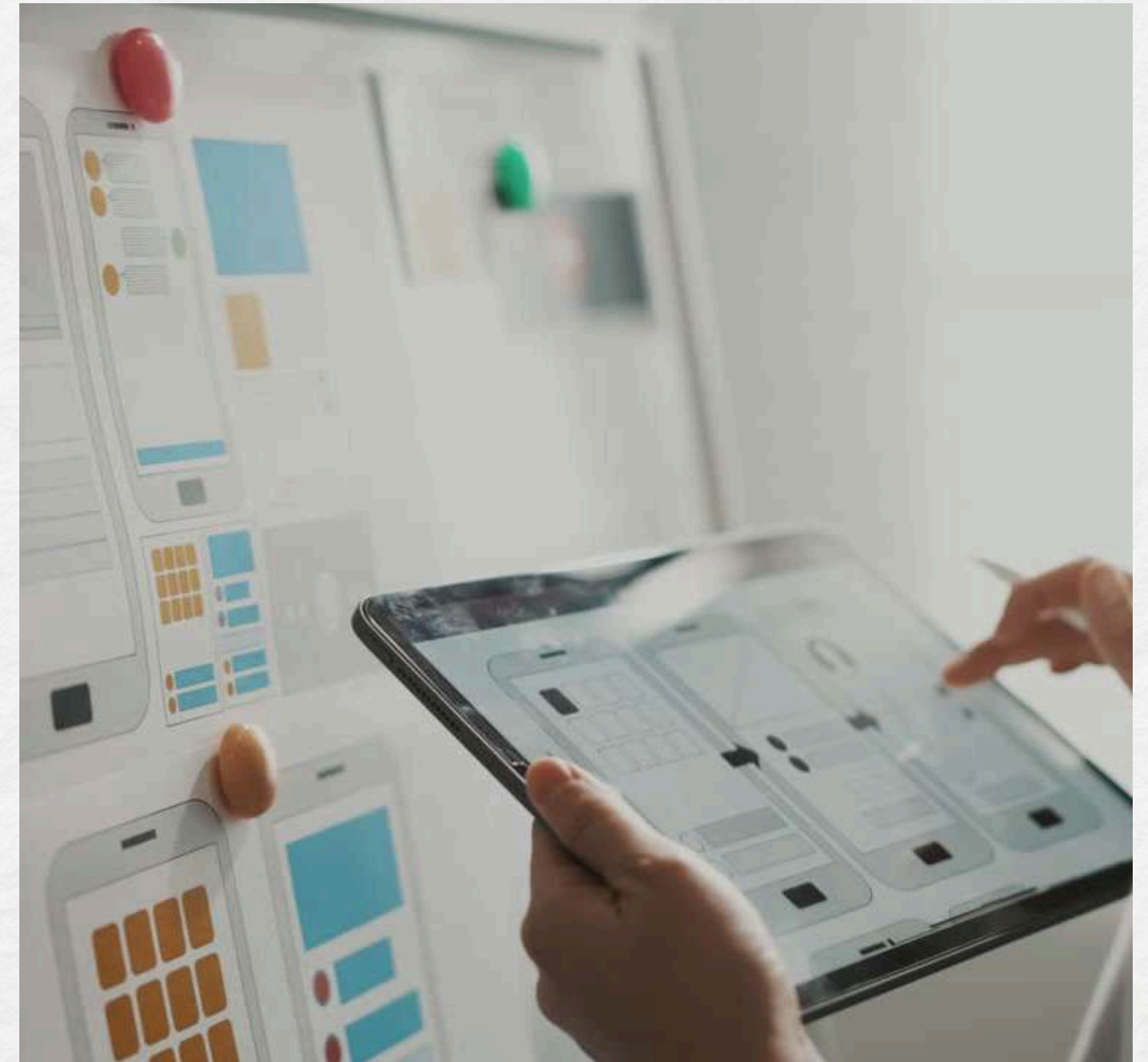
**We take a structured approach to web design. Our development process was created to ensure every project is delivered on time and on budget. Once your web design project kicks off, here's what to expect:**

## PLANNING AND DESIGN

**Initial Planning:** The first order of business is to meet with your team and create a detailed set of design and technical specifications. These specifications serve as a roadmap for the rest of the web design process.

**Wireframing:** Wireframes are your first chance to visualize your website. While they're not nearly as detailed as the final site will be, they give us a visual representation of the site's overall layout.

**Mockups:** Once the site wireframes are completed and approved, we'll proceed with the site mockup. These add color and a bit more detail to the initial wireframes, giving us a stronger visual representation of the final product.



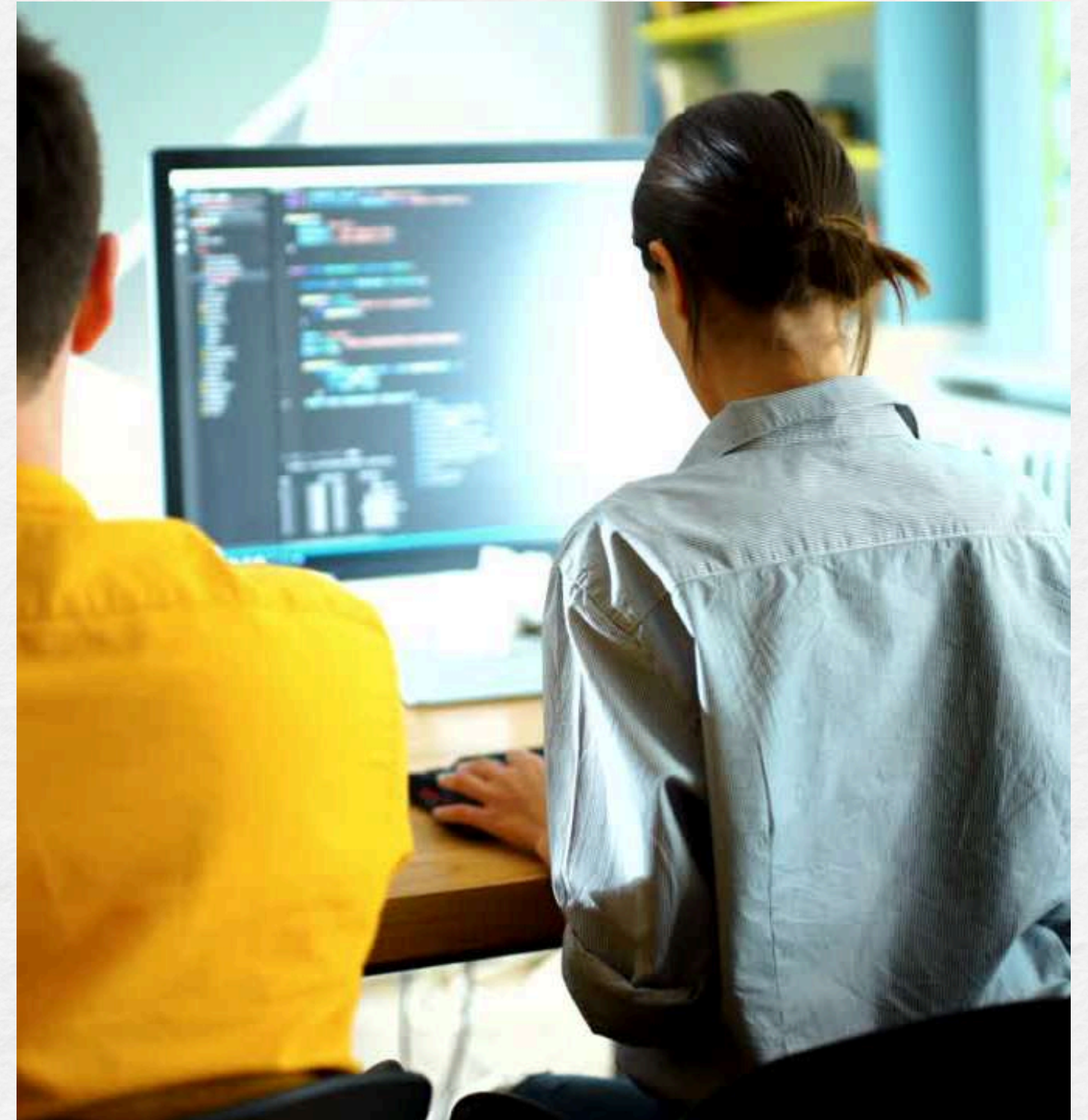
# OUR WEB DEVELOPMENT PROCESS

## DEVELOPMENT AND QUALITY CONTROL

**Copy & Graphics:** Once we've agreed on a final design based on the mockups, our team will proceed with development, kicking off two phases. The first involves organizing your existing site's copy and graphics. Our team will get to work performing CRO research and come up with the best way to organize copy and images that will flesh out your final site.

**Development:** At the same time, we'll kick off the technical side of the web design process. This will include deploying your CMS, creating your custom theme using Divi and page designs, and setting up your website's analytics.

**Testing:** Once our designers, and developers have finished their work, our Quality Assurance team will get to work testing your site's performance and reliability. We'll use various tools to benchmark your site for loading, responsiveness, and speed, while also ensuring that it works reliably on all web browsers and mobile devices.



# WEBSITE MAINTENANCE PROCESS

## Secure Backups

BreezeMaxWeb will create a complete backup of your website every 7 days. All backups will be stored in a secure local server.

## Content Updates

As you create new content for your web pages and blogs etc., BreezeMaxWeb will publish them appropriately to your site, along with any accompanying images. We will also update meta tags for SEO purposes when publishing new content.

