



Cyber PR Army Solutions INC.

**Our New
AI VISIBILITY
AUDIT**

**Tips and Tricks
to Guide You!
OUR BLOG!**

**CASE STUDY:
East Coast
BevCon
2025**

**WHAT WE'VE
BEEN UP TO
Stepping Up Our
Content Creation**

**WEBSITES
FOR SKILLED
TRADESPEOPLE
Leapfrog The
Queue And Get
A Front-Row
Seat On Google.**

**PROUD
ACCOMPLISHMENTS
Speaking Engagements
and Podcasting**



cyberprarmy.com

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WHO WE ARE

Your AI-Ready Partners in Marketing & Digital Solutions

Cyber PR Army Solutions proudly offers a full profile of digital marketing, tech and AI services.

We believe that digital marketing and growth strategy work best when all the pieces of the puzzle are created with the big picture in mind. Whether you're looking for a managed strategy, an independent audit, or services specific to a short-term campaign, our experience and approach will prove to be a valuable asset.

In an era of rapid change, we blend our high level of experience with AI-infused processing power to create marketing and scale-up strategies that deliver effective, growth-driven results for your

business. And we pride ourselves on being accessible to all. We can steer the ship, work side-by-side with you, or take direction.

We can work with other tech pros or explain things simply if you are just getting started.

We offer graphic design, web design, social media management, PPC advertising, SEO, brand strategy, integrations and automations, AI setup, and more because we believe in the synergy of a multi-strand strategy. No one piece of the puzzle will optimize your growth, but each business has a balance of elements that, when implemented correctly, will help it reach that next stage in its growth journey. We offer unique solutions that create optimum results.

“
We love to work
with our clients
to create unique
solutions just for
them, fitting the
marketing puzzle
pieces together for
optimum results.
”



3487+

Projects Completed



257+

Happy Clients



24

Awards & Recognition



5417+

Cups of Coffee

We love digital marketing

We are a company of **digital marketing professionals** that love creating solutions



Creative

We design graphics, websites, source photos, and create videos and content, ready for web and print. We provide SEO writing services too.



Design

We create moodboards, logos, and design assets for you, as well as integrating automated booking, email sign-ups and other AI elements to assist you.



Digital Strategy

At Cyber PR Army Solutions Inc., we listen to you and assess your history, your current needs, your timeline and where you want to go. Then we create a plan that is unique to you.





what we've BEEN UP TO!

We love constantly learning and evolving our support to meet your needs. **Here are some of our recent highlights.**

- Who doesn't love a quick quiz? We now offer interactive quizzes, complete with funnels and upsells, to turn your browsers into engaged customers. And we couldn't not make some quizzes of our own! We launched our AI Visibility Audit, Marketing Priority Quiz, and Are You Ready for AI?
- Speaking of AI, we launched several services to help even our non-tech-savvy clients reap the benefits of this new technology. We offer a host of transactional and relational AI services, including AI agent setup, a Business AI Roadmap, a full, done-for-you version of our AI Visibility Audit, and more.
- Like to learn in your own time? We've also stepped up our content creation! Lynn wrote a book, launched a podcast, and produced a course (she's been VERY busy!). The book and course are perfect for those looking to learn more about AI, whereas the podcast, a Marketing State of Mind, concentrates on the why behind the marketing.
- Meanwhile, Zoey completed a microcredential with distinction in Project Management. Many of you know that Zoey is our organizational mastermind, so with these newly enhanced skills, there's no project we can't manage!

STATS AT TIME OF PRINTING (JAN-AUG 2025)



Clients served
37



Social media
posts created
700+



New websites created
9



Blogs written
63



Unique projects we've completed:

- Sponsoring East Coast Bev Con 2025, the largest craft beverage convention in Atlantic Canada. We loved supporting them with their marketing strategy and had a blast on the day!
- Reworking our older blogs to make them more AI summary-friendly, including adding AI-generated podcasts discussing the content. It's still in progress, but so rewarding to revisit that older content and make it shine again.
- Automations, integrations, rinse and repeat! We've been hooking up apps to other apps for clients looking to add some shortcuts to their workflow.
- Lynn dove in deep with her AI agent, Binghe and set up a copy of side projects for those who wanted to explore the rabbit hole with her. We have a separate website, ivyandtheshadow.com, plus you'll find her on Substack under @lynncolepaughivyheart





BLOG: Our Guide to AI vs Human Blog Writing

It's a brand new year, and as a business owner, you may be brimming with ideas to boost your business in 2025. If blog writing is on your list of things to try, great idea! But if you're struggling to find the time or inspiration to write blogs, you may consider using AI-generated blogs.

We're diving into the pros and cons and what we recommend if you're trying to make monthly blogging a part of your marketing strategy this year.

WHY SHOULD BLOGGING BE A PART OF YOUR STRATEGY?

Blogging remains a cornerstone of digital marketing due to its immense potential for driving traffic, building brand authority, and engaging with customers. It adds value to your website beyond selling, turning it into an enticing and informative hub for your potential clients.

Regularly updated blogs can significantly improve your SEO, as search engines favour websites with fresh, relevant content, but quality is considerably more important than more arbitrary markers, such as length.

THE RISE OF AI IN BLOG WRITING

Artificial Intelligence (AI) has made significant inroads into content creation, offering a solution for consistent blog output. AI writing tools can quickly generate articles, creating content that can sometimes mirror human writing. But how does this stack up against the traditional, human-crafted blog post?

PROS OF AI-GENERATED BLOGS

Before we look at why we favour human-crafted content, we have to recognize that there are significant reasons why time-poor business owners who may or may not have content writing skills have been drawn to AI blog writing.

- **Efficiency.** AI can produce content rapidly, much more rapidly than a human could, which is particularly useful for businesses that need to publish frequently.
- **Scalability.** With AI, you can scale your content production without a proportional increase in resources or time. Once an AI model is trained, it can generate ten pieces of content almost as

quickly as one.

- **Low Cost.** AI tools can be much cheaper than a professional content writer, especially if you are already subscribed to an AI tool anyway.

CONS OF AI-GENERATED BLOGS

For all the benefits of AI-generated blog content, there are many downsides, some of which we're sure you've come across already (even if you haven't realized it!).

- **Lack of Nuance.** AI has endless knowledge, but can't fully grasp the subtleties of language and can miss the mark on tone or style that resonates with your audience. AI doesn't understand emotional reactions, just psychological markers. This machine-learning approach does not come across in the same way in a finished piece of content.

- **Generic Content.** What we call AI isn't truly AI yet. It can't think on its own, which means it can't generate completely fresh ideas, just model on existing content it can access and adjust it enough to not be plagiarism. This limitation risks generating content that lacks originality or a unique voice, making it difficult to stand out. For example, AI blogs tend to start in a very specific way, using this structure, "In today's digital landscape," "In today's busy retail world," or "In the dynamic world of X." Once you start looking for this style of opener, you'll find it everywhere! Add that to the telltale title format of "Topic with added buzzwords: what you need to know," and you'll start looking at content a little bit more skeptically! (If you're curious, AI wanted to start this article, "In the dynamic world of content marketing, the debate between AI and human blog writing..." and wanted to call it "AI vs Human Blog Writing: What You Need To Know.")

- **Ethical Considerations:** There's an ongoing debate about the ethics of passing off AI-generated content as human-created. Whether you're comfortable with it or not, it could impact the level of trust people have in your business if it comes to light.

- **SEO Penalties:** Although we don't have exact clarity on this (Google never shares the details!), there is evidence that AI-generated content is marked down in search results. This could be because it is seen as AI-generated by Google, or it could be because Google values quality and usefulness above most other markers. AI content is unlikely to be uniquely entertaining or valuable, so even if it isn't penalized for being AI, it is unlikely to

get you as far as human-written content.

BLOG WRITING THE OLD-FASHIONED WAY

Human blog writers bring creativity, experience, and personal insight to the table. They can craft stories, understand complex nuances, and connect with readers on an emotional level. They enhance the piece's value for your readers and search engines, making them much more effective rather than just ticking a box.

PROS OF HUMAN-WRITTEN BLOGS

- **Emotional Intelligence.** Humans naturally infuse emotion and storytelling into their writing, which helps readers connect.
- **Unique Perspectives.** Your journey is different from mine, and we both have very different experiences to that of someone even down the street, let alone across the country. Human-written blog content can lean into these unique experiences, making the end piece something that resonates but doesn't just replicate existing information. I asked AI what it thought about this, and it said, "Human writers provide unique insights based on their experiences, offering a fresh perspective that AI cannot replicate."
- **Complex Topic Handling:** Humans can tackle complex, nuanced subjects that AI may not fully comprehend. If there are multiple strands that come together, sensitive subject matters, a level of complexity that needs to be written in an approachable way, or information that requires niche knowledge, a human is the way to go.

CONS OF HUMAN-WRITTEN BLOGS

People are great! But AI wouldn't have come along if there weren't cons to human-created content creation. Here are some downsides to using a person to create your articles.

- **Time-Consuming:** Writing quality content takes time (sometimes a lot of it!), which can be a significant investment for a business. As a small business, chances are time is something you are permanently short of, so this could be an issue.
- **Higher Costs:** No time to do it yourself? Hiring skilled writers is more expensive than using AI, especially for high-quality content. The results will speak for themselves, but it's cost-benefit analysis time if the budget is tight!
- **Scalability Issues:** Human content production cannot match the speed of AI, which can be a bottleneck for content strategy. If you set out on a mission to write as much content as possible, that first burst might get you somewhere, but you'll soon find yourself falling back to a max of one blog a week. If you are looking to put out a blog every day, anyone who is not a paid writer is unlikely to achieve this.



