



Your Innovative *Digital* Partner



Who We Are

A marketing & technology partner you can trust

In 2012, TechArk Solutions was founded on three core values:

Integrity, Innovation, and Quality.

Today, we're a global team of 130+ experienced developers, designers and digital marketers who consistently deliver for our clients.

As digital innovation leaders, we've won awards, changed businesses, and gained the trust of clients big and small.

14+

Years in Business

500+

Happy Clients

24/7

Support

130+

Team Members

★★★★★
100+
REVIEWS



Fastest Growing
Private Companies
'21 - '22 - '23 - '24 - '25

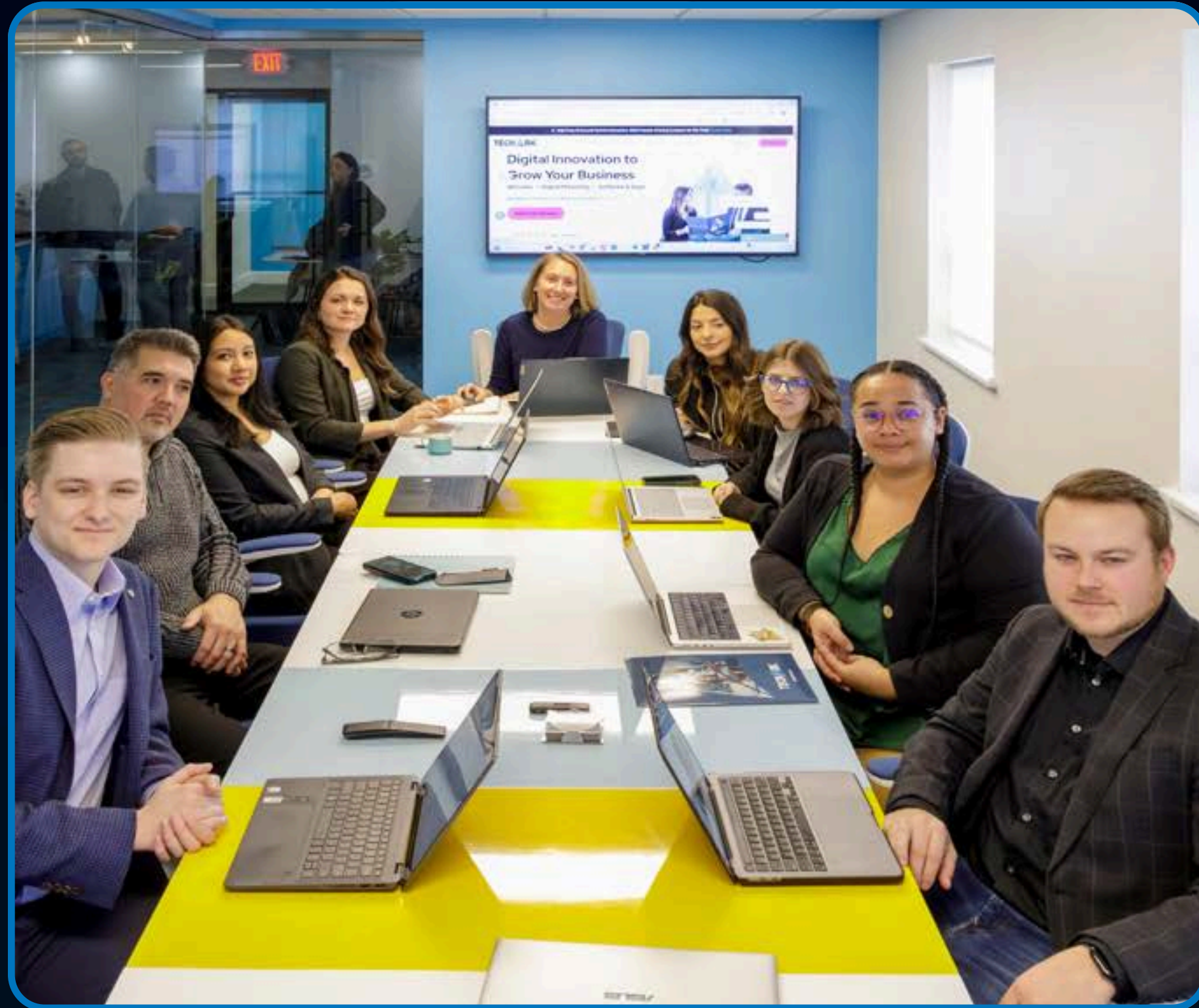


Our Professionals



Our Core Services

Digital innovation for your organization



Digital Marketing

*Branding · SEO · Social Media ·
Paid Ads · Video Production*

Websites

*Design · Development ·
Hosting & Maintenance*

AI & Automation

*Chatbots · AI Agents · Workflow
Automation · Strategic Leadership*

Software & Apps

*Development · Maintenance ·
Mobile Apps · Integrations*

We craft human centered, AI enabled digital solutions

Who we've worked with

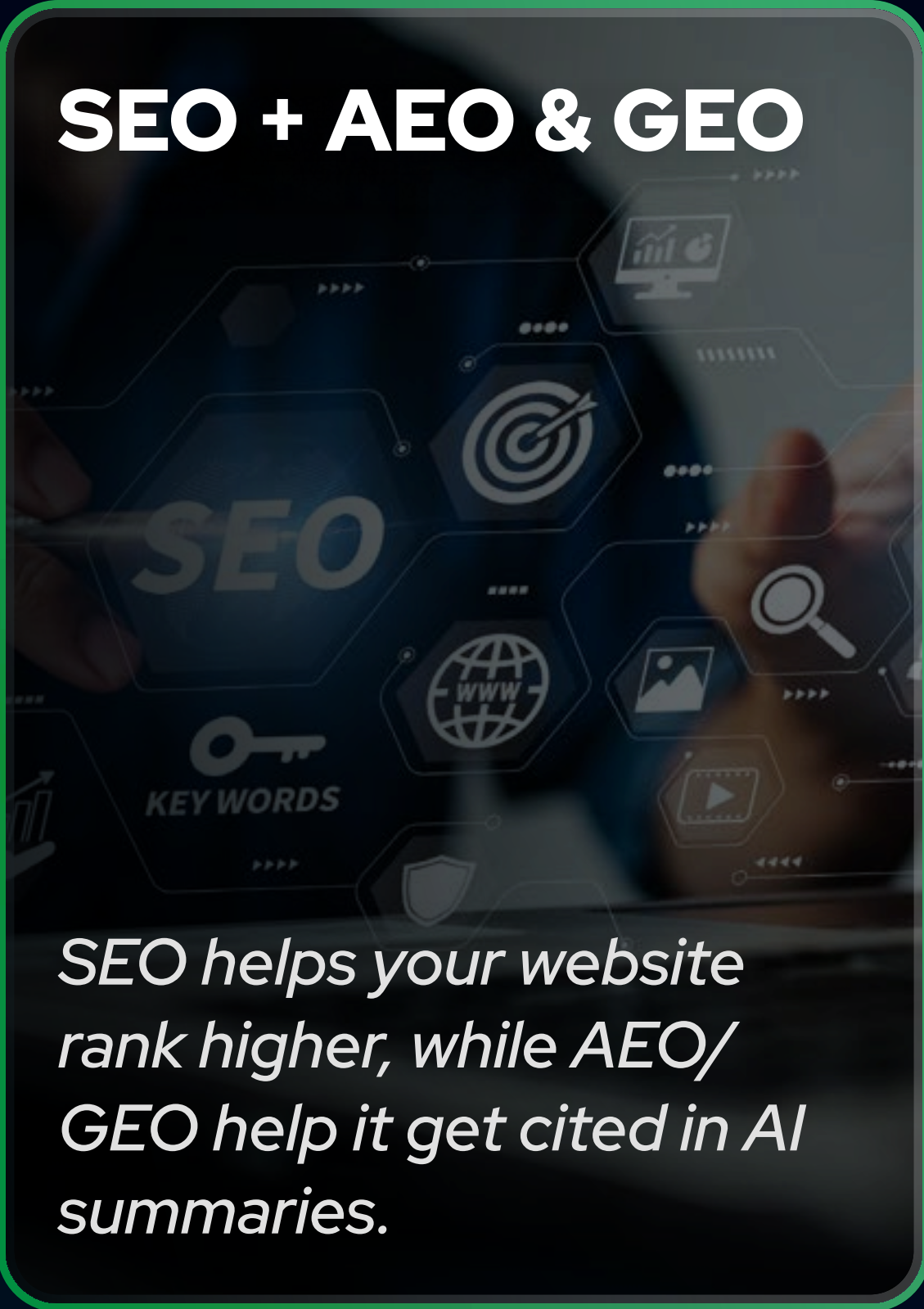


We have also supported over 60 nonprofits in the Hampton Roads.

Integrated Digital Marketing Services

By TechArk Solutions

SEO + AEO & GEO

A graphic for SEO + AEO & GEO featuring a hand interacting with a digital interface. The interface includes icons for a target, a magnifying glass, a globe, a key, and a play button. The word 'SEO' is prominently displayed in a large font, and 'KEY WORDS' is written below it. The background is dark with a grid pattern.