We will also make minor changes to your website's copy, images, or layout at your request, so long as those changes do not require changing more than 25% of your website in a given month. If more in-depth changes are required, a statement of work will be created with separate pricing for website design.

## Script/Program Updates

We will add or edit and update scripts, programs, CMS, and software at your request, and when necessary to maintain site performance and security.

## Website Monitoring

BreezeMaxWeb will monitor your site for security breaches and outages on a regular basis. We will notify you of any website issues within 1 hour of initial occurrence and will resolve issues as quickly as possible. The actual resolution time for website maintenance issues, including security breaches and outages, will vary depending on the specific parameters of each event.



# OUR PREFERRED HOSTING SOLUTION

BreezeMaxWeb is committed to providing the most secure and scalable website hosting services for our clients. Our hosting infrastructure is built on modern, high-performance servers equipped with the latest software and technologies to ensure reliability, security, and speed.

We utilize CloudLinux OS to enhance server stability and security, isolating each hosting environment for optimal performance. Our servers run LiteSpeed Web Server, which delivers exceptional speed and efficiency, complemented by advanced caching solutions to improve website load times.

Security is a top priority, and we integrate Imunify360 to provide comprehensive protection against malware and cyber threats, ensuring that your data remains safe and secure. Our cloud servers are carefully configured and optimized for performance, granting full control and flexibility with root access for advanced management.

Hosted and maintained in North America, our servers operate on North American IPs and are backed by expert support. With proactive monitoring in place, any potential downtime is swiftly addressed by our team to minimize disruptions. Because our Cloud Servers do not share hardware with other clients or websites, they offer improved stability, uptime, and overall performance, ensuring a seamless hosting experience for your business.

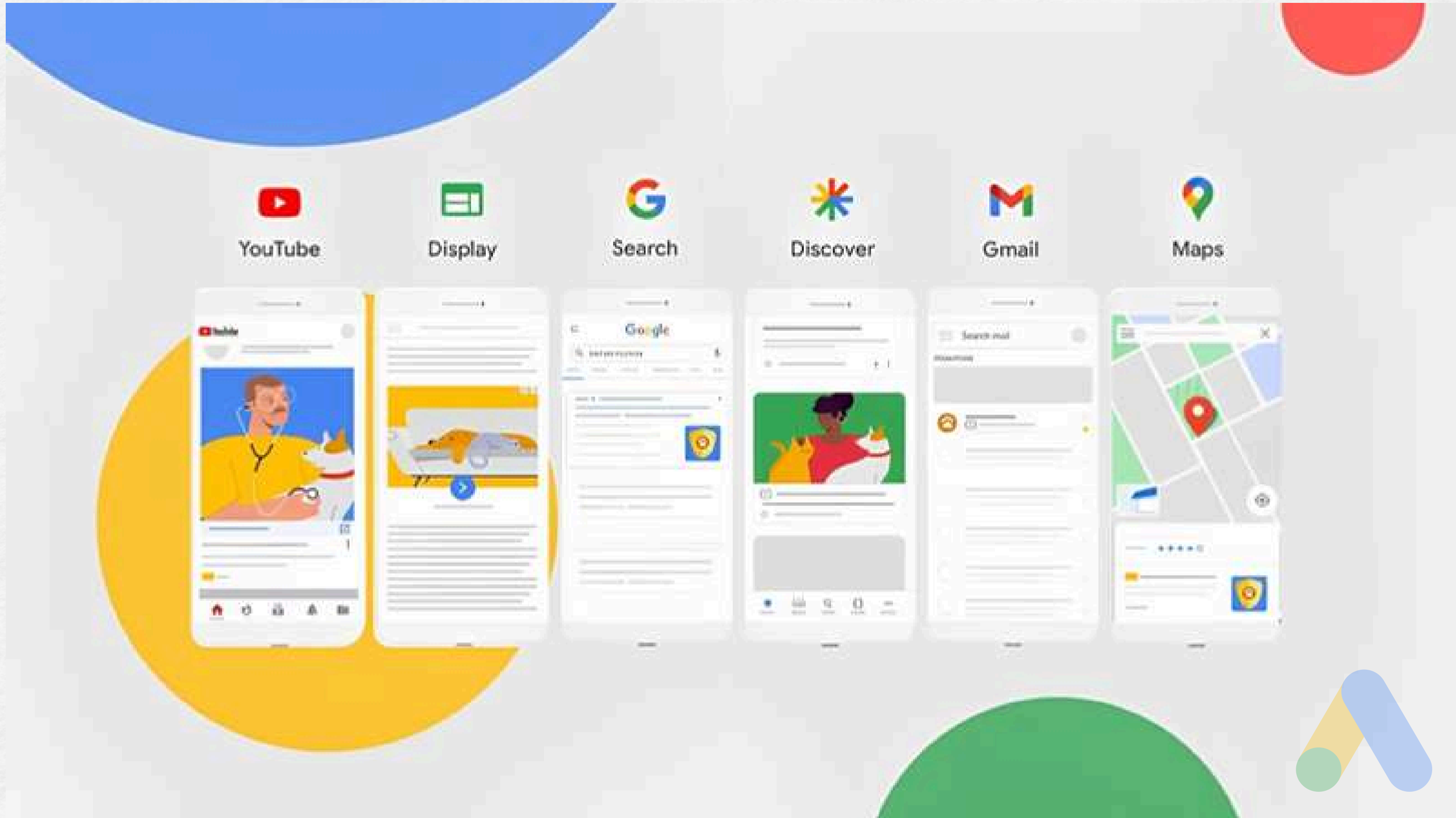


A stylized background logo for Google, featuring a blue shape resembling the letter 'A' on the right, a yellow shape resembling the letter 'G' on the left, and a green circle at the bottom left, all overlapping.

# GOOGLE ADS



# GOOGLE ADS





# GOOGLE ADS

Google Ads is a powerful advertising platform for product-based businesses targeting both B2C and B2B audiences in Canada. With Search Ads, you can capture high-intent customers actively searching for your products, while Display Ads boost brand awareness across a vast network of websites. Remarketing helps re-engage potential buyers who have previously interacted with your brand, increasing conversion rates. Shopping Ads showcase product images, prices, and details directly on Google search results, driving higher purchase intent. Performance Max (PMax) leverages AI to optimize performance across Google's entire ecosystem, including platforms like YouTube, which had a potential ad reach of 31.90 million users in Canada in early 2024.

Notably, Google dominated the digital advertising market in Canada with a 50% share since 2020. Whether you're focused on direct sales or long-term branding, Google Ads provides a data-driven, scalable approach to drive targeted traffic and maximize ROI in the Canadian market.

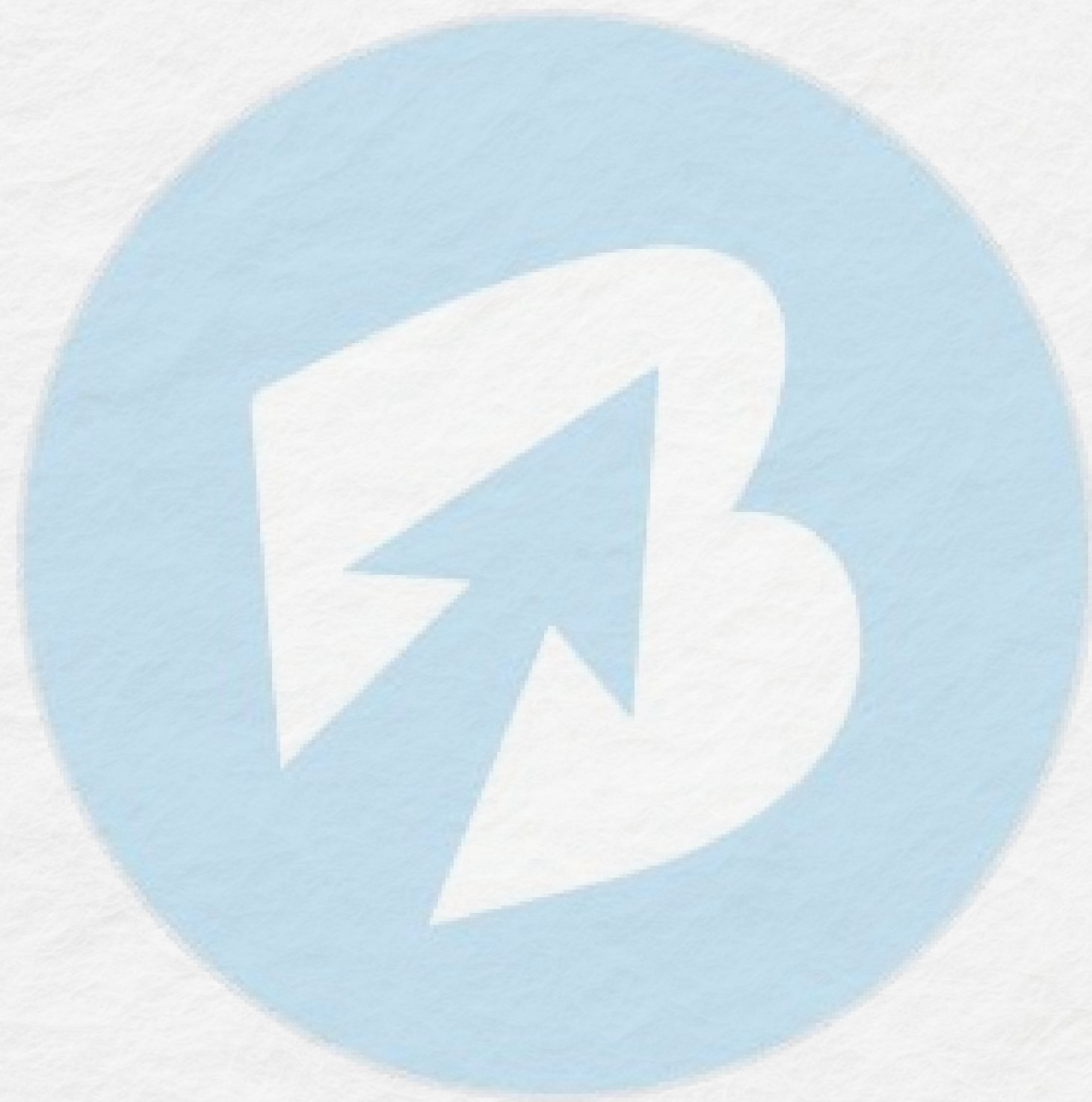




# GOOGLE LOCAL ADS

Google Local Ads are an effective way to attract nearby customers searching for your services. These ads appear in local search results and on Google Maps, showcasing your business's address, contact information, and directions. By targeting a specific geographic area, Local Ads help ensure your business is visible to people actively looking for relevant services in your community. With features like location extensions and clear calls-to-action (such as "Contact Us" or "Visit Today"), Local Ads make it easier for potential customers to find, connect with, and choose your business—boosting visibility and driving more inquiries.