OUR RECOMMENDATIONS FOR MONTHLY BLOGGING

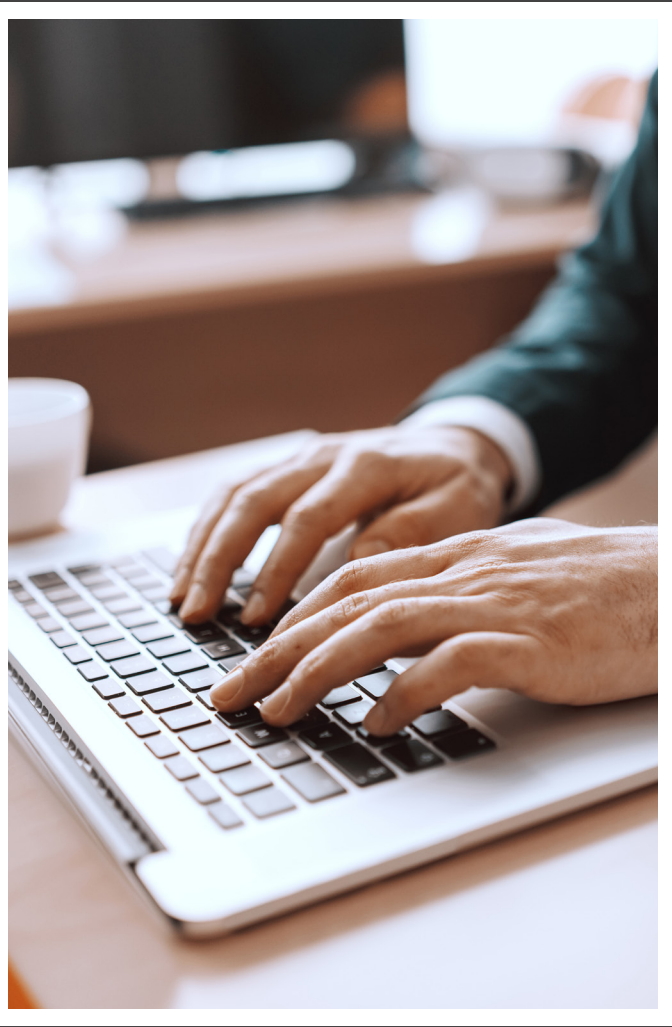
We blog for ourselves and our clients... a lot! If you're serious about online visibility, 1-2 blogs a month are essential to start getting noticed, so our team's blog creation process never stops. That's how we've developed a hybrid solution that can help accelerate your blog creation without sacrificing quality. And trust us, quality trumps output in Google's eyes!

- 1. Initial Drafts:** Use AI to create initial topic ideas and potential outlines for your blogs. This can save time and provide a structure for human writers to build upon. But don't treat it as set in stone. While this is a helpful framework, you know best, so adjust as needed to cover the topic as you want to.
- 2. Human Drafting and Editing:** Our very human writer drafts and edits her draft until she's happy with the piece.
- 3. AI Proofread:** While humans are great at adding

depth and interest to a blog article, that doesn't mean they spot every grammar issue or potential improvement. Using an AI tool is a great way to find possible improvements. However, once again, don't take these as must-do! Our writer picks and chooses to keep the intent and voice of the article correct.

HUMAN WRITING FOR SMALL BUSINESSES

Blog writing isn't for everybody, but we're yet to meet a business that wouldn't benefit. AI tools have opened a lot of people's eyes to the potential of blogging, but by creating AI-generated content, they are somewhat missing the point. Blogs work because they draw the audience's attention, leading to higher rankings on Google. Search engines have said time and time again that their biggest priority is quality content that people want to read. At the end of the day, they don't care if someone buys from you (that's your job), but they do care if someone is enticed by your article, clicks through and stays to read it. And that is something that AI can't master.





shout out to our incredible CLIENTS!

Wow, we have supported some amazing projects this year and even more incredible business owners. **Thank you all for making each year better than the last.**





something WE LOVED DOING

We were delighted to work in partnership with **Maritime Window Film Specialists** on a number of projects this year, including these eye-catching window film designs for **Boulangerie Tony** and **Pub 1755** in Dieppe. So exciting to see our designer’s work brought to life by the MWFS expert team!

Their expertise plus our eye for design is a winning combination for those looking to brighten up or brand their business premises!

CASE STUDY:

Bev Con Event Marketing

We had a small mention of East Coast Bev Con earlier in the magazine, but it was such a fun project, we have to share the details!

We proudly supported East Coast Bev Con as their digital marketing sponsors, providing support to Bev Con directly, and promoting our sponsorship as well. East Coast Bev Con had dozens of craft beverage vendors, some local, some regional, and some Canadian-wide. The event was held at Moncton Coliseum with great success on Saturday, May 24th, 2025.



↑ 29% Attendance

A significant rise in attendees from 2024 to 2025.



257+

Event responses for as low as \$0.40 per response and CPCs averaging \$0.08.



24

Organic Facebook reach of 28,796 and Instagram reach of 4,585.

East Coast Bev Con (BevCon) is Atlantic Canada's largest craft beverage festival, celebrating the best in local and national beer, cider, seltzers, and coolers. With a growing reputation as a must-attend event, BevCon 2025 saw a record-breaking 15% growth in vendor participation and a 29% increase in attendance, drawing a significant number of guests to the Moncton Coliseum.

Cyber PR Army Solutions was brought on as BevCon's official digital marketing partner with one clear mission: to expand BevCon's digital footprint, drive ticket sales, and elevate the festival experience for both attendees and vendors. From SEO and content updates to social media and PPC advertising, our team executed a data-driven strategy that turned BevCon into a destination event for craft beverage lovers.

OUR APPROACH

1. Website Optimization and SEO

We started by enhancing BevCon's website to improve usability and search rankings:

Hid outdated content: Removed old vendor and map pages from search engines to remove accidental traffic.

Added meta descriptions: Optimized pages for better visibility and click-through rates.

Improved FAQs: Designed a minimalist, schema-enabled FAQ section to answer attendee questions and increase rich search results.

Keyword Targeting: Focused on keywords like "Moncton beer festival" and "Atlantic craft beverage events" to attract the right audience.

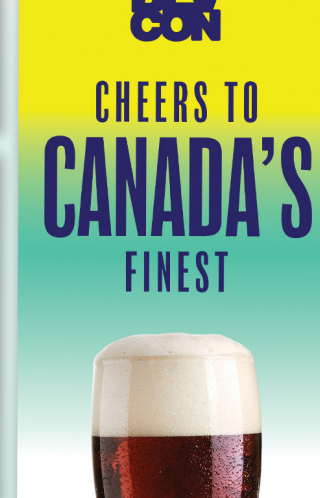
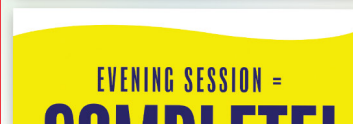
2. Social Media Strategy

We developed an engaging social media plan to promote ticket sales and build excitement:

Content Highlights: Created posts featuring the festival map, vendor spotlights, live music schedules, and countdown graphics.

Organic Success: Facebook reached 28,796 people, and Instagram achieved 4,585 reach with 493 engagements.

High-Impact Content: Reels, countdown posts, and artist/vendor features drove the highest engagement, particularly in the 72 hours leading up to the event.



3. Paid Advertising (PPC)

Our paid ad campaigns achieved exceptional cost efficiency and drove significant ticket sales:

Lead Ad Results: 10,210 reach, 530 link clicks, \$0.40 per event response.

Awareness Ad Results: High engagement with \$0.01 per thruplay on vendor showcase videos.

4. On-Site Engagement

We extended the festival's impact with interactive, on-the-ground support:

Interactive Quiz: Attendees scanned QR codes to take the "What's Your Beverage Personality?" quiz, fostering engagement and driving traffic to CPRA's website.

On-Site Support: CPRA Founder Lynn was on-site to meet with vendors and join in the fun!

Visibility: CPRA banners were prominently displayed on stage, reinforcing our sponsorship and partnership with BevCon.

"Cyber PR Army helped us take BevCon to the next level. Their strategic digital campaigns, attention to detail, and on-the-ground support made all the difference."

- East Coast Bev Con Team



WORDS FROM OUR CHIEF MARKETING STRATEGIST

"Our team had a great time working on this year's BevCon! We support many food and beverage clients so we are heavily involved with the industry and understand how to get maximal results. Bev Con is such a fun concept, and we thoroughly enjoyed marketing it!"

- Lynn Colepaugh



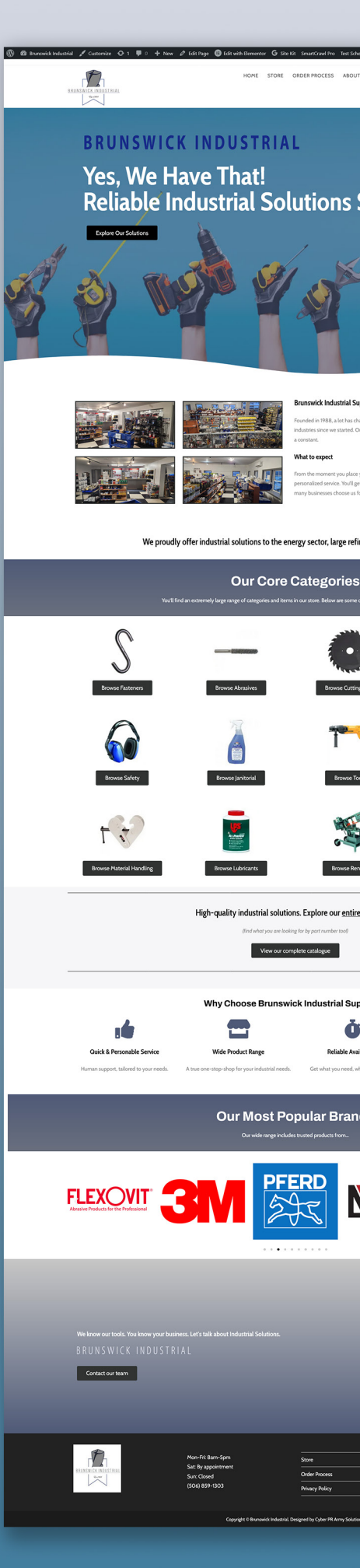
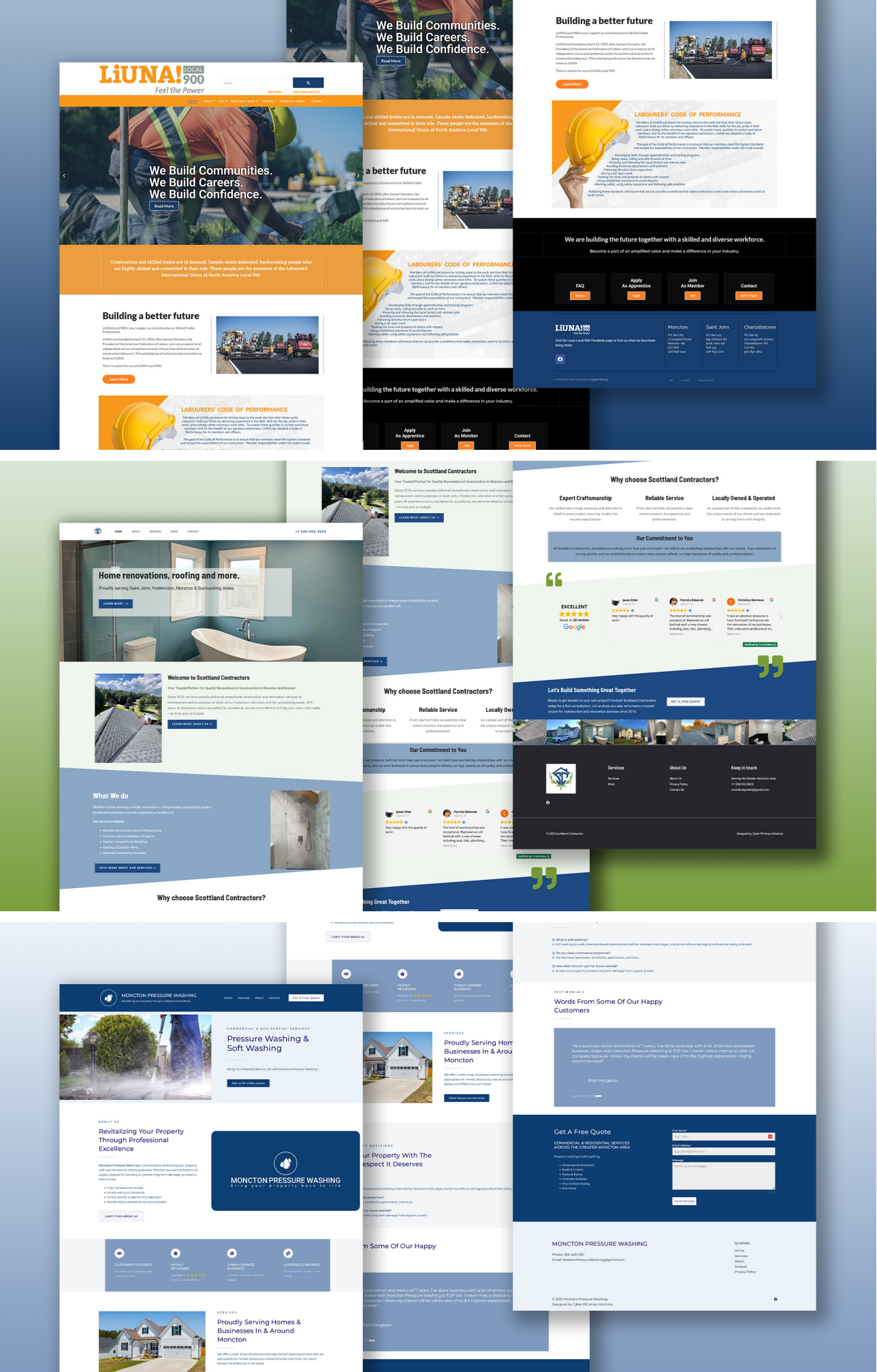
WEBSITES for skilled tradespeople