SEO helps your website rank higher, while AEO/ GEO help it get cited in AI summaries.

Content Marketing

A graphic for Content Marketing showing a hand typing on a laptop keyboard. The background is dark with a grid pattern. The words 'CONTENT MARKETING' are written in a large, light-colored font across the center. There are also icons of a bar chart and a thumbs-up button.

Social media boosts brand awareness, sparks engagement, and expands reach through shares.

Paid Online Advertising

A graphic for Paid Online Advertising featuring a hand typing on a laptop keyboard. The background is dark with a grid pattern. The word 'AD' is written in a large, light-colored font. There are also icons of a bar chart, a line graph, and a dollar sign.

Search, programmatic, and paid social drive fast, targeted traffic and engagement.

Media Production

A graphic for Media Production showing a hand holding a camera. The background is dark with a grid pattern. The words 'MEDIA PRODUCTION' are written in a large, light-colored font. There are also icons of a video camera and a smartphone.

Video and photography production services bring your brand to life and captivate audiences.

We Do Digital Marketing Differently

Affordable

No Commissions on Ad Budgets

Data-Driven

Transparent Monthly Reporting

Flexible

No Long-Term Contracts

Client Focused

Dedicated Account Manager

SEO: Higher rankings, higher trust

Be the source AI cites and the answer users see

P ● S H

Total Users

↑ 15.94%

Sessions

↑ 12.91%

Key Events

↑ 35.4%

New Users

↑ 17.03%

 **Foodbank**
of Southeastern Virginia
and the Eastern Shore

Total Users

↑ 23.37%

Sessions

↑ 28.66%

Key Events

↑ 78.16%

New Users

↑ 23.12%


**VIRGINIA
FOUNDATION
SOLUTIONS**

Total Users

↑ 50.53%

Sessions

↑ 42.71%

Key Events

↑ 48.31%

New Users

↑ 51.66%

Paid Ads: Better performance, less waste

Target the right audiences, cut waste, and scale what works



- Strategic Google Ads optimizations
- Refined targeting
- Improved keyword management
- Ongoing performance adjustments

↑ 126%

Total conversions across all practices

↓ 56%

Cost per conversion

↑ 27%

Conversion rate



- Scaling meta ad spend
- Aggressively test new audiences
- High-velocity creative testing
- Smarter optimizations

↑ 118%

Meta ad spend

↑ 64%

Return on ad spend (ROAS)

↑ 500%

Overall ROAS



- Leveraging rigorous A/B testing
- Search + social campaign restructure
- Maintained strong efficiency
- Data-driven optimization strategy

↑ 150%

Ad spend and conversions

↑ 500%

Google Ads ROAS

↑ 750%

Meta Ads ROAS

Ad Design Examples



SOUTHWEST FLORIDA EYE CARE
A US EYE COMPANY

Vision Tailored for You
*Leading Edge Cataract Technology
Only at Southwest Florida Eye Care*



SOUTHWEST FLORIDA EYE CARE
A US EYE COMPANY

Vision Tailored for You
*Leading Edge Cataract Technology
Only at Southwest Florida Eye Care*



NORFOLK ACADEMY
1728

Summer at the Academy
2 • 0 • 2 • 6

Jump Into Summer Fun!