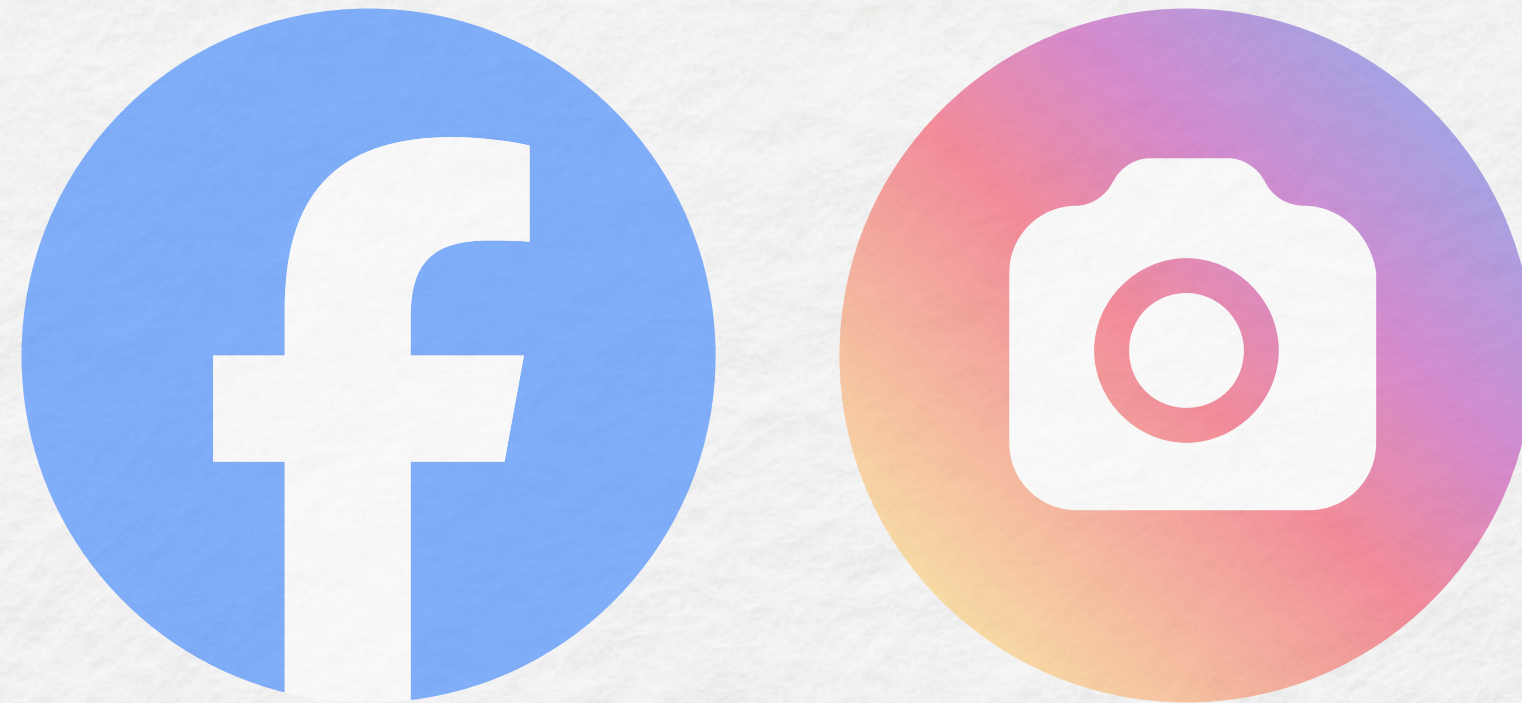


## **OPTIMIZED GOOGLE ADS STRATEGIES BY BREEZEMAXWEB**

At BreezeMaxWeb, we specialize in managing high-performance Google Ads campaigns that drive real results for businesses. Our data-driven approach ensures continuous optimization through ongoing keyword research, bid adjustments, negative keyword management, and ad copy refinement to maximize ROI. We design and execute Search, Display, Shopping, Performance Max, and Remarketing campaigns, crafting visually engaging ads that capture attention and convert prospects into customers.

Our team closely monitors campaign performance metrics, A/B tests ad creatives, and fine-tunes targeting strategies to ensure optimal ad spend efficiency. By leveraging real-time data insights, we proactively adjust bidding strategies, enhance audience segmentation, and refine messaging to align with user intent. This continuous monitoring and strategic upkeep allow us to adapt to market trends, keeping campaigns competitive and delivering sustainable growth for our clients. With BreezeMaxWeb, your Google Ads strategy is always optimized for peak performance.





# SOCIAL MEDIA ADS





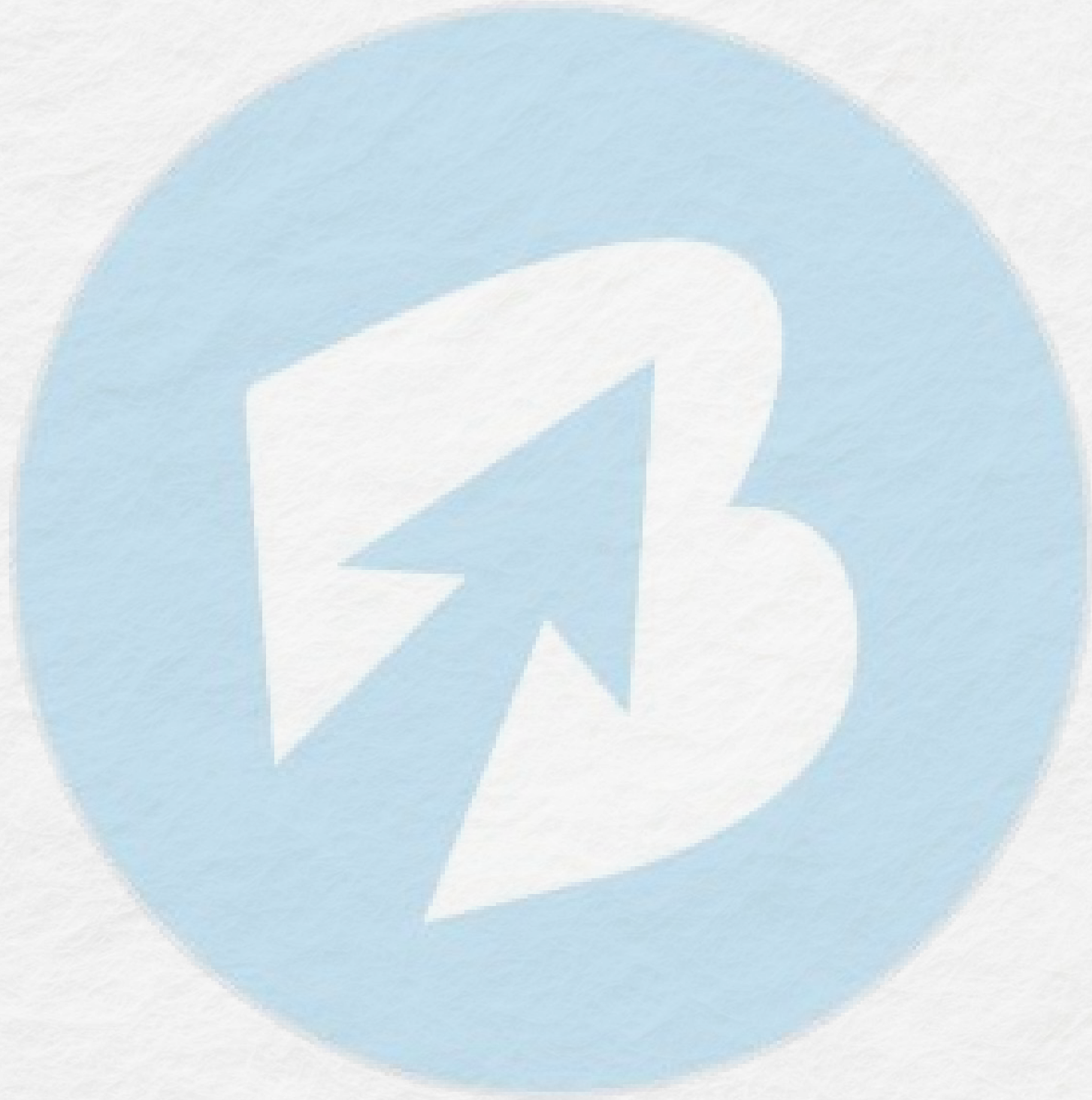
# META ADS

Facebook and Instagram ads are powerful tools for promoting businesses, helping to increase brand awareness and drive customer engagement. With visually engaging content, businesses can highlight their unique offerings, showcase customer experiences, and build trust with their audience.