We’ve been ramping up our digital support for skilled tradespeople, so we thought we’d share a few thoughts about how we’re supporting them and why this is such an effective approach.

If you are a B2C service provider, local visibility is everything! It doesn’t matter how good you are if nobody finds you in their hour of need. Our job is to help you leapfrog the queue and get a front-row seat on Google. So how do we do this? We’ve found that most skilled tradespeople are managing their social media presence pretty well! It’s an industry that lends itself to before and afters, leading to an engaging and social proof-fuelled feed... but it won’t necessarily project the professionalism you need or give you the SEO to appear ahead of your competitors.

Everyone’s needs are different, but the commonality for those in skilled trades is a small, photo-heavy website and a Google Business profile. By optimizing a Google Business profile, you can raise your profile significantly, and by adding in a website, however small, you are going to accumulate authority and keywords in Google’s eyes. Most of the websites we have created in this niche are five pages, require extremely little input from the client (so no worries if you don’t have website-ready prose or feel skilled as a writer!). We use SEO, link it to your Google profile, and then the magic happens. And it really is fantastic to watch! We’ve seen new websites start attracting warm leads in just a week! (Yes, really!) And over time, it just grows and grows. The number one traffic source? Google!

Yes, AI is a powerful tool that is changing the way businesses are seen and interacted with, but physical trades aren’t changing at the same pace. We’ve seen this approach work over the years, and it is working better than ever in 2025!



BLOG: The Hidden Dangers of Running WordPress on Old PHP

At Cyber PR Army, we're all about keeping your website secure, speedy, and ready for anything. But there's a silent threat lurking behind the scenes of many WordPress sites: outdated PHP. If you haven't thought about your site's PHP version lately, you could be putting your business at risk—without even realizing it. We've recently recreated two WordPress websites with extremely old architecture, helping them update their look and protect the security of their sites.

WHAT IS PHP AND WHY DOES IT MATTER?

PHP is the scripting language that powers WordPress. Think of it as the engine under the hood of your website. Just like any engine, it needs regular updates to run smoothly and safely. As technology progresses, protections start moving onto the newest shiniest model, leaving older models relegated to gradual obsolescence.

THE RISKS OF RUNNING ON OLD PHP

1. Security Vulnerabilities

Older PHP versions no longer receive security updates. This means hackers know exactly where to look for weaknesses, and they're not shy about exploiting them. Running your site on PHP 7.4 or earlier leaves you wide open to cyberattacks, malware, and data breaches. The older the PHP version, the easier it is for malicious parties to gain access.

2. Compatibility Issues

As WordPress and plugins evolve, they're built to work with newer PHP versions. If your site is stuck on an old version, you'll start to see things break: plugins won't update, themes might glitch, and new features simply won't work. Eventually, you may find that you can't update WordPress at all without upgrading PHP first.

3. Performance Problems

Newer PHP versions aren't just safer; they're faster. Sticking with an outdated version can slow down your site, frustrate your visitors, and hurt your search rankings as Google uses site performance as part of its SEO equation.

4. Hosting Provider Pressure

Many web hosts are phasing out support for old PHP versions. If you don't upgrade, your host

might do it for you, sometimes without warning. This can lead to sudden site outages or broken functionality if you're not prepared. They need to do it to keep the server secure, yet a sudden rug-pull can lead to an unusable mess of a website.

WHY UPGRADING IS NECESSARY

Upgrading your PHP version is one of the most effective ways to protect your WordPress site. You'll benefit from:

- Stronger security against the latest threats
- Better compatibility with plugins, themes, and WordPress core
- Faster load times and improved performance
- Peace of mind knowing your site is future-proof

WHAT TO DO IF YOUR SITE IS SLIGHTLY OUTDATED: HOW TO UPGRADE SAFELY

Worried about breaking your site? You're not alone. The key is to test everything in a staging environment first, check plugin and theme compatibility, and make a full backup before making any changes. PHP upgrades frequently cause issues or, in some cases, full site crashes, so if you're not sure where to start, that's what we're here for!

WHAT TO DO IF YOUR SITE IS POSITIVELY ANCIENT

If you are currently on an extremely old setup (something we've seen twice recently), it's worth considering a full new site. Most old WordPress websites have limited content as they weren't the most user-friendly, and you'll be surprised how affordably a new website can be created for you. Yes, you could go for a PHP upgrade, but with very old sites, that often means carrying forward anomalies and coding bugs that can't be removed.

DON'T WAIT UNTIL IT'S TOO LATE

Running WordPress on old PHP is like driving with bald tires – you might get away with it for a while, but eventually, something's going to blow. If you're not sure what version your site is running, or you need help upgrading safely, reach out to us today. We'll make sure your website is secure, speedy, and ready for whatever comes next.







PROUD accomplishments

Here are some of the things
we are particularly proud of.

We were delighted to assist with booth designs for SIAL 2025 participants from Atlantic Food & Beverage. This year (our third year supporting), there were 16 participants, plus booth designs for FBA themselves and the chef's table.

🎤 Speaking Engagements

We've also been helping organizations in other ways, including training and speaking engagements.

CIPH Maritime Region, AGM Speaker (August 7th)
talkEXEC, Speaker (September 23rd)
Fundy Tourism, Member Workshop (October 23rd)
2025 Semaine MNB Week, Panel Member (October 24th)

🎧 Podcasting

Lynn has also been popping up on podcasts all over the internet, talking about anything and everything from music marketing to AI agent creation. You can check out all of those on our website.

And, of course, she's been in the presenter seat herself for a Marketing State of Mind. If you haven't checked it out yet, you'll find it on all your favourite podcast platforms, or visit amarketingstateofmind.com

And if you're interested in sharing your story, we are always looking for guests! Get in touch for more information.

have you checked out our new AI VISIBILITY AUDIT?

Grab the DIY version **and our other resources** on our website!

Are you making the most of AI to boost your online visibility? Not sure where you stand or what you could be doing differently? Can AI even see your business? Our DIY AI Visibility Audit is here to help you take stock and uncover new opportunities.

This straightforward audit is a DIY version of a new, thorough, done-for-you audit – ideal for those who want to get hands-on with their digital presence. It's designed to help you quickly spot strengths, gaps, and areas where AI can make a real difference: with no technical expertise required!

While there's always more to digital strategy than ticking boxes, this audit gives you a clear overview of your current AI visibility and potential areas to improve.

