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About Us

RG Pacific was founded in 2004 by Ray Galan and is located in Manhattan Beach, California. Galan's entrepreneurial spirit and diverse client list have made him an expert in Web Development and Web Marketing, allowing us to stay ahead of all web marketing trends. Most clients are local but we also do business worldwide. Our goal is to be the leader E- Services company in the B2B market.

We are committed to giving our clients cutting edge web technologies and E-branding methods available so that they can excel and remain competitive.

What good is an excellent website if no one can see it? It used to be that all you had to do to have your website appear on popular search engines was simply by optimizing your META tags. This isn't the case anymore, as search engines have advanced, and search engines have become commercialized. This calls for a new approach, which is where RG Pacific comes in. We specialize in Web Design, Web Development, SEO, Social Media Strategy, Paid Search, Online Media Buying, E-Commerce, E-Branding, and Marketing, which are all proven ways to improve website visibility, and will improve your business and revenue, guaranteed.

Services

RG Pacific serves businesses worldwide. Most projects are booked on contract terms and clients are interviewed and positioned to be life-long partners, thus satisfying the need for information and direction into the fast paced E-Market arena. We specialize in Web Design, Web Development, SEO, Social Media Strategy, Paid Search, Online Media Buying, E-Commerce, E-Branding, and Marketing, and offer the following services:

Development/Database

This includes databases, servers, action scripts, email databases.

Languages/Technologies services: C/C++, Visual Basic, VB.NET, Java, COM+, MSMQ, ASP, ASP.NET, PHP, JSP, Perl, HTML, XML, JavaScript, AJAX, Web Services.

Platform services: Windows Server, UNIX, GNU/Linux.

Tool services: MS SQL Server, MS Access, IIS, Apache, Axis.

Design

This includes video/gaming, ASP, PHP, directories, etc.

Flash

Custom (Photoshop, Dreamweaver, and more)

Directories and Portals (like myspace or homedepot)

Visual and E-commerce sites (for selling and showing)

E-Branding

This includes marketing tools, analytical info, etc.

SEO Marketing

PPC Marketing

Affiliate/Advertising/Media Campaigning

Investor Relations

E-Marketing

Search Engine Optimization

Social Media Marketing

Email Broadcasting

Traffic Monitoring to better website performance

Back-linking and sitemap archiving to increase search engine ranking

Keyword and Search Engine Visibility Analysis

Online Media Buying - CPA, CPC, Email, CPM

Consulting

Business Planning and Implementation

Social Media Marketing

Site Development and Marketing

E-Marketing and reporting

Brand and Advertising Campaigns

Public Relations/Advertising

Online P.R./Media Kits

Radio/T.V./Print Advertising

Regional and Local Target Marketing

What People are Saying...

Here are a few interesting facts related to the web marketing industry:

- The number of Google searches for March 2009 is 9.5 billion, increasing 16.7% since March 2008.
- The number of total videos on YouTube is about 70,000,000 as of March 2008.
- The average number of blog posts in a 24 hour period is about 900,000.
- Nielsen Online shows that Social networks and blogs are now the 4th most popular online activity ahead of personal email.
- In 2008, 77% of participants had looked instore then bought online , where as 53% of participants had looked online then bought instore.
- Reasons for not buying online and purchasing instore include :
 - Wanting to see the product in person
 - Needing the item quickly
 - Too high shipping charge
 - Product was no cheaper online (so no incentive to wait for delivery)
 - Clothing size worries
 - Requiring advice
- In terms of E-Commerce, search engine results and SEO drives customers to web sites, not reputation.

“I have been using RG Pacific for years for all my online marketing needs, and their skilled team has made my website appear on the first page of major search engines, which has resulted in new clientele for my company. RG Pacific developed my web site, and created a full-scale online marketing campaign.”

Lisa, CEO Citrus Fresh, Encino, California

“I turned to RG Pacific because I was looking to draw more clients to my website, have a strong presence on social media networks, as well as create my own blog. RG Pacific has helped my company achieve these goal by developing my web site using strong SEO content .”