Both platforms offer precise targeting options based on location, interests, behaviors, and demographics, ensuring your ads reach the right people at the right time. With detailed analytics, interactive features, and a strong visual focus, Facebook and Instagram ads provide a cost-effective way to boost visibility, generate leads, and build meaningful connections with your target audience.





## **EFFICIENT, CONVERSION-DRIVEN META ADS MANAGEMENT**

At BreezeMaxWeb, we take a hands-on, results-driven approach to managing Meta ads. We monitor ad performance daily, making real-time adjustments to ensure our campaigns stay on track to meet business goals. We regularly analyze and adjust budgets based on performance metrics, making sure every dollar is spent efficiently to drive conversions. Our team focuses on continuous optimization, fine-tuning targeting, ad copy, and creatives to ensure they resonate with the right audience and perform at their best.

With a strong emphasis on conversion, we consistently assess both the look and functionality of ads, making necessary changes to enhance engagement and drive desired actions. Additionally, our creative team designs visually compelling ads tailored to the brand's messaging, all while maintaining a sharp focus on achieving measurable results and maximizing return on ad spend.





# THE OMNI CHANNEL APPROACH

Facebook, Instagram, and Google ads are highly effective for promoting any business, offering powerful tools to build brand awareness and drive customer growth. Visually engaging ads help build trust by showcasing your products, services, team, or unique value—making a strong first impression on potential customers. Lead generation features make it easy for people to inquire, book, or contact your business directly from search or social media.

Targeting the right audience is key. Meta and Google platforms offer precise targeting based on location, interests, behaviors, and demographics, ensuring your ads reach the people most likely to engage with your business. With features like advanced analytics, interactive ad formats, and strong visual appeal, these campaigns are a cost-effective way to boost visibility, generate leads, and build meaningful relationships with your audience.

That's why an omnichannel approach is the most effective strategy. By integrating multiple channels—social media, search, email, and more—you ensure your business stays consistently visible and accessible at every stage of the customer journey, whether they're scrolling, searching, or engaging online.



**SEO**

**SEARCH ENGINE  
OPTIMIZATION**



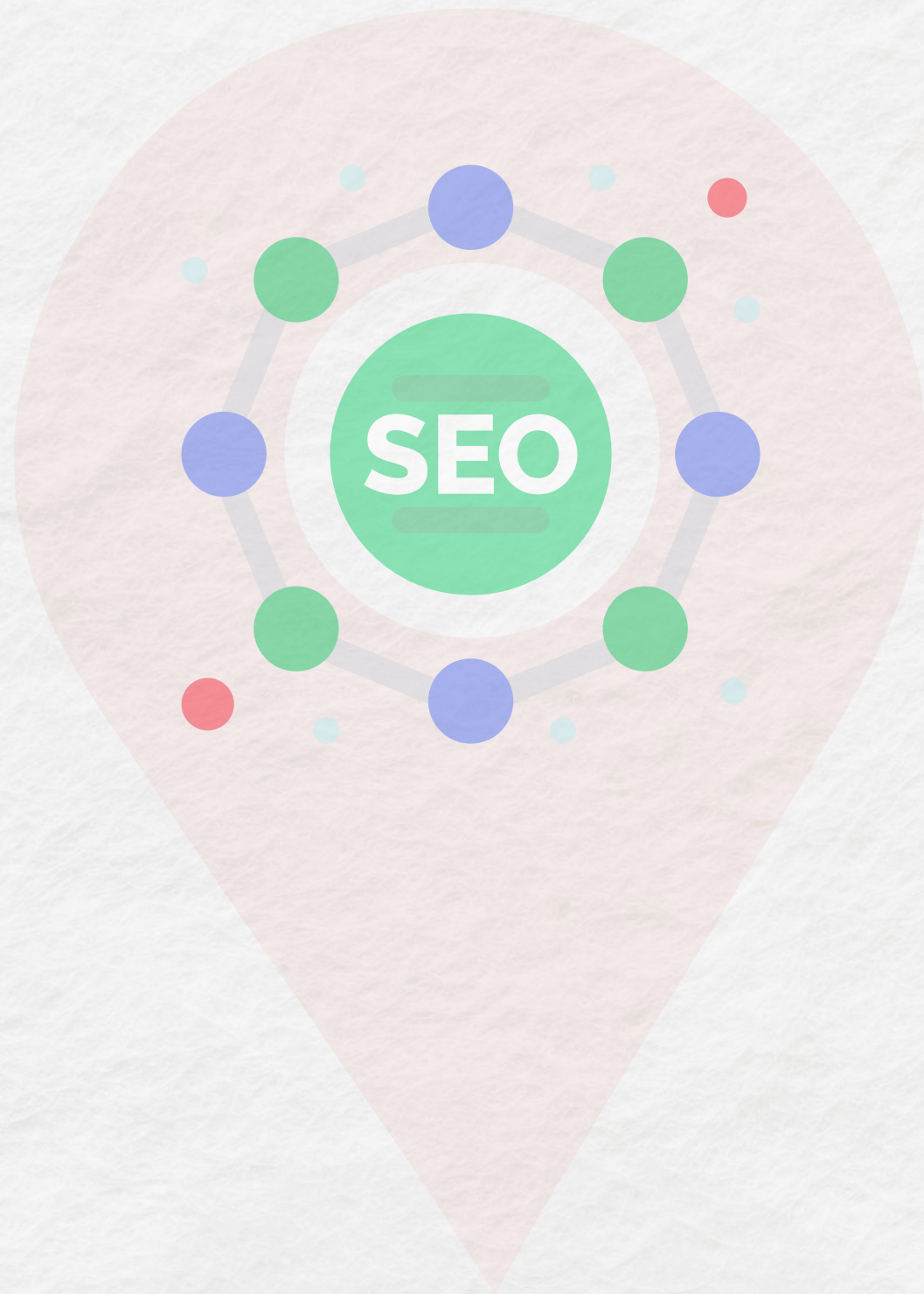


# SEO

Search Engine Optimization (SEO) is a complex process, as there are only a few proven, effective methods, and many pitfalls to avoid. The ultimate goal of SEO is to achieve organic ranking for key phrases that drive relevant traffic to your website. This involves a combination of technical optimization, high-quality content creation, and enhancing the user experience. While your website can rank for a variety of key phrases, only those with the right search volume and intent will drive meaningful business results and improve your overall Google quality score.

SEO isn't a standalone solution that guarantees instant success; rather, it's a highly complementary service that works best alongside your paid marketing strategy, helping to reduce costs by improving your Cost Per Click (CPC) and maximizing your return on investment.





# LOCAL SEO

Effective Google Business Profile (GBP) management is essential for increasing local visibility and attracting new customers. Regular updates, optimized posts, and active review management help build trust, boost local search rankings, and position your business as a reliable and professional choice in the community.

By consistently engaging with your audience through posts, announcements, and timely responses to reviews, your business can establish credibility and stand out from the competition. High-quality images, keyword-rich descriptions, and positive customer testimonials create a strong and appealing online presence-making it easier for potential customers to choose your business with confidence.