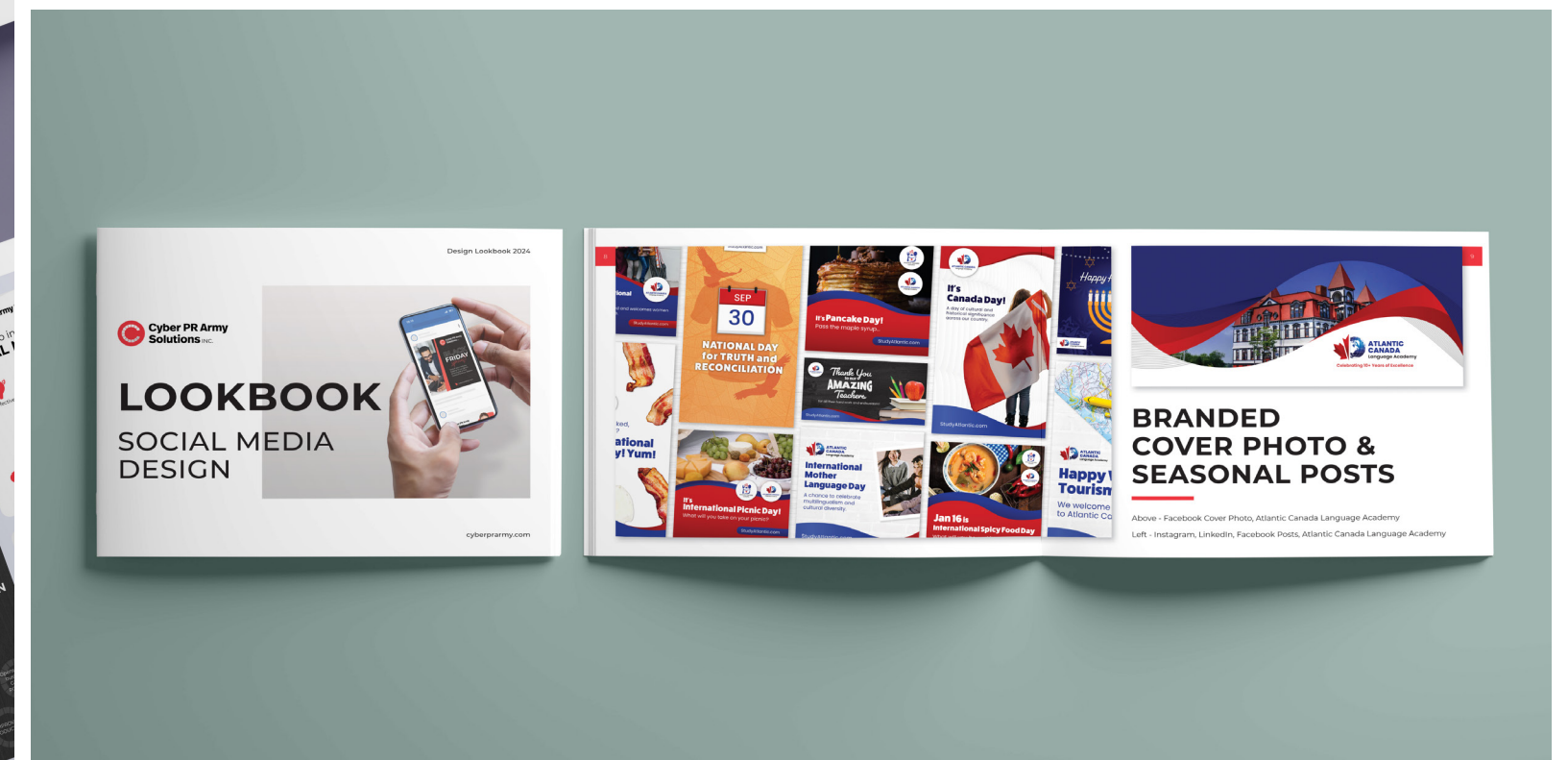
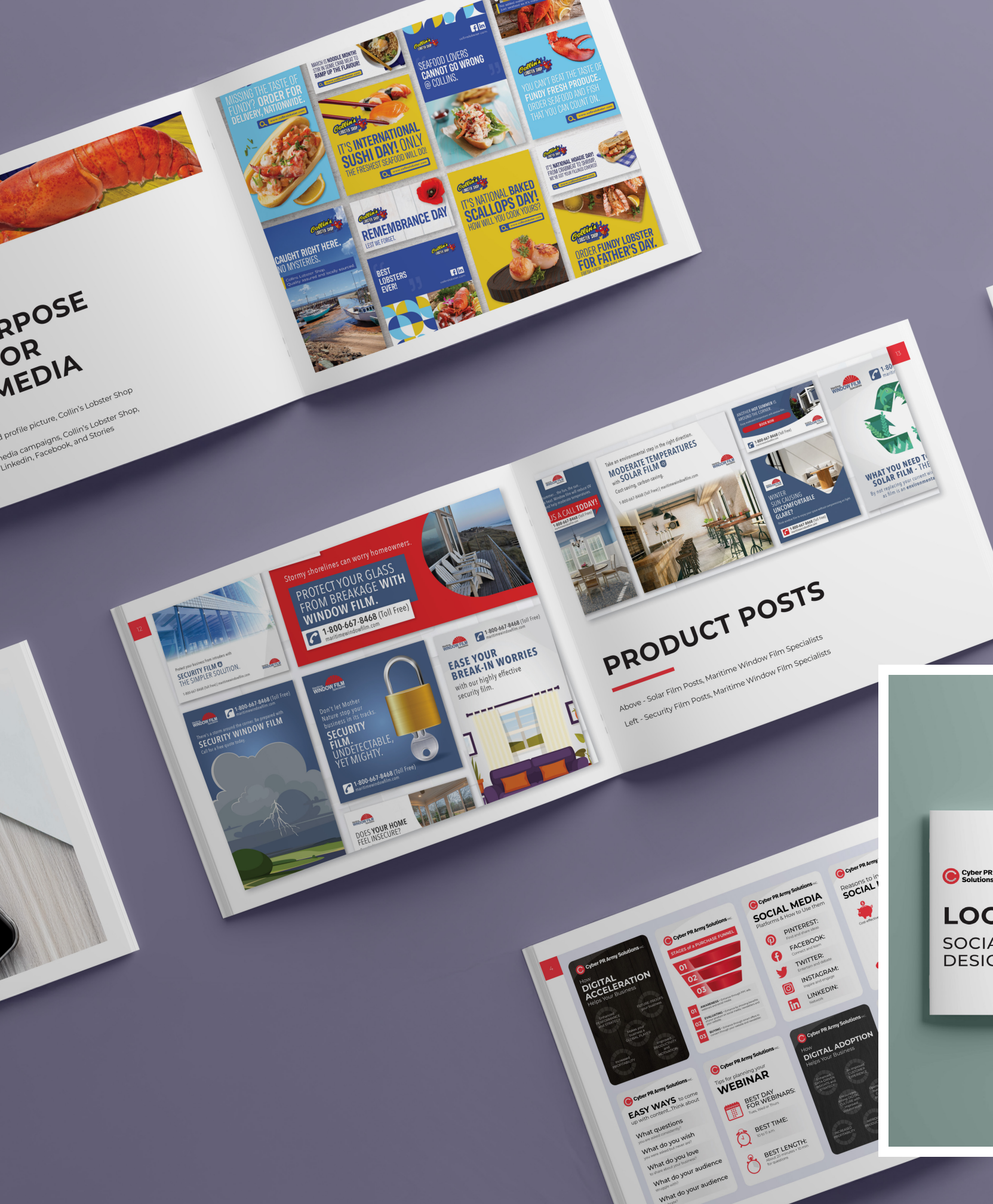
All our resources are free and beginner-friendly so that you can dive in with confidence. And if you'd like to chat about your results or get tailored advice, we're always here to help.

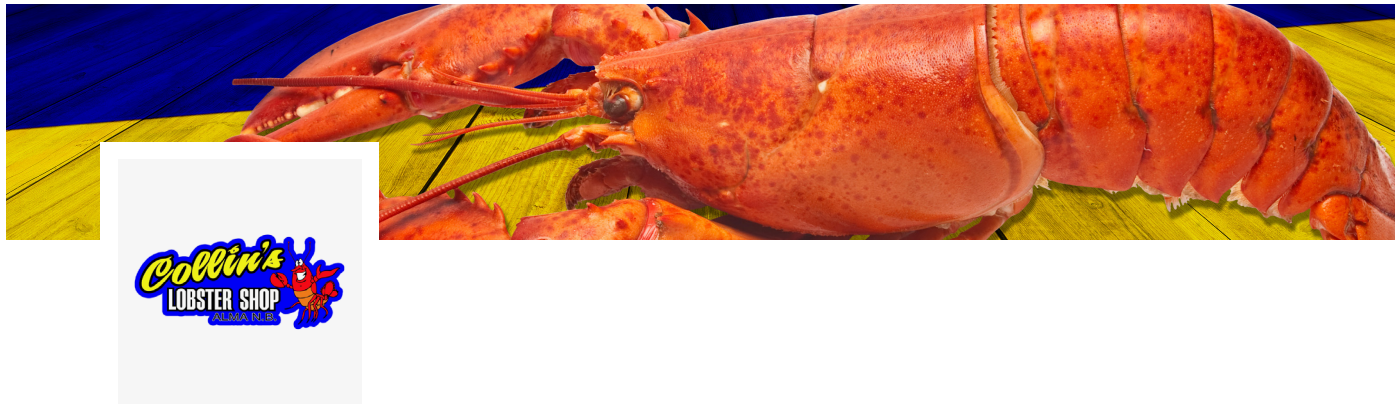




LOOKBOOK: social media design

Looking for some inspiration? Wondering what we can do? Take a glance through some of our favourite collections.

