

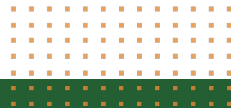
**PARSONS** | TKO



# Data Diagnostic Services

Take control of your data and use it to grow

Service Overview



# Quick assessments aimed at growth

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ParsonsTKO offers a range of services to validate and enhance technical analytics capabilities, as well as to empower staff to take full advantage of data and create a culture of analytics.

Here, we set forth ideas that can add value to your data management and outreach efforts, beginning with a routine technical analytics audit to ensure that your systems are performing as you expect and to help prioritize enhancements to your data collection toolset.



## **Analytics health check**

Ensure reliability and relevance of web analytics and find opportunities to improve your data.



## **Website performance snapshot**

Reveal trends and highlights in web content performance and audience engagement



## **Email capabilities assessment**

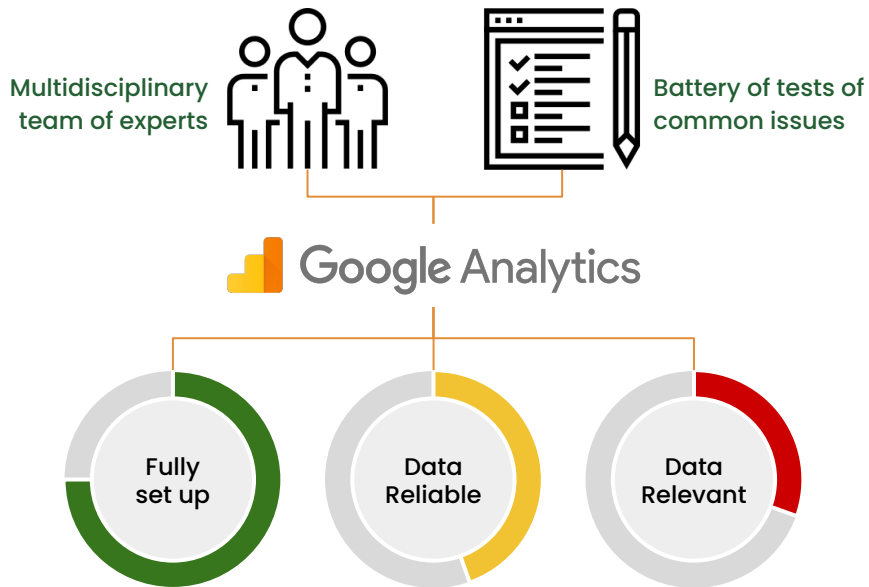
Determine how well your technology supports your outreach goals, and what is missing



## **SEO audit**

Learn if your website is doing everything it can to satisfy Google and drive search traffic

# Analytics health check



With a team and methodology built on experience, we check key factors of your account health

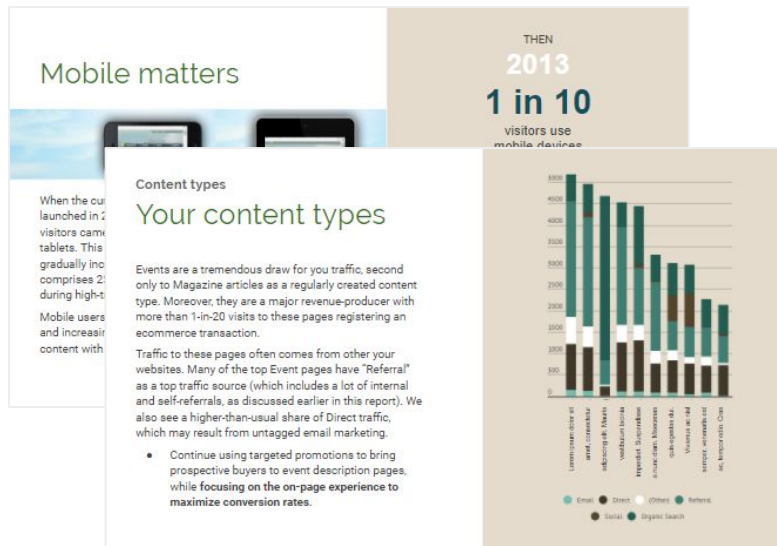
With deep experience configuring Google Analytics as well as using it to answer questions, we know how it should be set up and what faults are most common. Our health check will identify hidden strengths and missed opportunities to show where further investments in your analytics architecture can have the greatest impact.

- Validate setup against best practices to **ensure the reliability** of your analytics
- Understand existing system capabilities and ability to **measure meaningful engagement**
- Identify **gaps in current coverage** and help internal stakeholders recognize the value of investing in analytics enhancements

# Web performance snapshot

Our snapshot analysis provides a detailed study of all traffic to your web property with a focus on content performance and audience pathways. This work can reveal hidden success stories, clarify misleading trends, highlight your website's existing strengths and make opportunities out of its weaknesses.