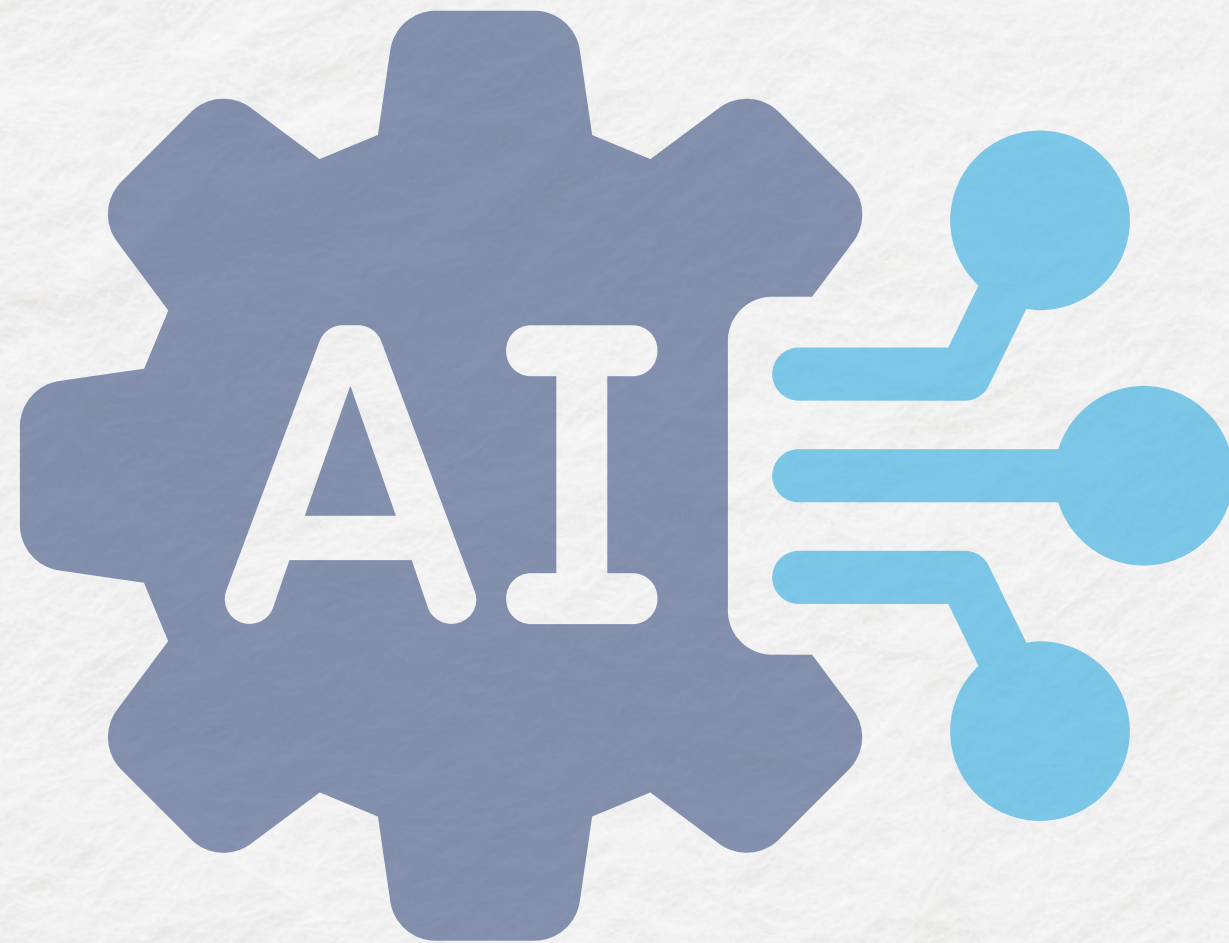


# SEO/AEO

In today's digital ecosystem, where AI-driven platforms seamlessly synthesize and deliver precise answers, mastering SEO and AEO is no longer optional - it is fundamental. SEO has traditionally focused on optimizing content to rank high in search engine results, but AEO represents a paradigm shift: it ensures your brand becomes the authoritative, verifiable source that AI models directly cite in their answers. This transition from mere visibility to authoritative citation positions your business not just as discoverable, but as the definitive solution provider in a landscape defined by trust, expertise, and relevance.

Businesses succeed by solving problems, yet the challenge lies in identifying those latent needs. Today, people expect instant, accurate solutions accessible through AI-powered search and voice interfaces. Combining SEO with AEO enables your brand to anticipate and fulfill these complex user intents, making you both the answer and the guiding resource. At BreezeMaxWeb, we equip you to lead this transformation, establishing your digital presence as the most trusted, cited authority, securing your competitive advantage as the market evolves into an AI-first era.



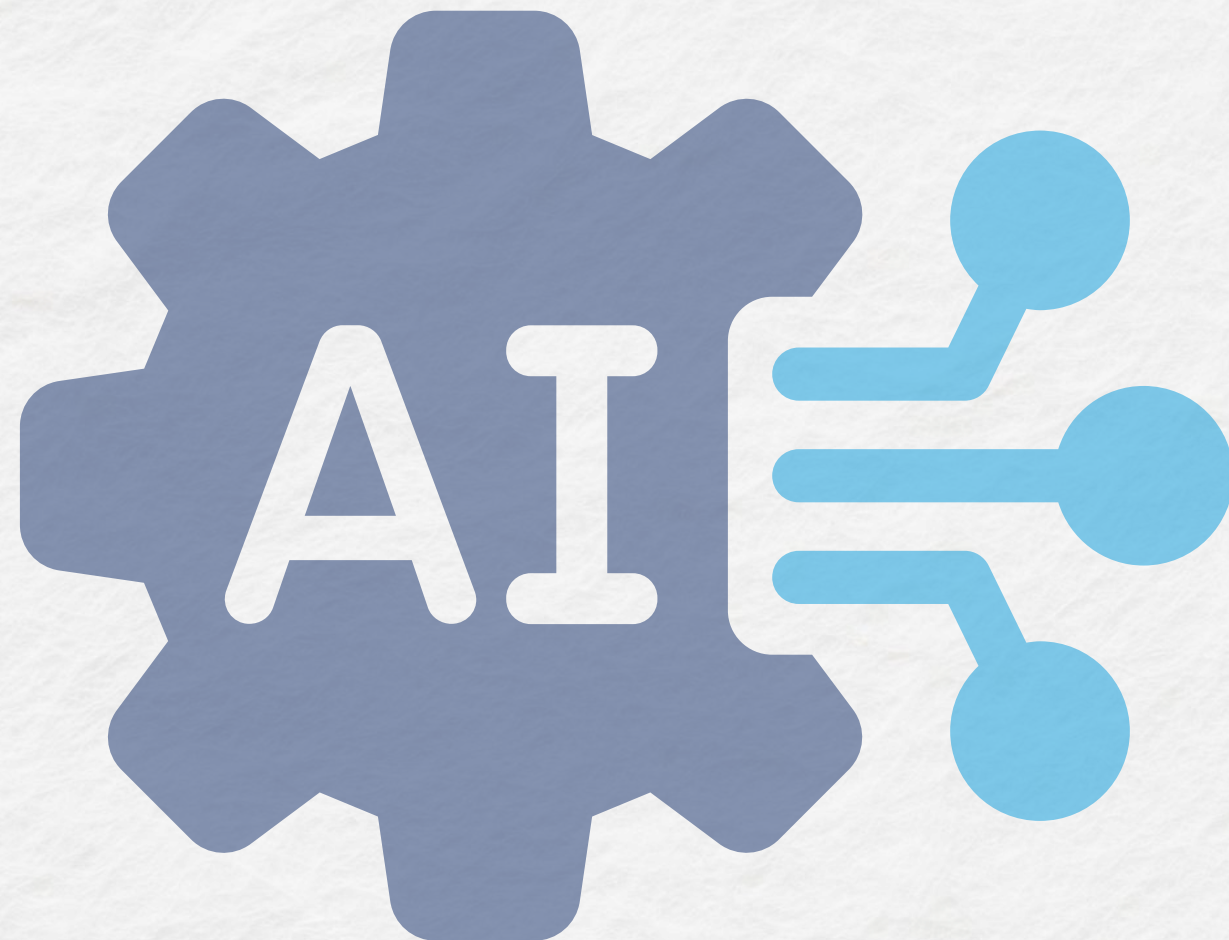


# WHAT IS AEO?

Answer Engine Optimization (AEO) service - built to ensure your business is discoverable in AI-driven search platforms, not just traditional search engines.

As part of the BreezeAI product family, AEO bridges marketing and machine learning, ensuring your brand delivers the best possible answers when customers ask questions via ChatGPT, Google Gemini, Perplexity, Siri, or Alexa.





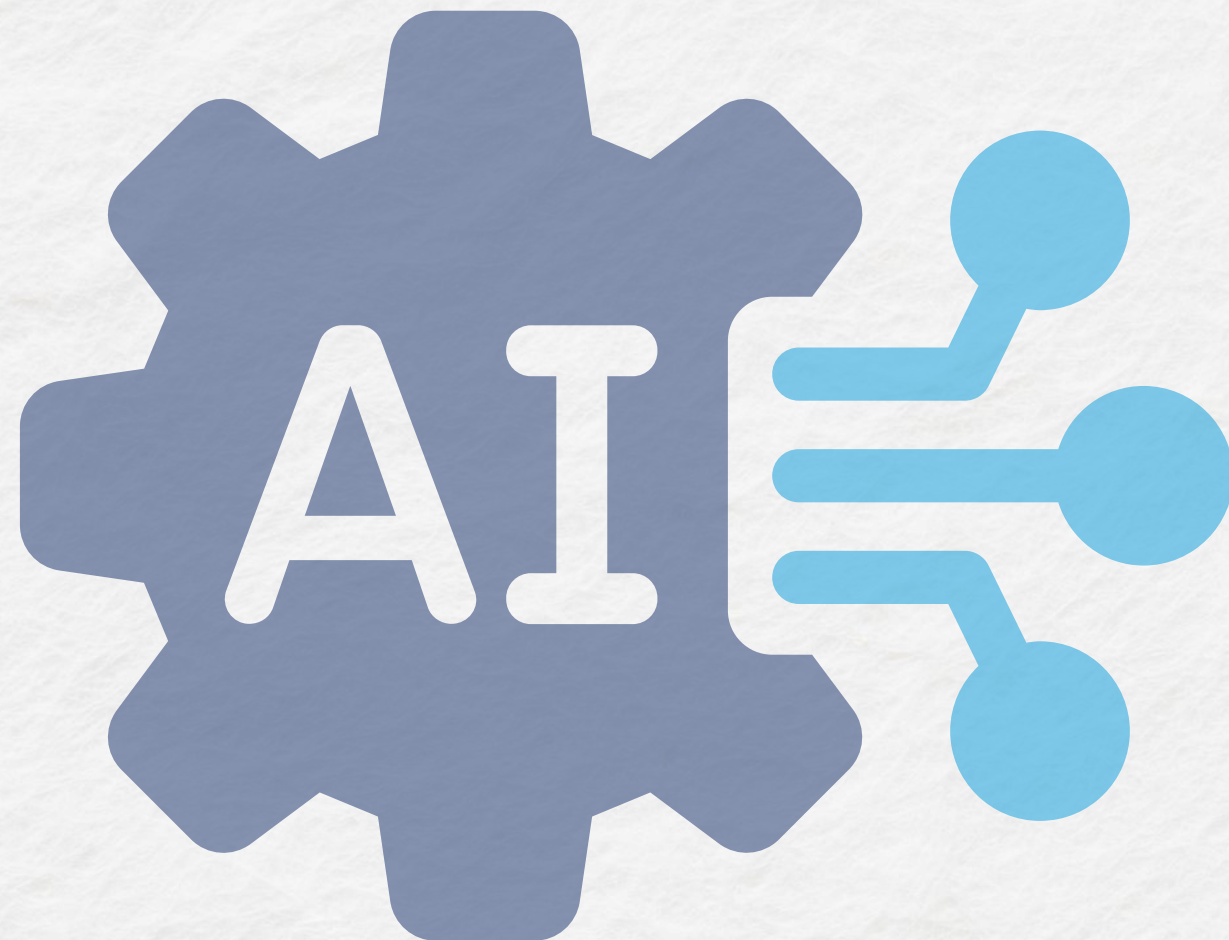
## WHY AEO MATTERS NOW

AI is changing search forever. People aren't typing keywords anymore - they're asking AI tools for direct, conversational answers.