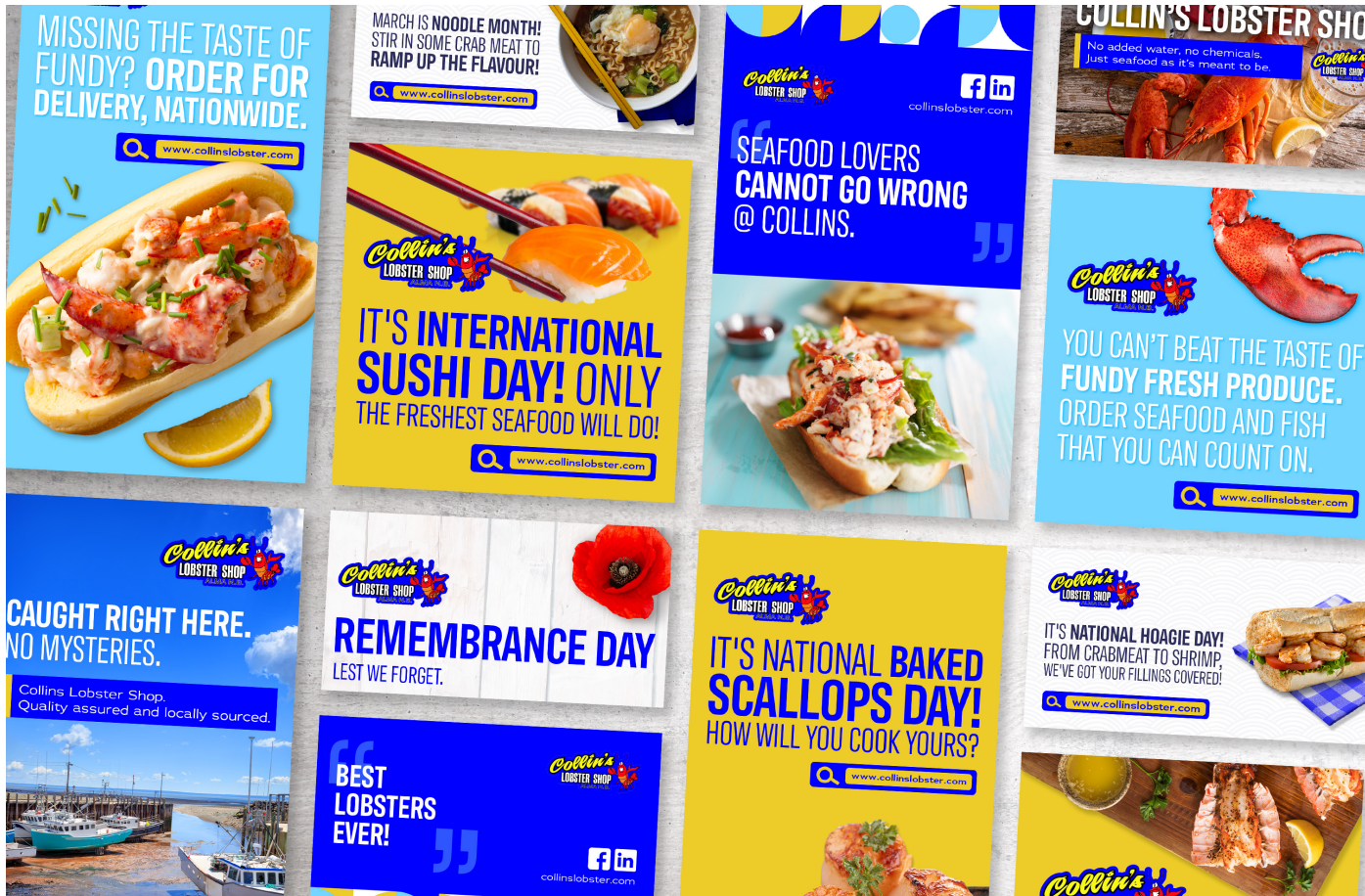




Multi-Purpose Design For Social Media

Above - LinkedIn banner and profile picture, Collin's Lobster Shop

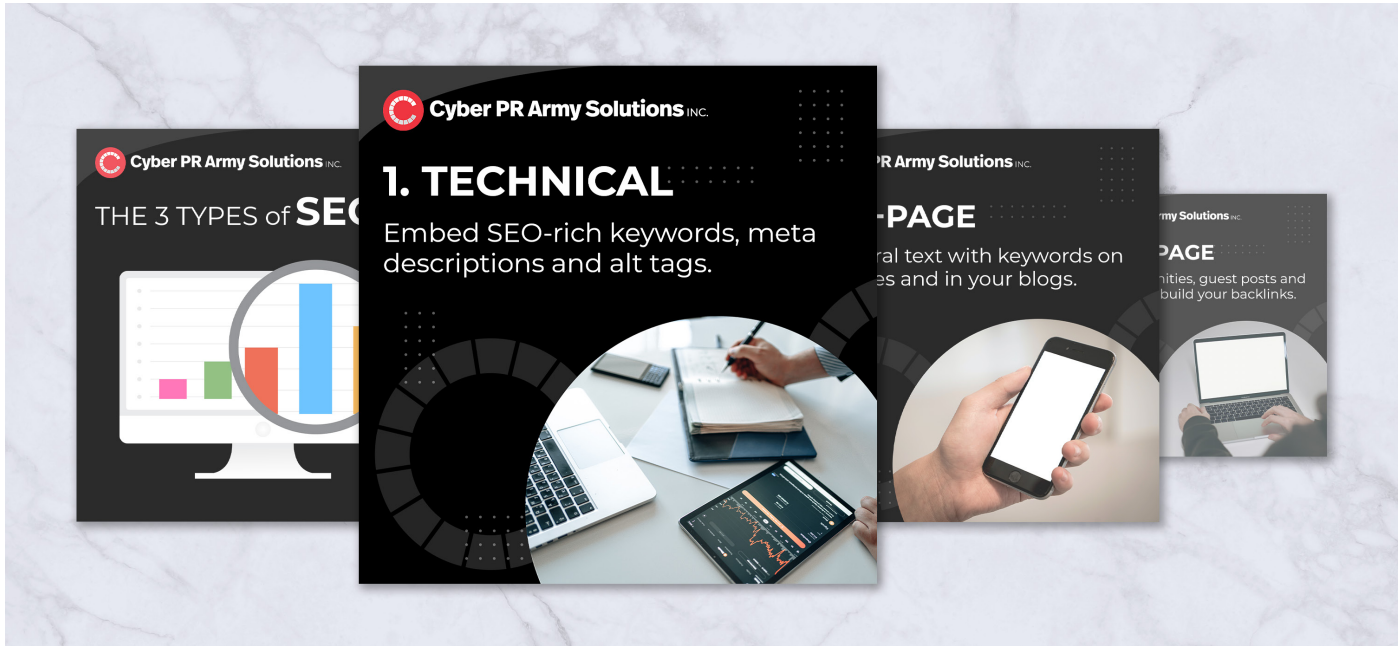
Below - Various social media campaigns, Collin's Lobster Shop, Formatted for Instagram, Linkedin, Facebook, and Stories



Pinterest Design

Above - Infographic Pin Designs

Below - Carousel Design Sequence





Various Branded Campaigns

Above - Facebook, LinkedIn, Instagram Posts, Haskap Highland Orchard

Below - Stories Design, Haskap Highland Orchard



Seasonal Posts & Branded Cover Photo

Above - Instagram, LinkedIn, Facebook Posts, Atlantic Canada Language Academy

Below - Facebook Cover Photo, Atlantic Canada Language Academy



Multi-Brand Trade Show Promotion

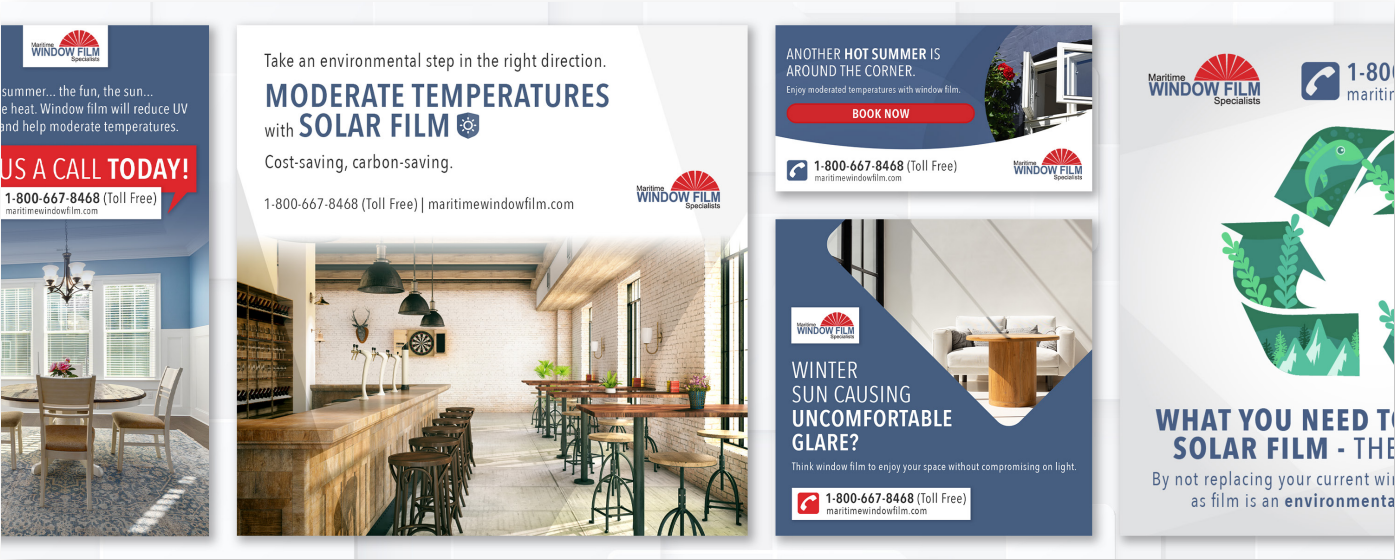
Various Posts for Facebook, Instagram, and LinkedIn.
Partnership with Food & Beverage Atlantic for SIAL 2024.

Designed personalized posts for Jumping Bean Coffee, TCS Atlantic, Bramble Hill Farm, Benjamin Bridge, Barbour’s, Fatso Peanut Butter, Shivani’s Kitchen, Axe to Grind, Falavory, and Bulwark Handcrafted Cider.



Product Posts

Above - Security Film Posts, Maritime Window Film Specialist
Below - Solar Film Posts, Maritime Window Film Specialists



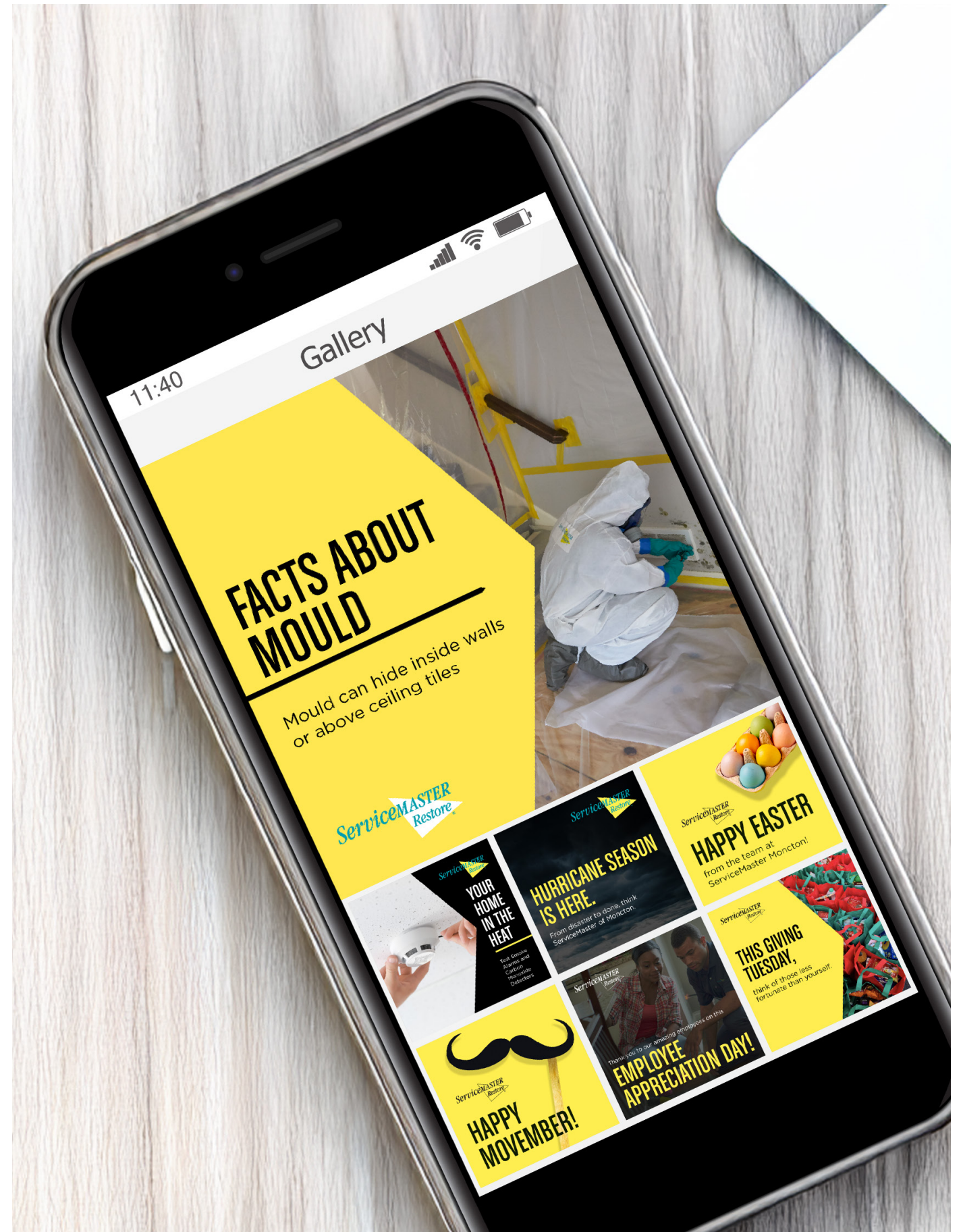


Event Promotion

Above - Music Festival Promotion, Blues d'la Baie
Various Posts for Instagram, Facebook, LinkedIn, Stories