Register Now >

CAMPS FOR K-12



GATGI
Gastroenterology Associates of Tidewater
powered by **CGI OneGI**

YOUR FUTURE HAS BETTER PLANS. START WITH A SCREENING.

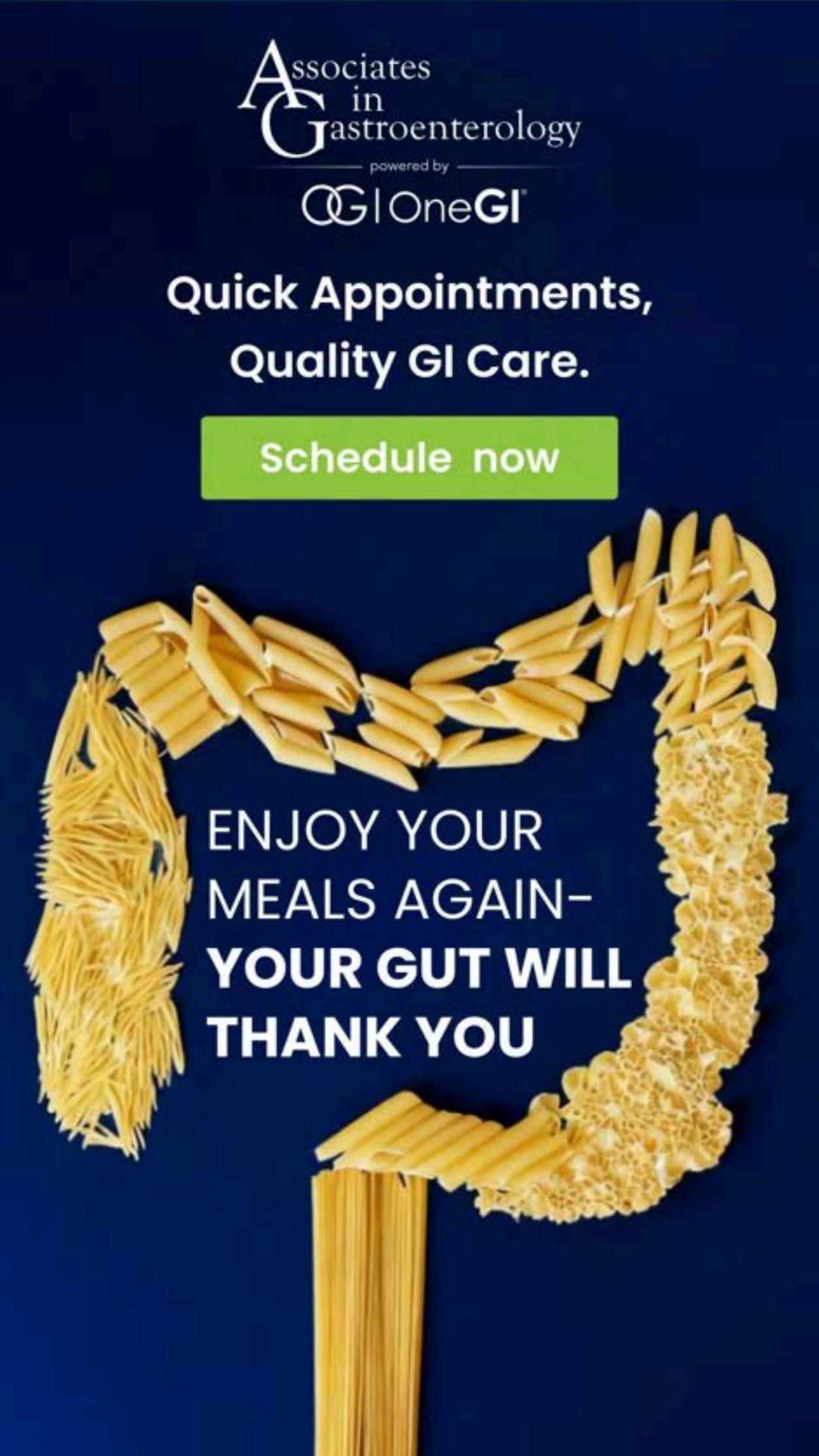
Limited wait time for appointments!