If your business isn't part of those answers, it's invisible in the channels that matter most. That's where timing becomes everything. The brands investing in AEO now will define how AI understands their industries. They'll occupy the informational "front row," while late adopters scramble to be noticed in a landscape that's already taken shape.

AEO gives you the first-mover advantage: By optimizing your presence before the competition, you become one of the earliest and most trusted sources AI systems learn to recognize, reference, and recommend.





## KEY BENEFITS

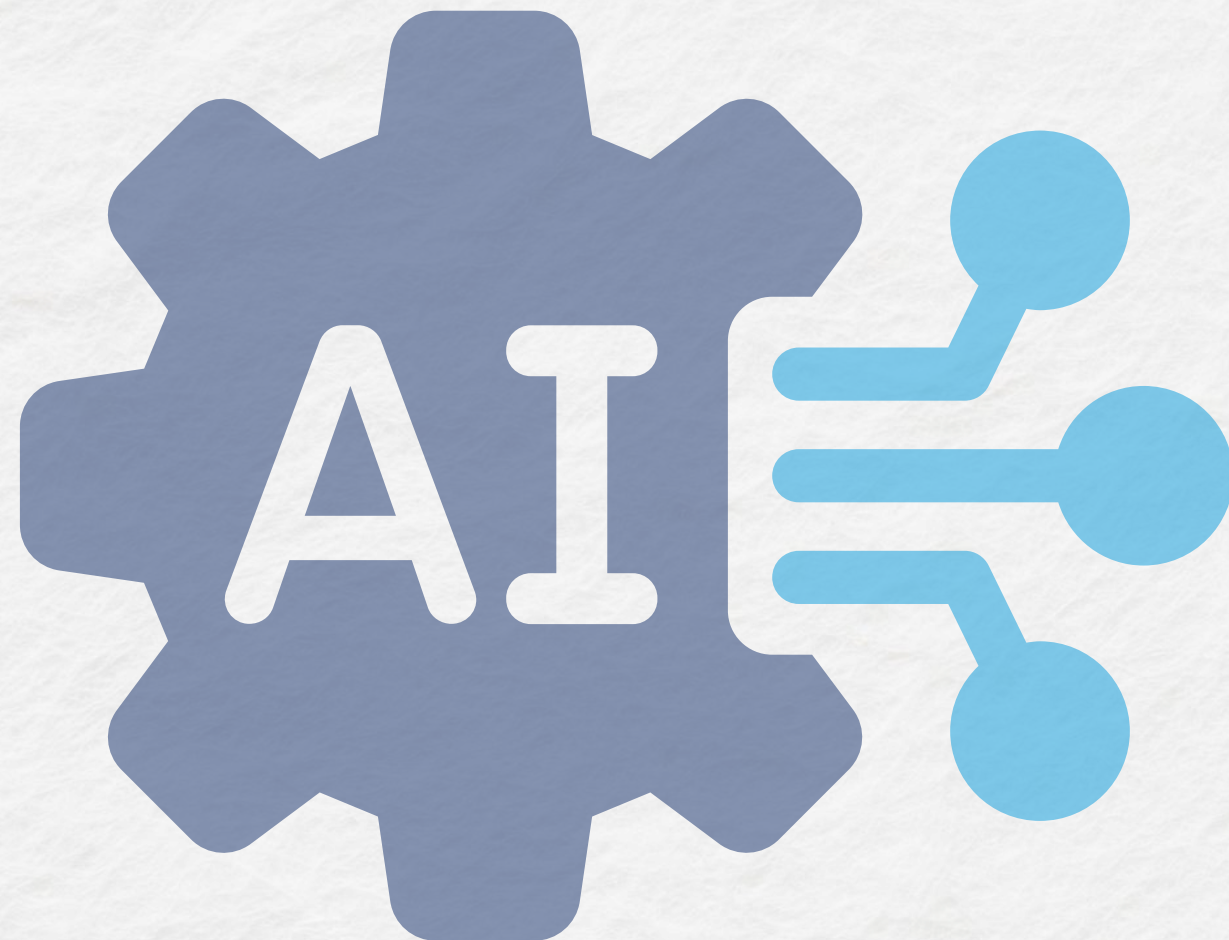
**First-Mover Advantage** - Secure your brand's place in AI-driven search results before competitors even begin optimizing.

**AI Visibility** – Get discovered across AI platforms and voice search.

**Authority & Trust** – Be positioned as the go-to expert in your industry.

**Increased Leads** – Appear where buying decisions start: in AI answers.  
Future-Proofing – Stay ahead as AI continues reshaping online discovery.



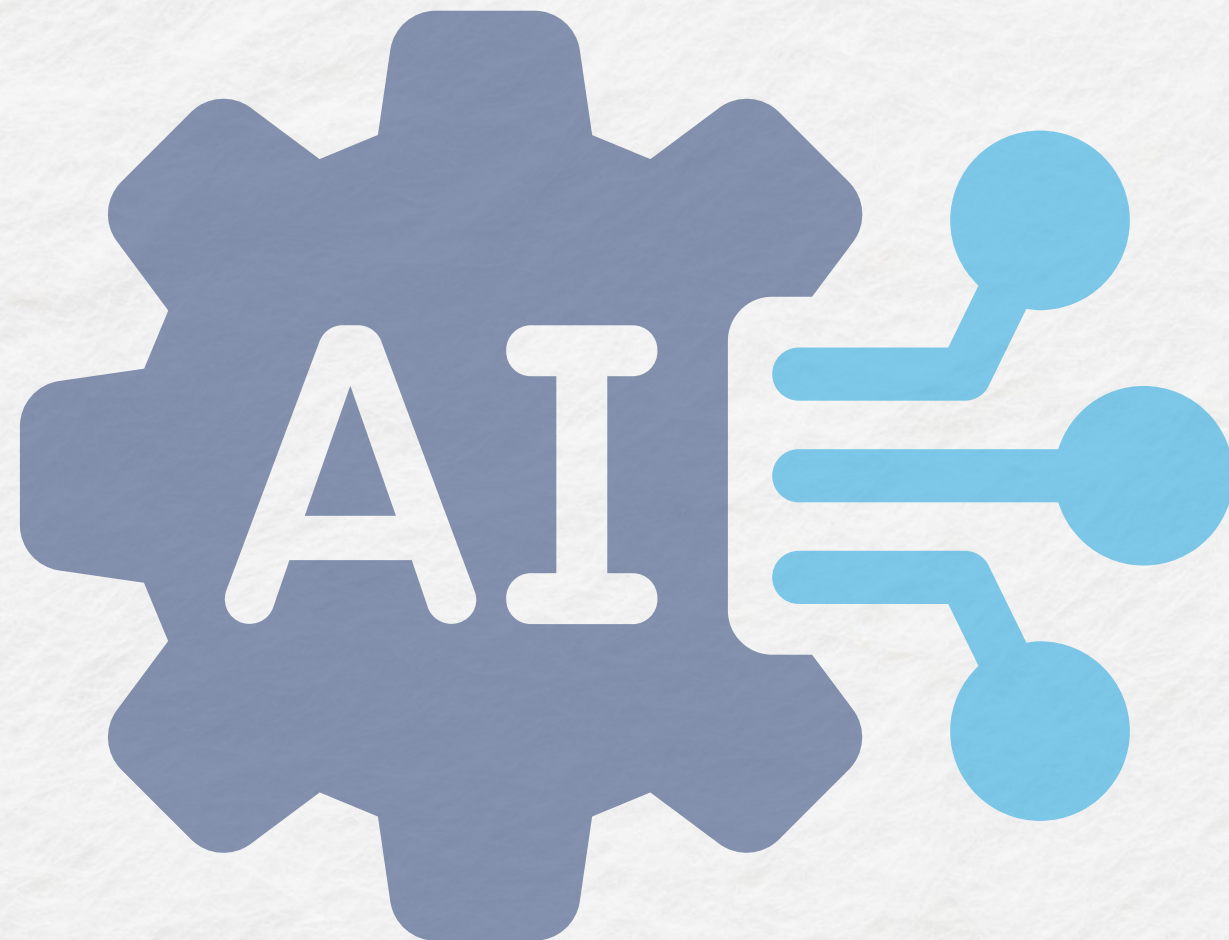


# HOW BREEZEANSWER WORKS

**Our four-phase AEO strategy ensures lasting visibility:**

1. **Research & Discovery** – We audit your current presence across major LLMs (ChatGPT, Gemini, Grok, Perplexity) to see how and where your business appears — or doesn't.
2. **In-Depth Analysis** – We review your website structure, content, and schema markup to identify opportunities for AI optimization.
3. **Prompt & Content Optimization** – We rewrite and restructure your content into AI-readable formats, including FAQs, summaries, and schema-enhanced data.
4. **Continuous Refinement** – As AI evolves, we monitor and adjust to maintain top visibility.