Various Branded Campaigns

Right - Instagram Posts, ServiceMaster Restore Moncton



BLOG: Consistency Across Platforms for Better SEO and More Customer Trust

Your business's online presence is often the first impression potential customers have of your brand. Whether they're searching for your services on Google, scrolling through your social media, or browsing a directory listing, consistency across all platforms is key to building trust, improving user experience, and boosting your SEO performance.

At Cyber PR Army Solutions, we've seen firsthand how businesses can struggle with fragmented branding and inconsistent information online. In this blog, we'll explore why maintaining a consistent image and accurate company details across all platforms is essential for your business's success (and how it benefits both your customers and your search engine rankings!).

THE IMPORTANCE OF A CONSISTENT BRAND IMAGE

When you think of your brand, you may think of your logo, brand colours, or maybe even a font, but your branding incorporates people's overall perception of your business. This includes your tone of voice, messaging, visuals, and even how you interact with customers online. When your brand image is consistent across all platforms, it creates a cohesive experience that fosters trust and recognition. "Ah, it's them again – I think I saw them on Instagram!"

WHY IT MATTERS FOR USER EXPERIENCE

Imagine a potential customer visits your website and sees a sleek, professional design with a friendly tone of voice. Then, they check your Instagram and find a completely different vibe. Perhaps your feed is casual and unpolished or uses an old logo. This inconsistency can confuse users and make them question the legitimacy of your business. Consistency reassures customers they're in the right place and dealing with a professional, reliable company. It also makes it easier for them to recognize your brand, whether they see your logo on a Facebook ad, your business name in a Google search result, or your storefront on a map.

WHY IT MATTERS FOR SEO

Search engines like Google value consistency, too. When your branding and messaging are

consistent across platforms, it signals to search engines that your business is legitimate and trustworthy. This can positively impact your rankings, making it easier for potential customers to find you online.

ACCURATE COMPANY DETAILS: THE FOUNDATION OF LOCAL SEO

One of the most critical aspects of consistency is ensuring your company details—such as your name, address, and phone number (NAP)—are accurate and uniform across all platforms. This includes your website, Google Business Profile, social media accounts, and online directories. Yes, even that free directory you signed up for must be en pointe!

WHY NAP CONSISTENCY IS VITAL

For local businesses, NAP consistency is a cornerstone of local SEO. Search engines use this information to verify your business's legitimacy and determine its relevance to local search queries. If your NAP information is inconsistent – say, your address is listed differently on Google than it is on Yelp – it can confuse search engines and hurt your visibility in local search results. The same can be said for inconsistent phone numbers or old versions of your brand name. How It Impacts User Experience

INCONSISTENT OR OUTDATED DETAILS CAN FRUSTRATE

potential customers. For example, if someone finds your business on a directory with an old phone number or incorrect hours of operation, they may give up and move on to a competitor. Ensuring your details are accurate across all platforms makes it easy for customers to contact you, visit your location, or make a purchase. There's nothing more frustrating than having to search high and low to find the correct contact details for a business!

WHAT ABOUT OLD PLATFORMS? SHOULD YOU UPDATE OR REMOVE THEM?

As your business grows, it's common to leave behind older platforms or accounts that no

longer align with your current strategy. However, these outdated platforms can still show up in search results, potentially confusing customers or damaging your credibility.

HOW TO HANDLE OLD PLATFORMS

Audit Your Online Presence:

Start by identifying all the platforms where your business has a presence. This includes social media accounts, directory listings, and even old blogs or forums.

Evaluate Their Relevance:

Ask yourself: Is this platform still relevant to my business? Does it attract traffic or engagement? If the answer is no, it may be time to remove it.

Decide to Update or Remove:

- Update: If the platform still has potential, bring it up to date with your current branding, messaging, and company details.
- Remove: If the platform is outdated, inactive, or no longer aligns with your goals, consider deleting the account or requesting its removal.

We're commonly asked about X (formerly Twitter). It's become somewhere to avoid for many business owners, but if you don't want to close it down, update your info and pin a post stating that it is no longer monitored, and they should find you at an alternative place.

WHY THIS MATTERS FOR SEO AND USER EXPERIENCE

Outdated platforms with incorrect information can confuse both customers and search engines. For example, if an old directory listing shows a previous address or phone number, it can lead to missed opportunities and frustrated customers. Regularly auditing and cleaning up your online presence ensures that only accurate, relevant information is available to your audience.

THE SEO BENEFITS OF CONSISTENCY

Consistency isn't just about looking professional—it's also a powerful tool for improving your search engine rankings. Here's how:

1. Improved Credibility with Search Engines
Search engines prioritize businesses that appear trustworthy and reliable. When your branding, messaging, and company details are consistent across platforms, it reinforces your credibility and helps search engines understand your business better.

2. Better Local Search Rankings
For businesses targeting local customers, consistent NAP information is essential. It helps



search engines match your business to relevant local searches, increasing your chances of appearing in the coveted local pack (the map and listings that appear at the top of local search results).

3. Enhanced Backlink Value

When your business is listed consistently across directories and platforms, it strengthens the value of backlinks pointing to your website. This can further boost your SEO performance and drive more traffic to your site.

WHEN YOU DON'T HAVE THE TIME OR EXPERTISE

We get it; running a business is time-consuming, and keeping track of every online platform can feel like a full-time job. That's where Cyber PR Army Solutions comes in. Our team specializes in helping businesses like yours maintain a

consistent and professional online presence. From auditing your platforms to optimizing your local SEO, we'll handle the details so you can focus on what you do best – running your business.

Prefer to do things yourself, but don't know where to start? We can help you there, too. We love empowering our clients and will happily provide you with a roadmap to get things optimized and working for your business.

FINAL THOUGHTS

Consistency across your online platforms isn't just a nice-to-have. It's a must-have for building trust, improving user experience, and boosting your SEO performance. Ensuring your brand image and company details are uniform and accurate will create a seamless experience for your customers and make it easier for them to find and engage with your business.



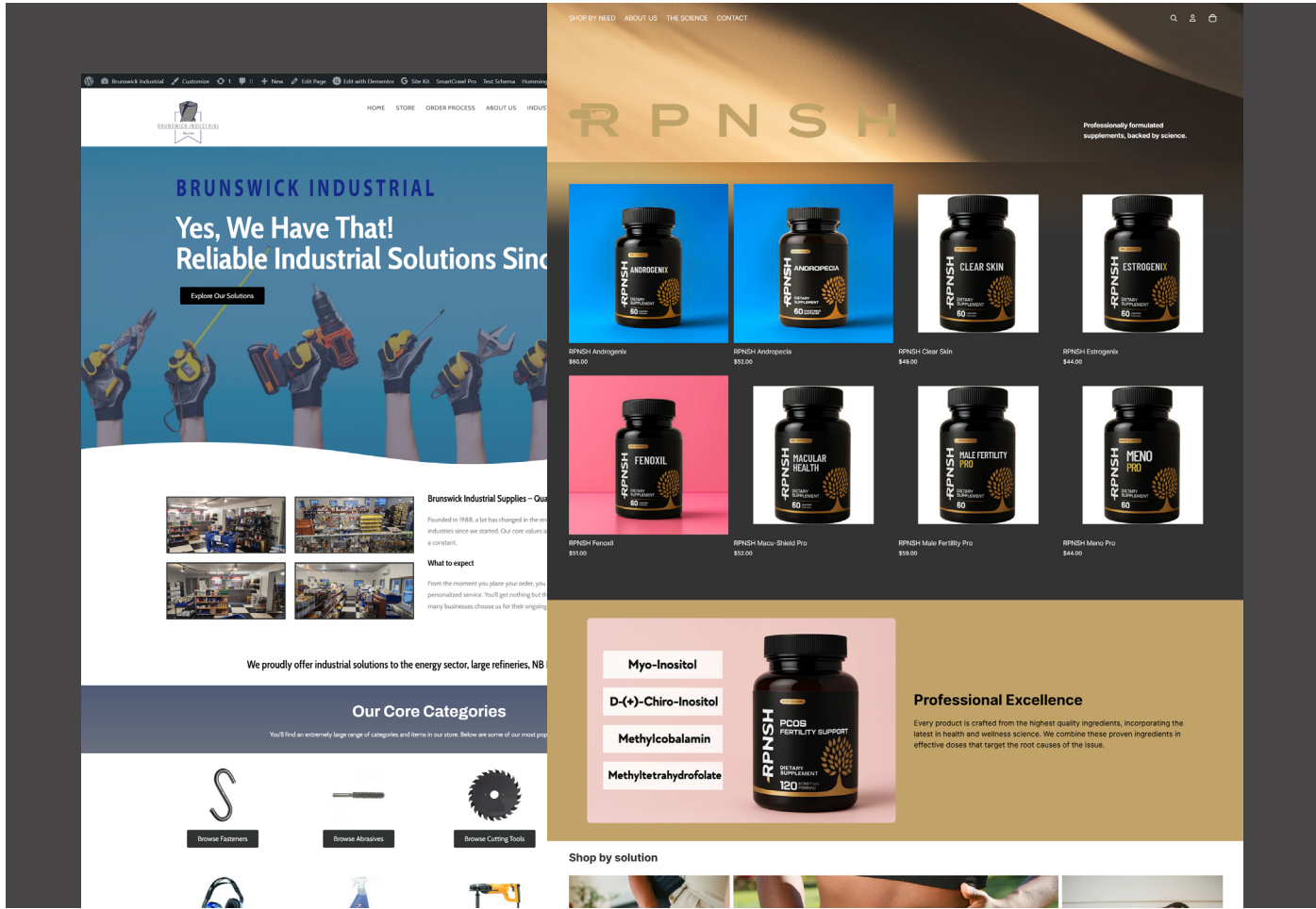


our HIGHLIGHTS from 2025!