Schedule now



Mid-State Gastroenterology
powered by **CGI OneGI**

45+?
It's time to put your health first.



Associates in Gastroenterology
powered by **CGI OneGI**

Quick Appointments, Quality GI Care.

Schedule now

ENJOY YOUR MEALS AGAIN—YOUR GUT WILL THANK YOU

Campaign Insights:

Your Monthly Dashboard

All TechArk clients receive a tailored monthly advertising report with essential metrics powered by GA4, Google Ads and Google LookerStudio.

We report back on campaign performance and recommend adjustments to increase conversions and lower cost-per-action (CPA).

Dedicated Account Manager

TECHARK
Web | Mobile | Solutions

Google Ads Campaigns

Clicks: 1,201 | Impressions: 14,649 | CTR: 8.20% | Avg. CPC: \$2.53 | Total Ad Spend: \$3,040.72 | Conversions: 119 | Cost per Conversion: \$25.55 | Click conversion rate: 9.25%

Campaign	Clicks	Impressions	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Click conversion rate	Phone calls
1. TA - Paid Advertising	521	4,101	12.7%	\$2.81	\$1,463.18	60	\$24.39	11.52%	9
2. TA - Website Design	481	5,288	9.1%	\$2.51	\$1,208.12	52	\$23.23	10.81%	2
3. TA - Mobile Apps	199	5,260	3.78%	\$1.86	\$369.42	7	\$52.77	2.46%	2

1 - 3 / 3

Conversion Breakdown

Segment	Conversion Type Name	Conversions
1.	Form Submission	119

1 - 1 / 1

Local Service Ads (LSA)

Total lead spend: \$1,500.17

Charged leads: 34

0 message leads | 34 phone leads

The data on this page, including conversions, comes directly from Google Ads.

Monthly Calendar

The formal approval process with deep emphasis on quality and tone.

The screenshot shows a monthly calendar interface for February 2026. At the top, there are navigation options: 'Week' and 'Month' (selected), a date selector 'February 2026', and toggle switches for 'Image Layout' and 'Note'. The calendar grid has columns for days of the week (Sun to Sat) and rows for dates (1 to 14). Each date cell contains one or more event cards. The cards are color-coded: blue for '757 Collab' and green for '757collab'. Each card includes a profile picture, a title, a time, and a small thumbnail image.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 757 Collab (01:41 PM) Who should come to 757... 757collab (06:24 PM) Who should come to 757...	3	4 757 Collab (09:43 AM) Start here. Scale for... 757collab (06:57 PM) You don't have to leave...	5	6 757 Collab (11:32 AM) Building a startup is hard... 757collab (04:38 PM) Building a startup is hard...	7
8	9 757 Collab (01:42 PM) Ready to build something rea... 757collab (06:56 PM) Ready to build something rea...	10	11 757 Collab (09:33 AM) Investing in our region means... 757collab (06:44 PM) Investing in our region means...	12	13 757 Collab (01:03 PM) Tired of ghosting your... 757collab (02:16 PM) Tired of ghosting your...	14

Media Production Services

Compelling graphic, photo and video content, crafted to claim your space in the digital marketplace.

Our skilled design and video experts create assets that capture the essence of your company and effectively communicate your message. Our dedicated team of project managers keep your creative projects on-track and on-budget with a proven process.



Video Editing/Production

We handle everything from filming to post-production, ensuring your videos are polished and ready for use across various platforms, maximizing your online presence and engagement.



Drone Videography

Trust our award-winning and FAA-certified drone pilot to capture stunning footage for you, responsibly and safely.