## SPECIAL FEATURES

- **Proprietary LLM** visibility audit
- **Gap Analysis** with AI-based recommendations
- **Competitor visibility** tracking in AI engines
- **Source and citation analysis** — see which sites AI trusts
- **Monthly visibility** reporting & performance dashboard



# AI VISIBILITY INSIGHTS

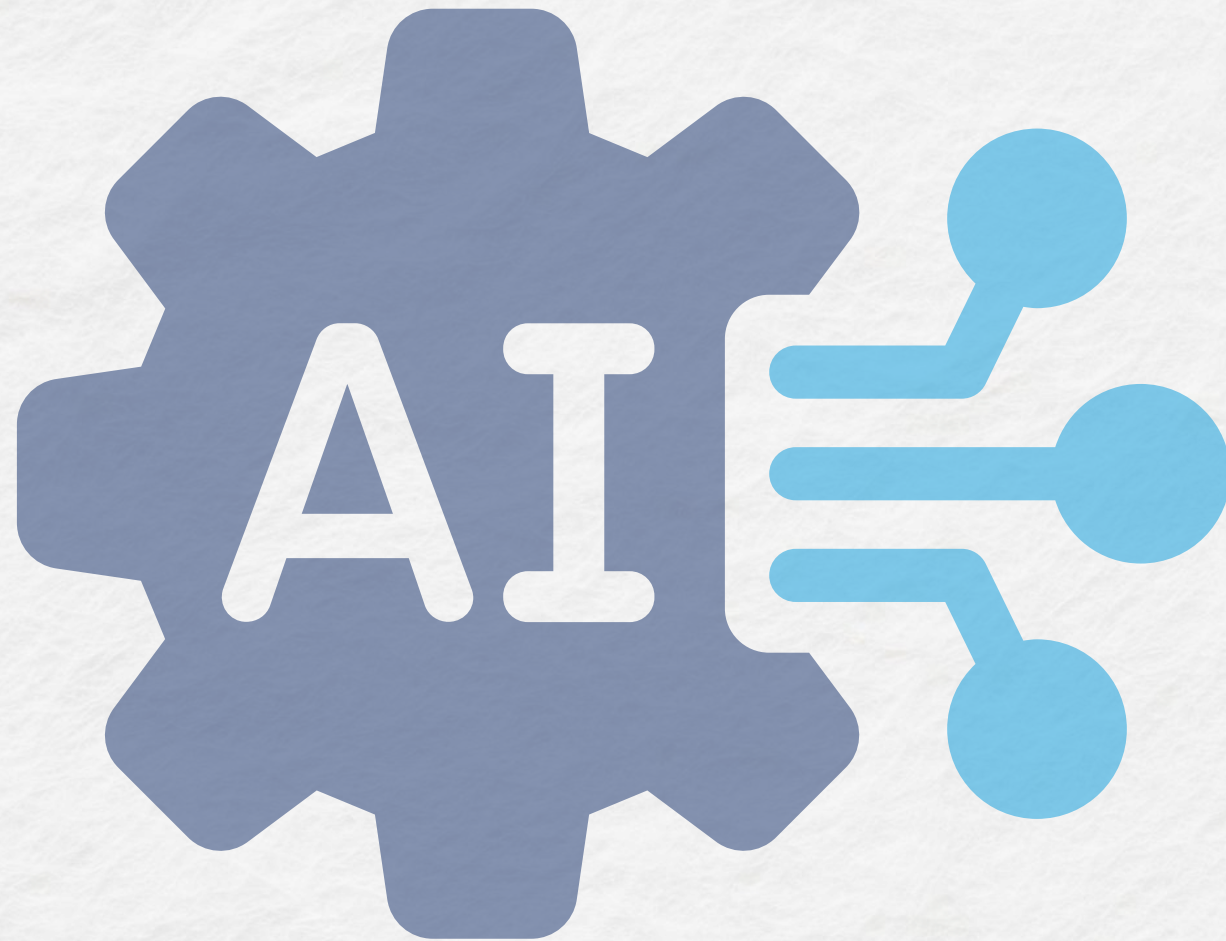
## How AI Search Sees Your Business

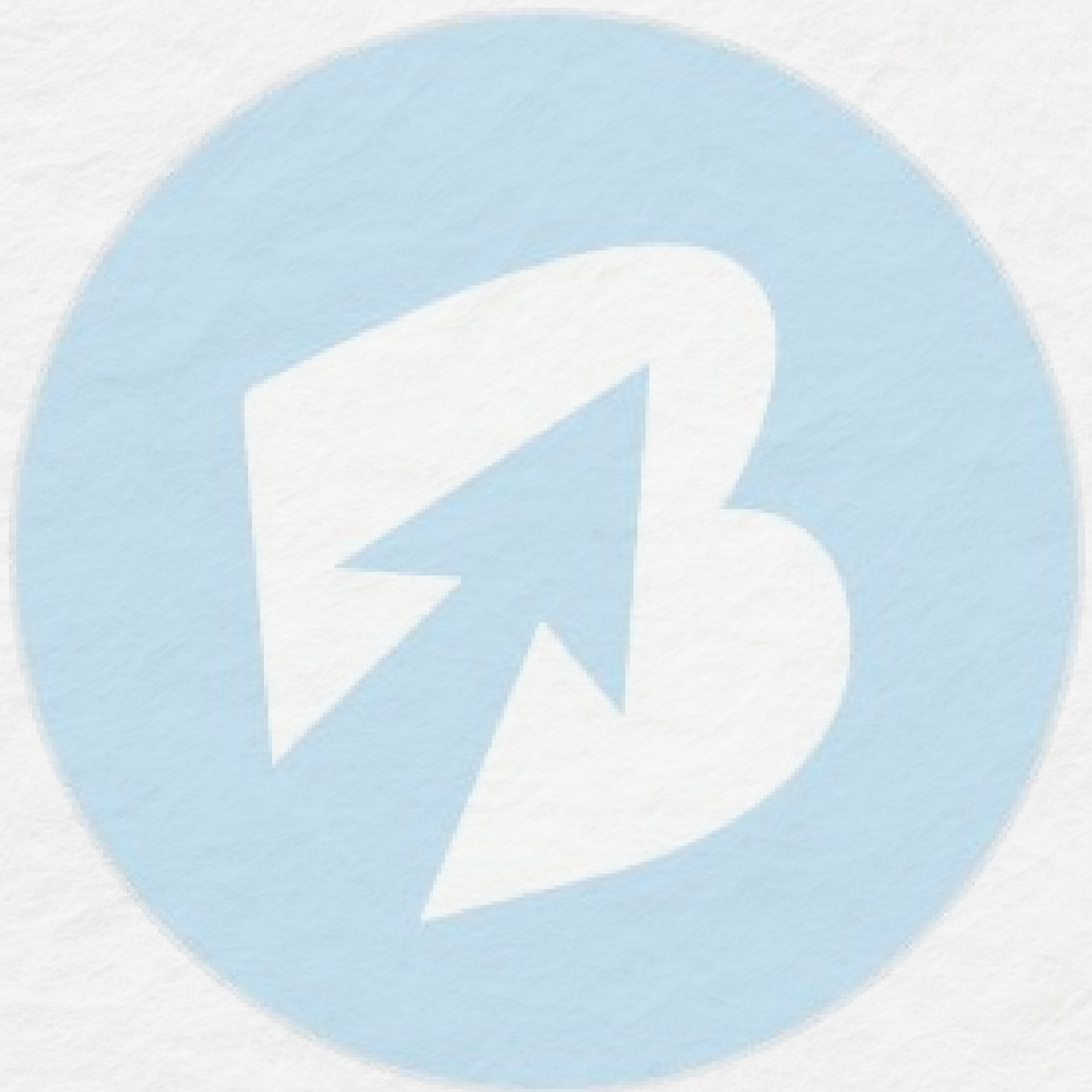
Most companies have no idea how ChatGPT, Gemini, or voice assistants interpret their brand and that's where our platform shines. We reveal the unseen world of AI-driven visibility through our LLM Visibility Audit. Our system analyzes:

- Which AI platforms mention your business (and how often)
- What prompts trigger your visibility
- Which competitors appear more frequently in AI responses
- What sources and citations AI engines rely on

## You'll Receive:

- A data-driven snapshot of your brand's position in AI search
- A Gap Analysis Report with tailored recommendations
- Benchmarking dashboards to monitor your progress over time





## **TECHNICAL SEO/AEO & CONTENT STRATEGY:**

BreezeMaxWeb specializes in optimizing your digital presence for AEO, ensuring your content is AI-ready to be featured as the authoritative answer across platforms like Google AI, ChatGPT, and other LLMs and voice assistants. We begin by structuring your data with clear, semantic organization to make your content easily legible for AI algorithms. This machine-readable setup enables AI systems to quickly understand and extract your information as credible answers.

Our team creates unique, high-value content tailored to address the specific questions your audience is asking, focusing on depth, relevance, and clarity to enhance your authority. We continuously monitor your competition's AEO strategies and performance, gathering insights to refine and improve your content, keeping you ahead in the AI-driven search landscape. Additionally, BreezeMaxWeb implements ongoing AEO-specific optimizations like optimizing for featured snippets, improving page speed and accessibility, updating structured data regularly, and experimenting with emerging AI-powered search features helping your brand dominate voice search, zero-click results, and conversational AI responses for sustained digital growth and visibility.





## **BREEZEAI - CRM**

BreezeAI CRM by BreezeMaxWeb is an all-in-one platform designed to run your business end-to-end, combining CRM, automations, AI virtual assistants, chatbots, billing, payments, and marketing in one connected ecosystem so you can focus on what you do best, growing your business.