- Understand **what drives traffic** to your content for **repeatable successes**
- Reveal traffic anomalies and hidden opportunities to **leverage your strengths**
- Measure the impact for key subsets of traffic and **respond to trends in audience engagement**



Our strategists and analysts can turn your past data into easy-to-read, actionable insights.

# Email capabilities assessment



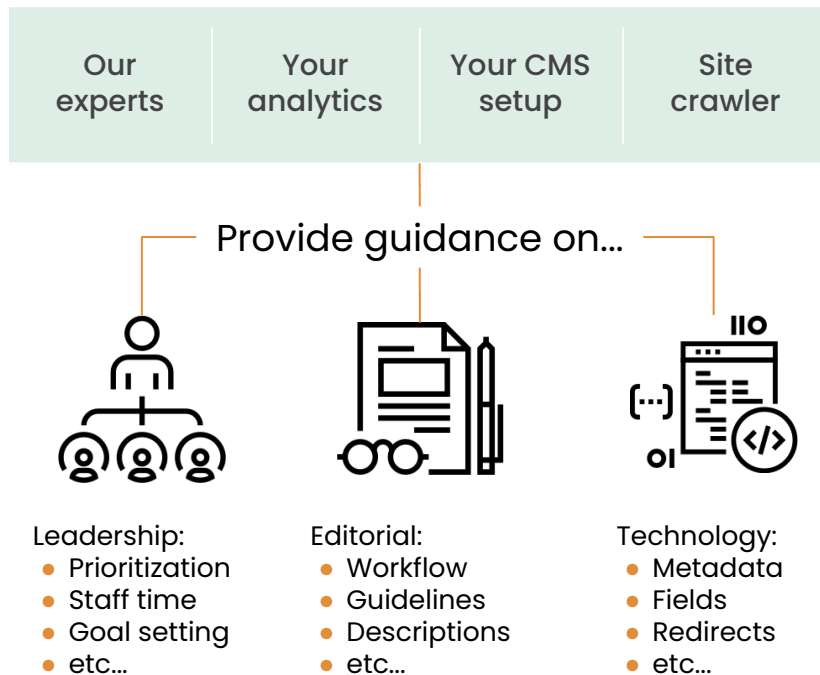
A holistic email assessment helps you see the overall state of your email outreach, and chart a path for improving it. No matter how advanced your email practices are today, you can leverage existing strengths or reach untapped potential to drive deeper engagement through email.

- Identify existing strengths and weaknesses to **improve email capabilities** in place, or plan for their replacement
- Understand what is holding you back from success and **empower staff** to make changes themselves, responsibly
- **Unlock advanced capabilities** in your email marketing that are currently unused

# SEO audit

Search engines provide a vital pipeline of valuable traffic, but only to websites that demonstrate their "authority." Make sure yours gets found by conducting a detailed analysis of your site to ensure it meets industry standards, and more importantly that it meets Google's expectations of quality content.

- Assess **strength and opportunities** based on structural review and technical analysis
- Review and characterize the performance of past search traffic as **a guide to the future**
- Consider **technical and content changes** that leverage recent search industry trends
- Deliver report on current state and **priorities for website SEO enhancements**



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# Project plan

## What, when, how much

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# Timeline & pricing

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To ensure efficacy and coordination we are targeting this proposed work to **begin within two weeks**, and would take 1-2 weeks to complete a single assessment, or no more than 3 weeks for a combined diagnostic.

Diagnostic service	Price
Analytics health check	\$5,000
Web performance snapshot	\$5,000
Email capabilities assessment	\$7,500
SEO audit	\$7,500



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**Our team**

Who is ParsonsTKO

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# About ParsonsTKO

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ParsonsTKO is dedicated to helping mission-driven organizations get the most out of their investments in marketing and technology through business process improvements, consultation, and data analysis. Our focus on engagement architecture helps organizations plan for technical evolution, execute content strategy, and measure engagement performance and impact with target audiences.

Collaboration, trust, and diversity of ideas are the foundational values that have

guided our company since 2013. We believe these values, applied internally for our team as well as with our clients, will always result in right-fit solutions. Change is not comfortable, but is inevitable. Innovation is not easy, but it is absolutely necessary. We pride ourselves on finding approaches that challenge the status quo, bringing forward only the best of the way things are to help our clients become what they need to be to succeed.

# Leadership Team

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**Nate Parsons**  
**(San Francisco)**

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Chief Strategy  
Officer



**Stefan Byrd-Krueger**  
**(Silicon Valley)**

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Chief Analytics  
Officer



**Tony Kopetchny**  
**(Washington, DC)**

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Chief Executive  
Officer



**Patti DeBow**  
**(Washington, DC)**

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President

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