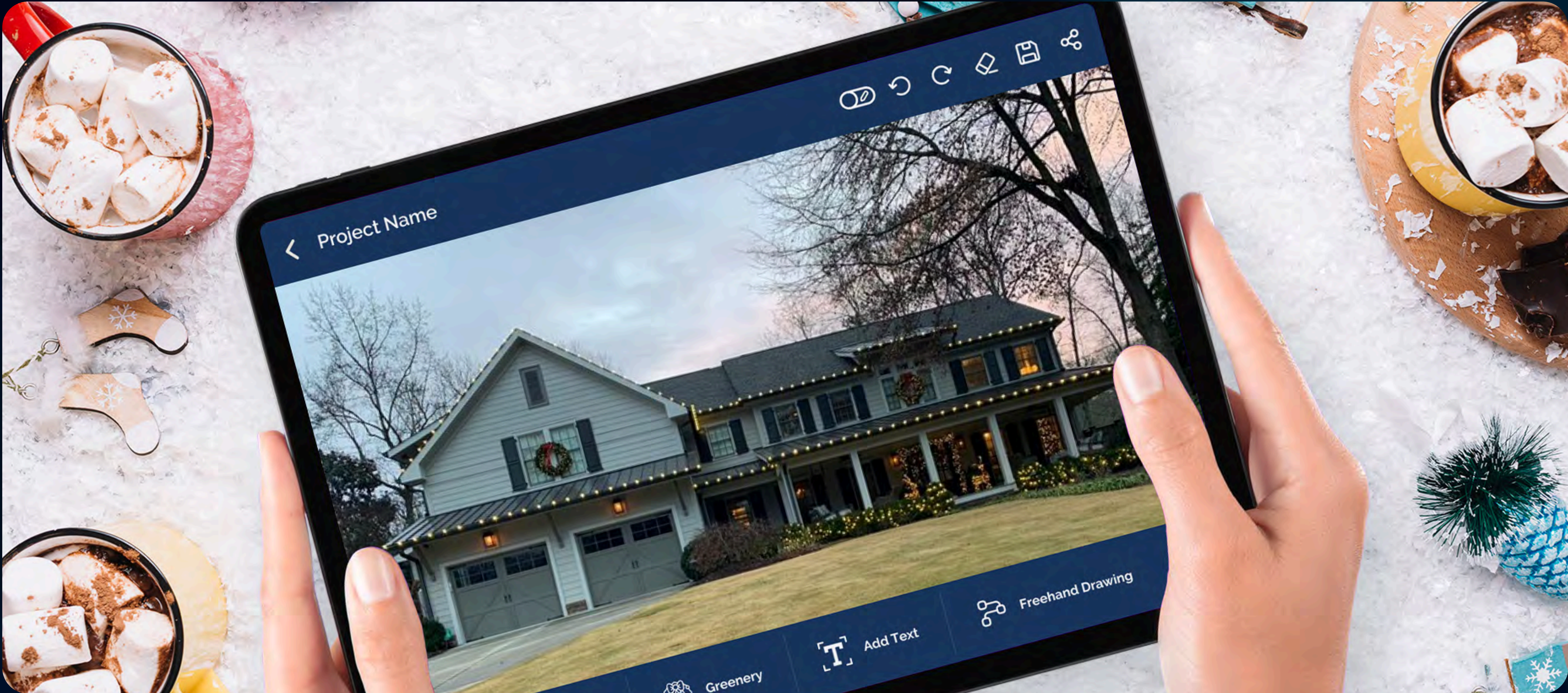
Custom Photography

From setting up the shots to final edits, we ensure your images are professionally crafted and optimized for diverse platforms.