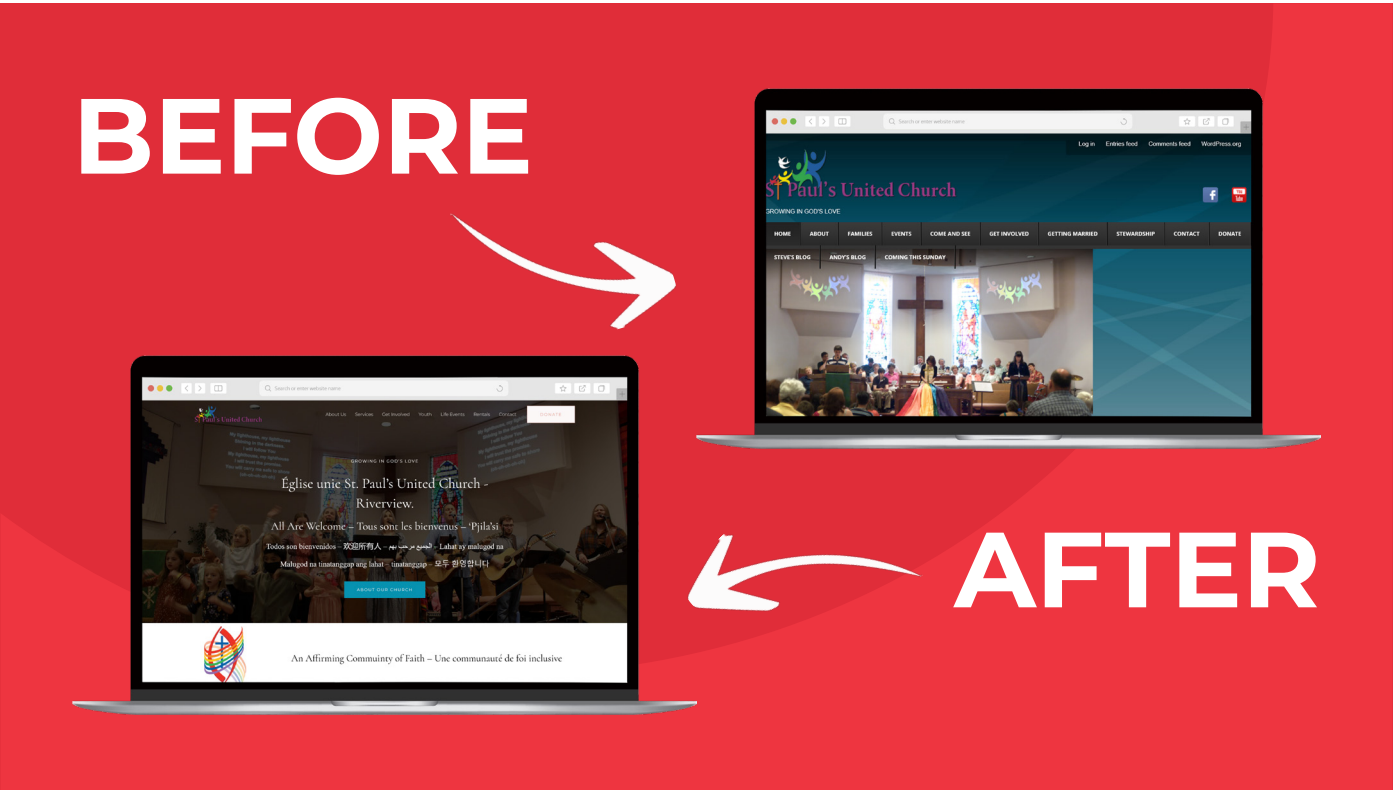
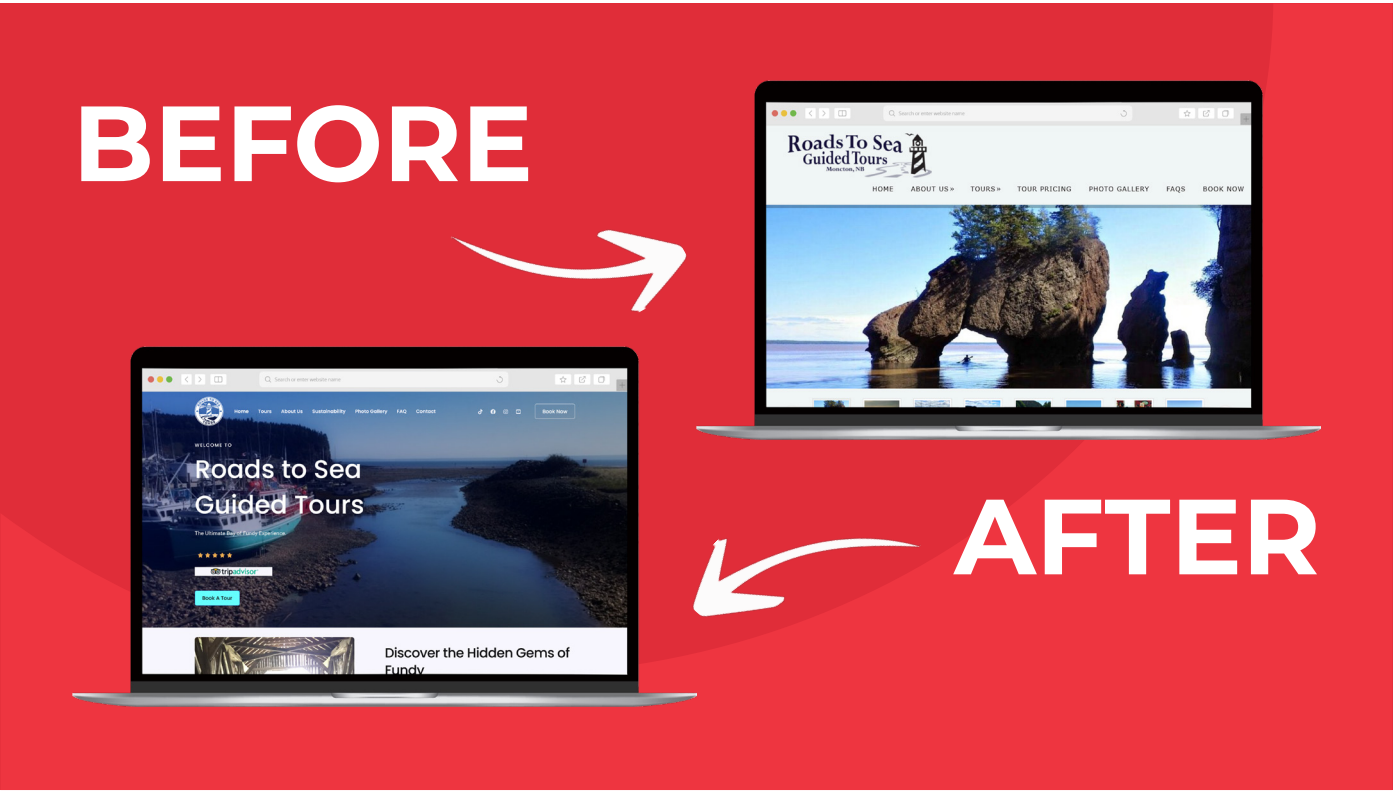
New Store Fronts

Brunswick Industrial, RPNsh



New Websites

Roads to Sea. St. Paul's United Church



Ongoing Support for Harbourside Rehabilitation

SEO – Training – Website Hosting – Social Media



Ongoing Support for Haskap Highland Orchards

SEO – Social Media – Website Updates – Blogging



Social Media Support for Twisted Electric

Social Media Design



Ongoing Support for St. James Gate

SEO – Social Media – Email Marketing – Print Assets - Strategy & Training



BLOG: How to Choose the Right Website Platform for Your Business

Your website is the digital storefront of your business. It's where potential customers learn about your brand, explore your offerings, and decide whether to engage with you. Choosing the right platform to build your website is one of the most important decisions you'll make, as it directly impacts your site's functionality, scalability, and ease of use.

We know how overwhelming it can feel to choose the right home for your website, especially with so many platforms available. In this guide, we'll walk you through the key factors to consider and highlight the best platforms to help you create a website that works for your business.

WHAT TO CONSIDER WHEN CHOOSING A WEBSITE PLATFORM

Before diving into specific platforms, evaluate your business's unique needs. Businesses come in every shape and size, but here are the key factors to keep in mind:

1. Ease of Use

If you're not a web developer but do want to update your website in-house, you'll want a platform that's intuitive and user-friendly. Look for platforms with drag-and-drop builders or simple interfaces that make it easy to create and update your site without needing technical expertise. You might have staff who are already skilled in a particular platform, which may sway your choice if that decreases the need for training or outsourcing.

2. Customization Options

Your website should reflect your brand's identity and meet your specific goals. Some platforms offer extensive customization options, while others are more limited. If you need a unique design or advanced functionality, prioritize platforms that allow for flexibility.

3. Scalability

As your business grows, your website needs to grow with it. Choose a platform that can handle increased traffic, additional features, and expanded content without requiring a complete rebuild. You don't want to invest immediately in something that has advanced bells and whistles

(unless you specifically need it), but knowing your chosen platform can grow with your needs can save you a time-consuming migration down the line.

4. Cost

Website platforms come with varying price points, from free options to premium plans. Consider your budget and weigh the costs against the features and benefits each platform offers. Keep in mind that some platforms may require additional expenses for hosting, plugins, or premium themes. We often find that free or cheap platforms require more ongoing subscriptions and add-ons, so do your homework beforehand to avoid having to cut corners or pay more for features that would have been included elsewhere.

5. SEO and Marketing Tools

A great website isn't just about design—it also needs to perform well in search engines and support your marketing efforts. Look for platforms with built-in SEO tools, analytics, and integrations with email marketing or social media platforms.

