



Groundworks Companies PR,
Content Strategy & Outreach
Capability Deck

Groundworks®



Foundation Digital

Foundation Digital is a boutique digital agency that helps companies develop and execute data-driven earned media & marketing strategies designed to increase market share, targeted traffic and overall brand awareness.

Core Focus:

- Search Engine Optimization
- Content Strategy & PR
- TV & Media Relations
- Link Building
- Blogging
- Influencer Engagement
- Social Media Support
- Audits
- WordPress Development





Foundation Digital Clients

 **Rakuten**



ABSOLUT.[®]

 **AVATIER**

 **iContact**

Groundworks[®]

ESPN

OGLE SCHOOL
HAIR • SKIN • NAILS



ROHM
SEMICONDUCTOR



YOT PO.



HUSTLER
TURF EQUIPMENT

Groundwork's Core Foundation Digital Team



Greg Boser
President,
Partner



Loren Baker
VP of Business
Development,
Partner



Dax Herrera
VP of
Technology,
Partner



Jill Schmidt
PR Partner
(6 years)



Jo Watt
Head of Content
Production
(7 years)



Rebeca Viana
Content
Project Manager
(2 years)



**Brandon
Kazimer**
Account
Supervisor
(6 years)



Jime Garnier
Outreach
Manager
(2 years)



**Cheyenne
DeBorde**
Lead Writer
(4 years)



Steph Guinan
Data &
Infographic
Writer (5 years)

Loren Baker, Founder of Search Engine Journal

In addition to Foundation Digital, Loren is also the Founder and active leader at Search Engine Journal, the leading Search Marketing publication.

For 17 years, Loren has applied his learnings from SEJ to the content marketing strategies of his clients.

This hands on approach and connections with content leaders throughout the industry gives FD an advantage over other SEO and content agencies.



The image shows a computer monitor displaying the Search Engine Journal (SEJ) website. The website has a dark theme with a purple and blue graphic header. The main article on the screen is titled "5 Ways an MBA Can Catapult Your Digital Marketing Career". To the right of the article, there are two news articles: "John Mueller on Negative SEO and Ranking Problems" and "Google's John Mueller on BERT and Rankings". Below the monitor is a circular portrait of Loren Baker, Founder of SEJ, wearing glasses and a red tie.



Industry Pioneers & Leaders

In addition to writing on SEJ; Foundation Digital's founders, Greg Boser & Loren Baker, speak at multiple SEO and Content Marketing Industry Events & Virtual Events including events held by

- CopyBlogger
- WP Engine
- WordPress
- Moz
- SEMRush
- Pubcon
- Advanced Search Summit
- Traffic & Conversion Summit
- and of course, Search Engine Journal eSummit.

WP engine*

Solutions Insights About Pricing

BEYOND MANAGED WORDPRESS HOSTING

The WordPress Digital Experience Platform.

Bring your vision to life in breakthrough experiences, built on the best platform for developing and hosting fast, reliable, and secure WordPress sites.

GET STARTED

WHY WP ENGINE?



Partnership Builders



In addition to the advantage in SEO which Foundation brings by staying a step ahead of the industry, we also bring the ability to form strong relationships & partnerships in managers of the content space.

For Groundworks, we've begun this with Forbes and Realtor.com and will explore more local, house & home, real estate and other non-competitive relationships.

Many of our clients know each other and/or work together on projects (if it makes sense).



Award Winning Content Marketing



Foundation Digital

Media & PR Capabilities



Work in both traditional and online PR, merging the worlds of television, radio, print and digital into one cohesive targeted campaign.

Business Challenge

Many, many individual websites through the various acquisitions by GroundWorks aren't benefiting Groundworks.com's national aspirations.

Little search footprint exists currently under the Groundworks brand.

Foundation Digital has a big head start.

Objectives



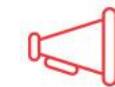
Specialists in working with Home Services & Real Estate



Based in Los Angeles and Chicago with media office in NYC



Former reporters on staff which serve as expert industry writing resources for the media team



Media team's contacts are extensive in the United States and Internationally



Foundation Digital

Sub header will be here

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