Lucas Brito, CEO Pro-Mark Supply Inc., Santa Fe Springs, California

“I wanted my web site to have maximum visibility on popular search engines, and RG Pacific re-vamped my web site with strong SEO content to achieve this goal. RG Pacific also implemented my first e-mailing marketing campaign which resulted in new clientele for us. “

Tara Benson, Manager Webcastr.com, West Hollywood, CA“

Packages

Our 2 of our most popular packages:

Social Media Package (Initial Setup):

Social Media Marketing will focus on guerilla marketing and viral marketing techniques online that will consist of direct marketing to online communities, networks, and forums that will enable the client to gain exposure directly with potential customers.

- Submission to interest groups and social circles related to category and genre.
- Blog creation with RSS feed capabilities
- Tutorial package to author on submitting articles to websites and online magazines
- Basic social network mini site creation (3 page max., more pages to be discussed)
- Social Network page creation
 - Facebook.com Networking
 - Myspace.com Network
 - Maximize exposure with StumbleUpon.com
 - Increase in traffic with Mybloglog.com
 - Microblog.com with Twitter.com
 - And other social networks that pertain to your audience

Search Engine Optimization (SEO) Implementation Package (One Time):

SEO will allow a client's website to become equipped with a theme and website setup that will make it "search engine friendly". This will allow a website to be found on Google, Yahoo, etc. using keywords that are relevant to the website target market and audience.

- Keyword Research and Analysis
 - Goal is to find the right keywords to use throughout the website
- Competitor Keyword Analysis
 - Goal is to analyze key competitors and make sure target keywords and SEO model theme is the same or better
- SEO Tag Insertion setup (i.e. title tag)
 - Keywords
 - Alt tags, div tags, CSS
 - Description
 - Google Sitemap
- Keyword, Link Analysis and Insertion
 - Amend their copy text and links in order to optimize their keywords and in-link paths
 - Implement keyword strategy based on their market goals and target phrases (5) and create a SEO theme throughout the site
- Sub Page Conversion
 - Differentiate and uniquely optimize each sub page in order to avoid duplicate entry and analysis by robots in search engines

Case Studies

Webcastr.com



Opportunity: A new video-based news website was launched and needed SEO implemented to help grow traffic and its audience.

Problem: The cost to hire full time SEO staff was not feasible and the developers and designers on staff lacked SEO knowledge in how to target certain demographics and capture audiences in the new web 2.0 realm.

Solution: Ray Galan, SEO expert at RG Pacific, created an SEO plan that included optimization of each video, RSS feeds to capture in audiences from other video communities, and implemented user feedback capabilities, in conjunction with the web team, which enabled rich text to be created on a daily basis, boosting their page ranking and visibility on search engines.

Results: Within 3 months, Webcastr.com traffic grew 30%, user registrations rose, and page rank of major search engines reached first page visibility for their homepage and major video feeds on the week.

911Restoration.com



Opportunity: A national mold remediation company needed to brand its company image and at the same time market its many locations across the US for its services in order to compete in their service areas. 911restoration.com was the vehicle they wanted to use to bring leads and business in to each area.

Problem: 911restoration.com was not attaining visibility online via organic searches for its branches across the US, and paid search was becoming too expensive in order for the company to stay competitive on a daily basis.

Solution: Ray Galan, SEO expert at RG Pacific, was hired to create an online marketing plan that included SEO, microsite creation, and PPC management designed to maximize ROI and bring in the maximum allowed of traffic to each branch of 911 Restoration. SEO was done on the main website and targeted the 10 top competitive keywords. Google Local Ads was used to place 911 Restoration on the 1st page of each Google search for each city a branch was in. PPC was focused on affinity and day part targeting, focusing on second tier keywords and less specific terms, bringing down PPC spending a whopping 60%. ROI improved from a minimal 1-1 to a 4-1 margin.

Press Release

RG PACIFIC WEB MARKETING COMPANY DOESN'T SHOW SIGNS OF LOSS IN ECONOMIC SLUMP

LOS ANGELES, CALIF. (May, 2009) - Web Marketing and Development company RG Pacific does not yield in business at peak of economic turmoil, and in fact has grown steadily in 2009.

