

Optimize Partner Plan

A smarter, more proactive way to optimize your digital strategy

Make website improvements based on strategy, not guesswork. Our flexible, retainer-based model provides ongoing access to a team of experts in strategy, UX design, content, development, and marketing to ensure every aspect of your website optimization is handled by the right talent – helping you enhance user experience, boost conversion rates, and strengthen your online presence.

Customize Your Team to Achieve Your Digital Goals

- Website Updates and Enhancements
- Ongoing Digital Strategy
- Customer Insights and Journey Mapping
- Website Support & Maintenance
- Accessibility Improvements
- UX Design Improvements
- CMS Upgrades & Platform Consulting
- Conversion Rate Optimization (CRO)
- Implement Personalization
- Technical Integrations
- A/B Testing
- Analytics and Reporting
- Machine Learning & AI

Success Stories



Customer insights & shopping journey optimization



Digital healthcare strategy & performance improvements



Conversion rate optimization and campaign enhancement



Ongoing website support and enhancements

Access Cross-Functional Expertise

- 30+ Years Thought Leadership in CX & Digital Technology
- 20+ Years Customer Research Experience
- 750+ Web & Application-Related Projects
- 135+ Enterprise Websites Built & Supported

How We're Different

Strategic, collaborative, and measurable

- Quarterly goal-setting workshops
- Tactical roadmaps aligned to your workflow
- Track results according to agreed-upon KPIs

Budget flexibility & control

- Flex your budget according to needs or seasonality
- Prioritize high-impact items and plan for larger projects
- Scale your support up or down with only a low-cost, monthly commitment

Ongoing access to a TEAM of experts

- Flexible and fractional access to seasoned resources across disciplines
- 24/7 managed services support available

Implementation in Action

A Strategic, Collaborative & Goal-Oriented Methodology

Our approach prioritizes goals (not just tasks) to continuously improve your digital experience, find and remove friction points, and innovate to drive more value for your business.

1. Get Alignment

Initial M.A.P (Meet, Align, Plan) workshop identifies pain points, goals, and work plans to set a budget.

2. Set Budget

Gain perspective and understanding directly from your customers, well beyond what your VOC program does.

3. Retain Resources

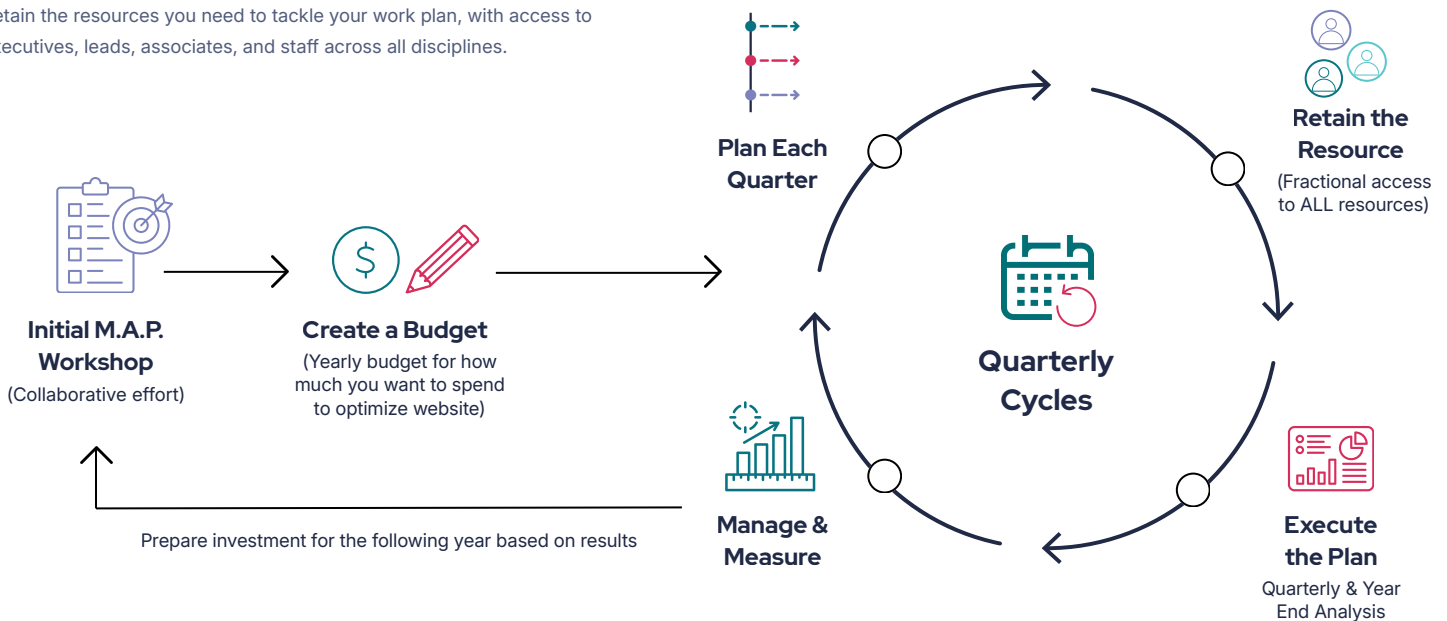
Retain the resources you need to tackle your work plan, with access to executives, leads, associates, and staff across all disciplines.

4. Execute Plan

Tackle your quarterly plan, then collaborate each quarter to set new priorities, ensuring alignment in order to achieve goals (not tasks).

5. Measure & Adjust

Measure the impact of your investment against your goals each quarter (an year-end) in order to remain strategic.



Flexible Planning & Budgeting

Quarterly planning meetings allow you to flex your yearly budget and work plan based on seasonality or evolving needs.

Technologies Supported

Sitecore | Optimizely | Contentstack | Kentico | Sitefinity | Microsoft |
Wordpress | HubSpot | Salesforce | Staffbase | Sanity | Drupal |
KuberaDX



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