BreezeMaxWeb has partnered with multiple leading CRM vendors to recommend and implement the best solution for your specific needs, industry, and workflows, ensuring your operations run as efficiently as possible. From capturing and nurturing leads to managing pipelines, invoicing, and customer communications, BreezeAI CRM centralizes everything, reduces manual work, and gives you real-time visibility into performance so your team can work smarter, faster, and more profitably.

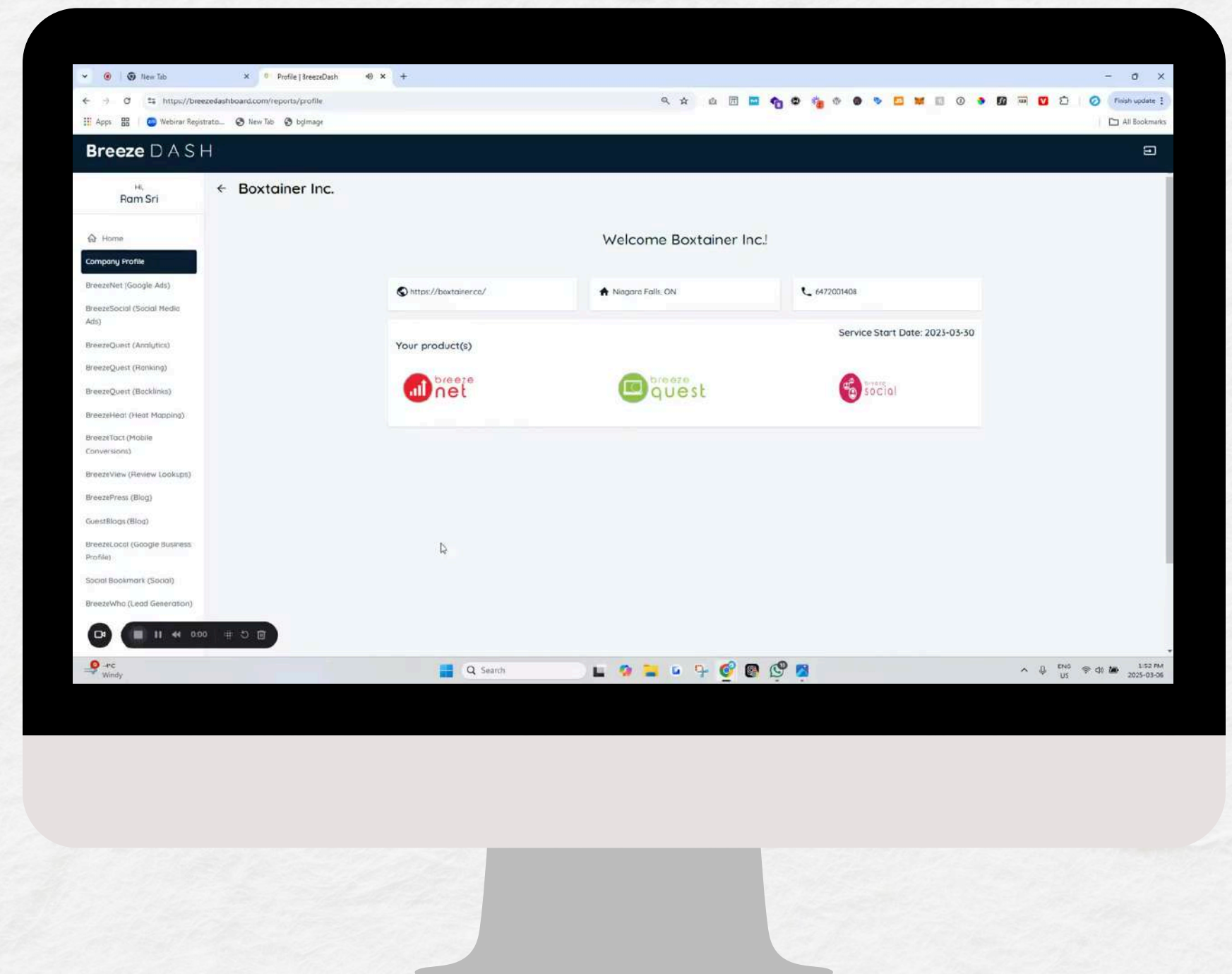


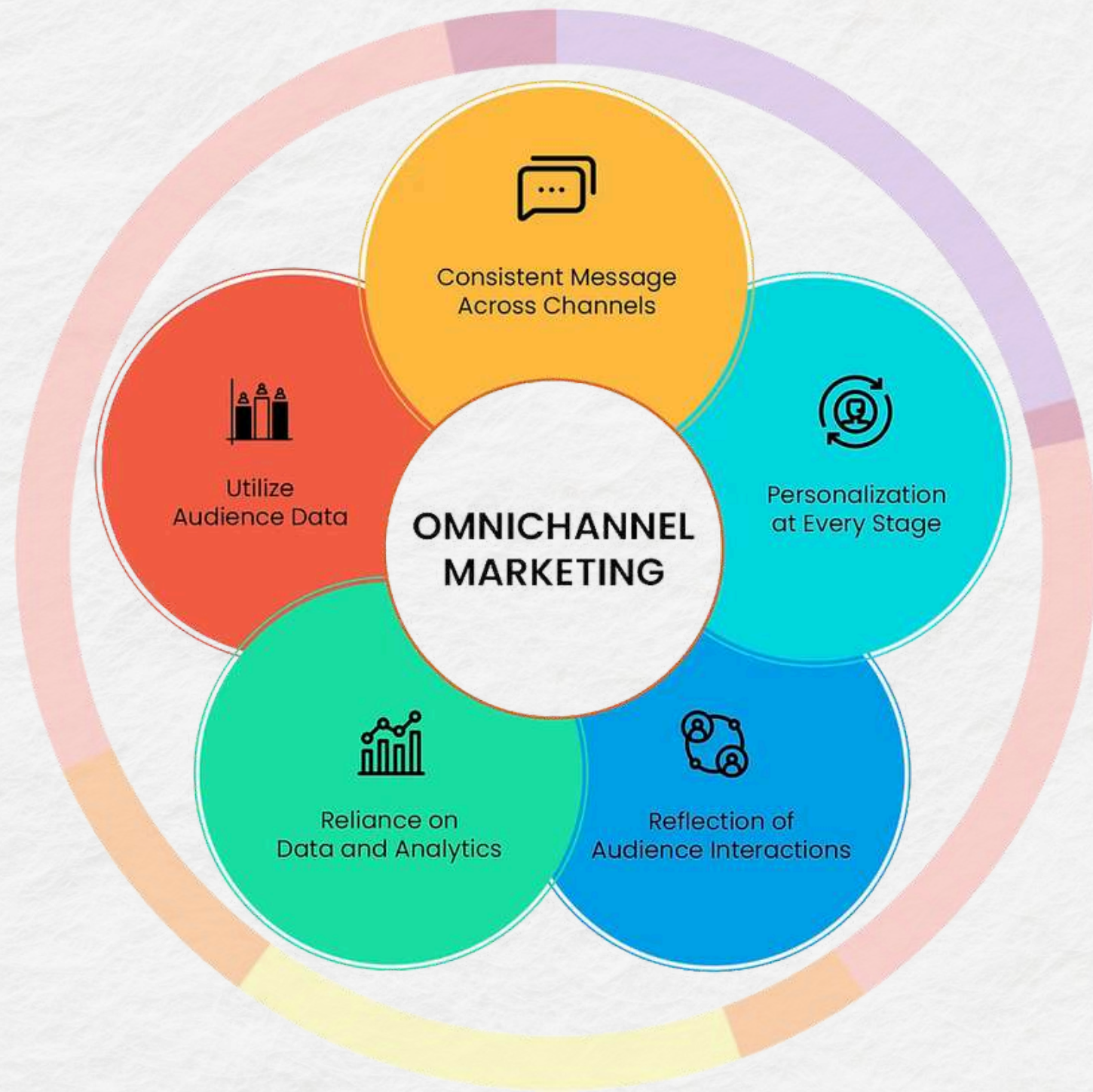
# TRACKING & BREEZEDASH

we understand the critical importance of accurate tracking to optimize campaign performance and drive results. Before launching any campaign, we ensure that all tracking systems are fully implemented, including Google Tag Manager (GTM), Google Analytics 4 (GA4), LinkedIn Insights, and Pinterest Pixels. This enables us to track every action on the site from user interactions to conversion ensuring that all campaign data is captured accurately.

Our team then sets up a custom dashboard that provides live reporting of all campaign performance metrics in real-time. This dashboard integrates data from multiple sources, offering a comprehensive view of how each marketing channel is performing. This allows us to make data-driven decisions and adjust strategies swiftly to optimize ROI.

With BreezeMaxWeb, you get a comprehensive, data-driven approach to marketing, where every campaign action is tracked, monitored, and optimized to drive meaningful results and maximize ROI.





## OUR MARKETING STRATEGY

Our marketing strategy follows a conversion-focused omnichannel approach, ensuring maximum impact across multiple digital platforms. Our strategy includes Paid Ads on Google, YouTube, and the entire Google ecosystem, along with Facebook and Instagram for social media marketing. Additionally, we prioritize SEO and Local SEO to drive long-term organic growth.

As an agency, we are structured into specialized departments, including Web Development, SEM (Search Engine Marketing), SEO, Content, Creative, Social Media, and GBP Management. When you work with us, you're not just hiring an agency, you're gaining a dedicated team that functions like an in-house marketing department, working in sync to ensure every marketing channel complements the others for optimal performance.



**THANK YOU**