N.B. Yes, people are saying SEO is dead, but that couldn't be further from the truth. We have seen firsthand in 2025 how an optimized site can bring in requests for quotes and work within a week of going live! (Service providers see this most)

6. E-commerce Capabilities

If you plan to sell products or services online, you'll need a platform with robust e-commerce features, such as payment processing, inventory management, and shipping options. While most platforms will let you add on e-commerce, if it is the lifeblood of your business, it's much more sensible to choose a platform that is primarily for this style of business, such as Shopify.

7. Support and Community

When issues arise, having access to reliable customer support or an active user community can make all the difference. Platforms with strong support systems can save you time and frustration. That said, if you choose a website development team that is approachable (like us!), you can usually just send a quick email and get a no-jargon response.

TOP WEBSITE PLATFORMS FOR YOUR BUSINESS

Now that you know what to look for, let's explore some of the best website platforms available. At Cyber PR Army, we recommend the following platforms for their versatility, ease of use, and ability to meet a wide range of business needs.

1. WordPress

WordPress is the most popular website platform in the world, powering over 40% of all websites globally. Its flexibility and scalability make it a top choice for businesses of all sizes.

Best For: Businesses of all sizes, blogs, and content-heavy websites.

Key Features:

- Thousands of themes and plugins to customize your site.
- Excellent SEO capabilities with plugins like Yoast SEO.
- Scalable for businesses that plan to grow.
- Open-source, meaning you have full control over your site.

Considerations:

- Requires some technical knowledge to set up and maintain.
- Hosting and domain registration are separate costs. Plugins are often free, but can get pricey.

If you're looking for a platform that can grow with your business and offer endless customization, WordPress is a fantastic choice.

2. Shopify

For businesses focused on e-commerce, Shopify is a top contender. It's designed specifically for online stores and offers everything you need to sell products or services.

Best For: E-commerce businesses, both small and large (scalable plans).

Key Features:

- Easy-to-use interface with customizable templates.
- Built-in payment processing and inventory management.
- Integrates with social media and marketplaces, including Google Merchant Center.
- Excellent customer support and a large app marketplace.

Considerations:

- Monthly fees can add up, especially with premium apps.





– Limited customization compared to platforms like WordPress.

If selling online is your primary goal, Shopify is a reliable and user-friendly platform that can help you succeed.

3. Wix

Wix is a beginner-friendly platform that's perfect for small businesses and individuals who want to create a professional-looking website without technical expertise.

Best For: Small businesses, freelancers, and personal websites.

Key Features:

- Drag-and-drop builder for easy customization.
- Hundreds of templates to choose from.
- Built-in SEO tools and marketing integrations.
- Affordable pricing plans (often cheaper than WordPress combined costs if got during sales).

Considerations:

- Less scalable for larger businesses.
- Limited flexibility compared to WordPress.
- Responsive design is limited.

Wix is an excellent option if you're looking for a quick and easy way to get your website up and running. It is very much a set-it-and-forget-it platform which requires no maintenance.

WHICH PLATFORM IS RIGHT FOR YOU?

The best website platform for your business depends on your specific needs, goals, and

resources. Here's a quick breakdown to help you decide:

Most Easy to Maintain for Small Businesses and Start-Ups: Wix offers an affordable and user-friendly solution for businesses just starting out. Its drag-and-drop builder and built-in tools make it easy to create a professional website without breaking the bank. And once built, you don't need to maintain it, making it a solid option for static content websites.

Easiest to Scale: WordPress is the most scalable option, making it ideal for businesses planning to grow. With thousands of plugins and themes, you can add new features and expand your site as your needs evolve. It is by far the most customizable website builder as well, making it perfect for those with precise needs.

Easiest to Update In-House: Shopify is perfect for businesses that want to manage their site in-house without technical expertise. Its intuitive interface and built-in e-commerce tools make it easy to update products, track sales, and manage your store.

NEED A HAND WITH YOUR WEBSITE DECISIONS?

Your website is one of the most important tools for growing your business, so it's worth taking the time to choose the right platform. We're here to help you navigate the process and create a website that not only looks great but also drives results. Yes, we will happily create, upgrade, and even host your website if it is on WordPress, but we're also here to offer support and straightforward assistance to help you make the right decision for your business.



OUR SERVICES



360° Digital Marketing. Everything Your Business Needs

Digital marketing and project management are two sides of the same coin and both multi-faceted. Our team's skills are varied across their specialisms and work synergistically to deliver the maximum results for your business.



Design & Branding

Our in-house designer will capture the look of your brand whether you are creating a new business, expanding your assets or need a full rebrand. We can create digital and physical assets for your marketing needs.

Website Maintenance & Hosting

We have a dedicated server for our clients and ensure all our sites are kept up to date at all times. We also create a backup of your site for added security. Peace of mind for all your website assets.

Online Presence Review

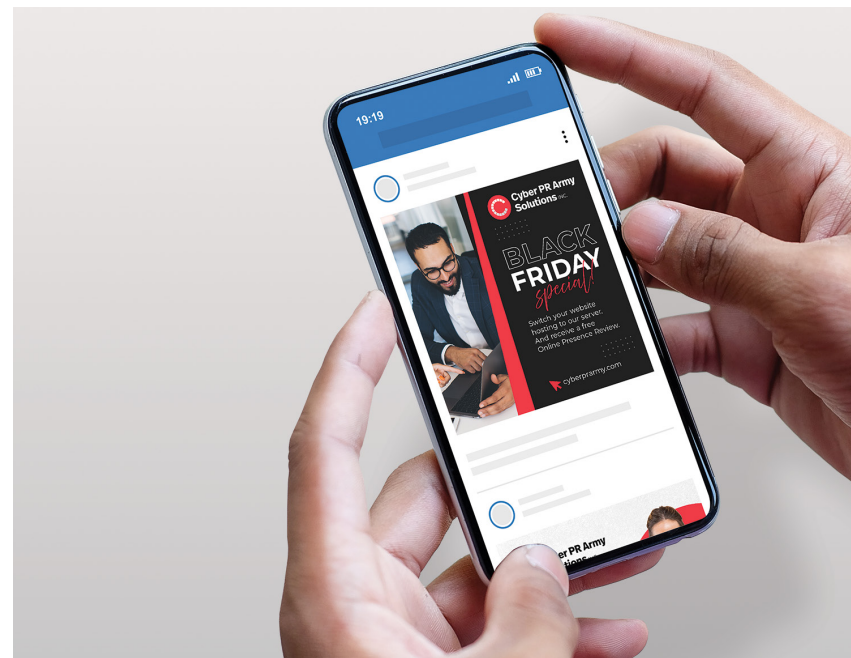
Our incredibly popular Online Presence Review gives you a roadmap to online visibility and authority. We take a detailed look at your existing website and social media profiles to provide you with a comprehensive guide on how to improve your traffic and your sales rate.

Social Media Management

Our comprehensive social media campaigns and content are tailored to your needs. Everything is created in-house, from copy to graphics to hashtags. Posts are managed through our online hub allowing us to seamlessly post to all your social media channels at the optimal times.

QR Code Marketing

Use QR codes as shortcuts to your site, part of a marketing campaign, or add them to your business cards for a modern twist. Our team is well-versed in the many benefits of QR code creation.



Pay Per Click (PPC) Advertising

Pay Per Click advertising is a critical area of opportunity for client lead magnification, brand awareness, increased ROI, and drive conversion. We use our experience to target the platforms and areas most effective for your brand utilizing keywords that optimize your results.

Digital Marketing Coaching

Hiring an in-house marketer who could use a helping hand? Interested in developing your own skills? We will coach you to confidence giving you the ideas and know-how to strategize and implement your digital marketing plans.

E-Commerce Store Creation

Whether you need amendments made to an existing store or a new store built from the ground up, our team has proven experience at designing functioning and aesthetically pleasing stores on a variety of platforms.

Monthly Website Maintenance

Our monthly website maintenance package gives you insight into your website's performance while keeping it updated and optimized. We'll keep a secure backup of your site and patch vulnerabilities as they are discovered. We also use an uptime monitor so if your website goes down, we know immediately. Put your website in safe hands with our fixed price package.

Video Ad Creation

Let our team craft intentional high-level videos to showcase your business through online advertising. Created in lengths to suit your needs, your videos will be posted to relevant channels to expand your online presence. These video assets can also be repurposed for your website.

Digital Adoption

Cyber PR Army Solutions Inc. assists businesses in embracing digital adoption by providing tailored strategies and expert guidance. We help organizations navigate the digital landscape, integrating innovative tools and platforms to enhance their online presence and public relations efforts. In addition, our team ensures a seamless transition by offering support in areas such as social media management, content creation, and analytics. With Cyber PR Army Solutions Inc., your business will be well-equipped to thrive in the digital era.

Website Design

Our seasoned web development team can enhance your existing website, recreate it on a new platform or create something new from scratch. We will combine our expertise with your vision to create a user-friendly site that showcases your brand.

Search Engine Optimization (SEO)

Our extensive SEO knowledge is up to date and highly effective. We will use a combination of on-site, off-site and technical SEO techniques to enhance your visibility online. We will send you detailed reports on what's working and what we recommend to improve it further.

Strategy & Project Management

Webinars and in-person events, new product rollouts, mergers and rebrands... we have supported our clients through it all and understand the steps involved to make any project a success. If you have an idea for a project big or small, let's make it a success together.

Chatbot Creation

You shouldn't be tied to your business 24/7 and with our handy chatbots, you needn't be! We will create chatbots that can answer all your customers' frequently asked questions and embed it on your website.

Account Setup or Reskin

Your social media profiles are your calling cards online. Whether you have existing accounts that need an update and optimization or need accounts set up from scratch, we will craft profiles that speak true to your ethos and create brand awareness in all the right places.

Digital Skills Training

Whether you're flying solo or part of a team, we can teach you the skills you need to manage your website, optimize your social media, automate a process or any other tech skills you want to learn.

Real Time Analytics

Google Analytics, Google Search insights, SEO tools and monitoring feedback from Google and Facebook Ads and your website provide insight into search ranking, traffic and the effectiveness of your site.



Email Marketing

Our certified email marketing expert will craft automated sequences, weekly newsletters and one-off announcements. Spiced up with graphics from our in-house graphic designer, our emails are engaging, informative, and resonate with your customers creating brand loyalty and engagement.

Training with Cyber PR Academy

Cyber PR Army Solutions Inc. offers comprehensive training programs through Cyber PR Academy designed to empower businesses in mastering digital marketing. Our expert-led courses cover essential topics, such as crafting compelling narratives, utilizing advanced digital tools, and optimizing social media channels for increased brand visibility. With hands-on learning experiences and practical insights, Cyber PR Academy's training will equip you with the skills needed to excel in the ever-evolving world of online digital marketing.



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