"When business declines, companies have turned to an approachable and feasible way to increase their business revenues again, like various E-Services," says RG Pacific President Ray Galan.

Companies of all sectors are increasingly turning to popular social media, with their millions of members, like Facebook, LinkedIn, Twitter, and Digg to reach their target audiences.

Social media sites have revolutionized the traditional advertising industry by allowing companies to chat and discuss ideas, allowing companies communicate in a casual and personal manner.

According to TechCrunch, there was about 3 million Tweet messages per day in March 2008 on Twitter, with over one million active Twitter users. According to Facebook statistics, there are over 200 million active users, with more than 100 million users logging on everyday. According to Digg statistics, over 56% of Digg's front page content is controlled by Digg's top 100 users, and had over 236,000,000 visitors in 2008.

According to Nielson in 2009, social networks and blogs are the 4th most popular online activity, and more popular than personal email. The 1st popular online activity are searches.

"Social media is an excellent way to draw people to your site, but there are definitely strategies in doing so" says Galan. "If executed poorly, social media can have the opposite effect," he adds. "It's important to be knowledgeable in the area or seek a professional."

As companies face huge business and revenue losses in tough economic times, many seek a total advertising and marketing makeover, and turn to social media and other web marketing techniques. With millions of users in social media networks and their increasing popularity, it is no surprise that companies specializing in utilizing social media and web marketing also thrive, despite poor economic conditions.

To learn more how social media can benefit your company, please visit <http://www.rgpacific.com>. RG Pacific is an innovative full-service web marketing company specializing in Web Design, Web Development, SEO, Social Media Strategy, Paid Search, Online Media Buying, E-Commerce and E-branding.

Web Site Design Questionnaire

Company Name _____

Contact Name _____

Address _____

Phone _____ E-mail: _____

This questionnaire will help you to structure your web design brief and also bring up some important issues about setting up and running a business web site. It will also provide me with a good foundation as to what you are looking for.

Background

Please describe a brief description what your business does.

Do you provide products? Services? Both?

What's the size of your company?

What kind of keywords are used in your industry?

What is your main project idea or overall goal? (increase corporate, brand/ product recognition; increase sales; improve internal communication; increase general awareness or exposure about company, ect.)

Is there a deadline or timeframe for this project? What is the budget?

Do you already have a business web site? If so, please provide the URL, and what specific changes you would like to make, if known.

How do you intend to market your new site? Will you need assistance for this? (drawing people to your site)

Who is your target audience for the web site? What would you like to communicate? (B2B, flashy, activism, nature, professional, educational, leisure, entertainment, ect.)

Content

The key to a successful web site is in the content. What content do you want in your site? Please circle all that apply.

- List of products or services
- Product or service information
- Ordering facility
- Payment facility
- Booking facility
- Calendar or diary
- Client list
- News
- Articles
- Message board or discussion forum
- Testimonials
- Case studies
- Project portfolio
- Downloadable documents or PDF
- User guides
- Contact details
- Enquiry form
- Mailing list subscription form
- Helpful hints or trade secrets
- How to find us instructions and/or map
- Information about the business (history, CEO/staff profiles)
- Newsletter
- Press releases
- What's new on the web site
- Blog
- Music or video
- Games
- Password protected pages for clients/members only
- Job vacancies/join our team/job application form
- Third party advertising
- Search facility
- Ebooks
- Chat room

How frequently would you like to update your content? (daily, weekly, monthly, quarterly, annually, ect.)

Do you already have text content ready for your site?

Do you already have image/graphic/video content ready for your site?

Would you like us to help develop more text content for your site?

Do you have anything in mind for color schemes? Do you have existing color schemes we should incorporate into the new site?

Do you have an existing company logo?

Style/ Design

Do you have a particular style in mind for your site? (user interface, layout, navigation, color scheme, branding or image, general look and feel)

Please list 5-10 web sites you like and explain why you like these sites.

Please list 5-10 competitor sites and if you like or dislike them, and why.