Over 500+
Websites Designed / Migrated

Mobile App

Wonderly Lights



• READINESS TO RESULTS •

AI FORWARD

Lead AI as a system, not a collection of tools

Clarity | Rulebook | Playbook

4-phase program

The goal is to move your organization *forward*

READINESS

- Leadership alignment
- Prioritize opportunities
- Develop the AI roadmap

ENABLEMENT

- Establish governance
- Train the team
- Implement first tools

ACCELERATION

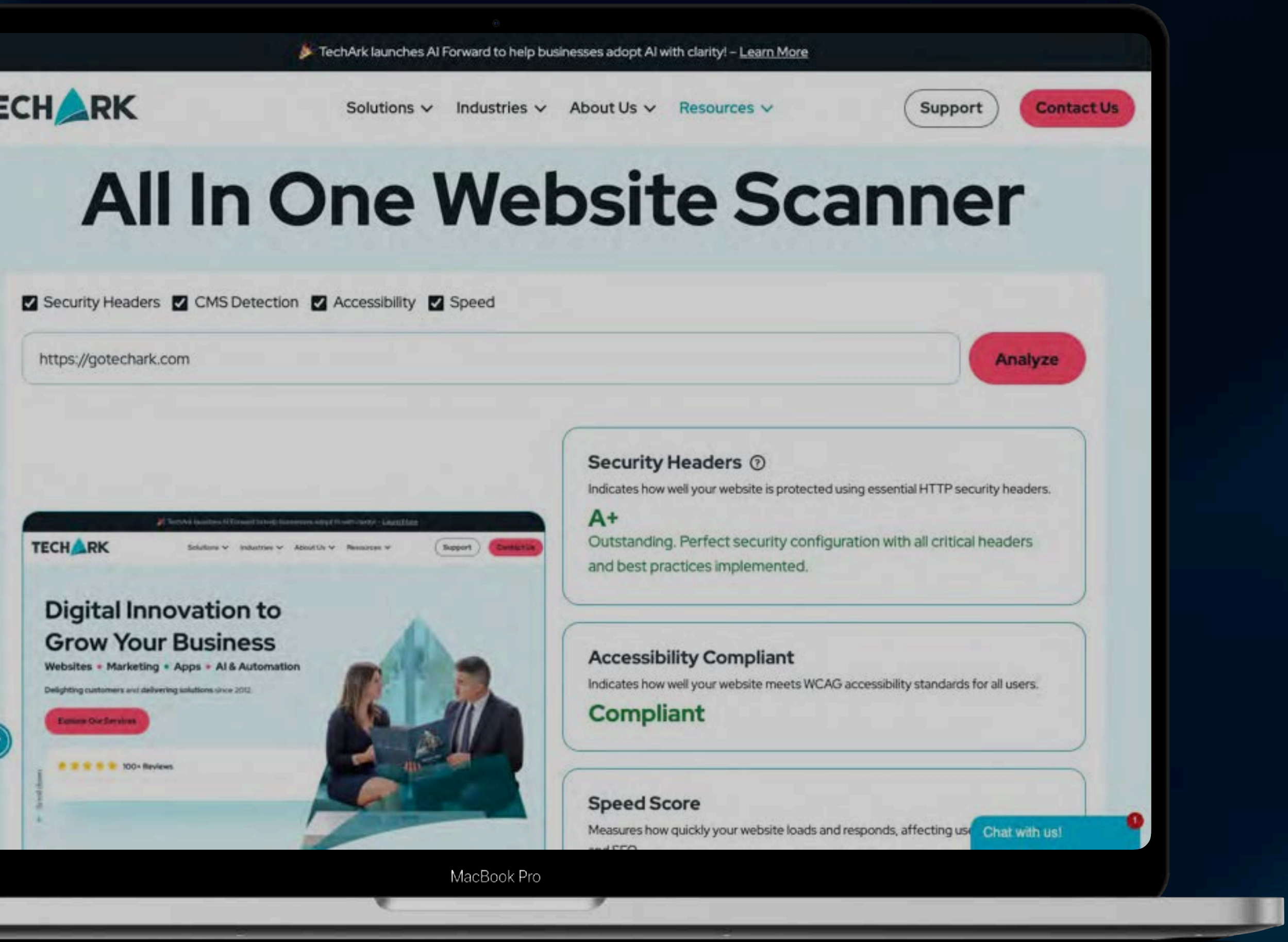
- Adopt the playbook
- Build custom solutions

PROGRESS

- Monthly check-ins
- Quarterly planning

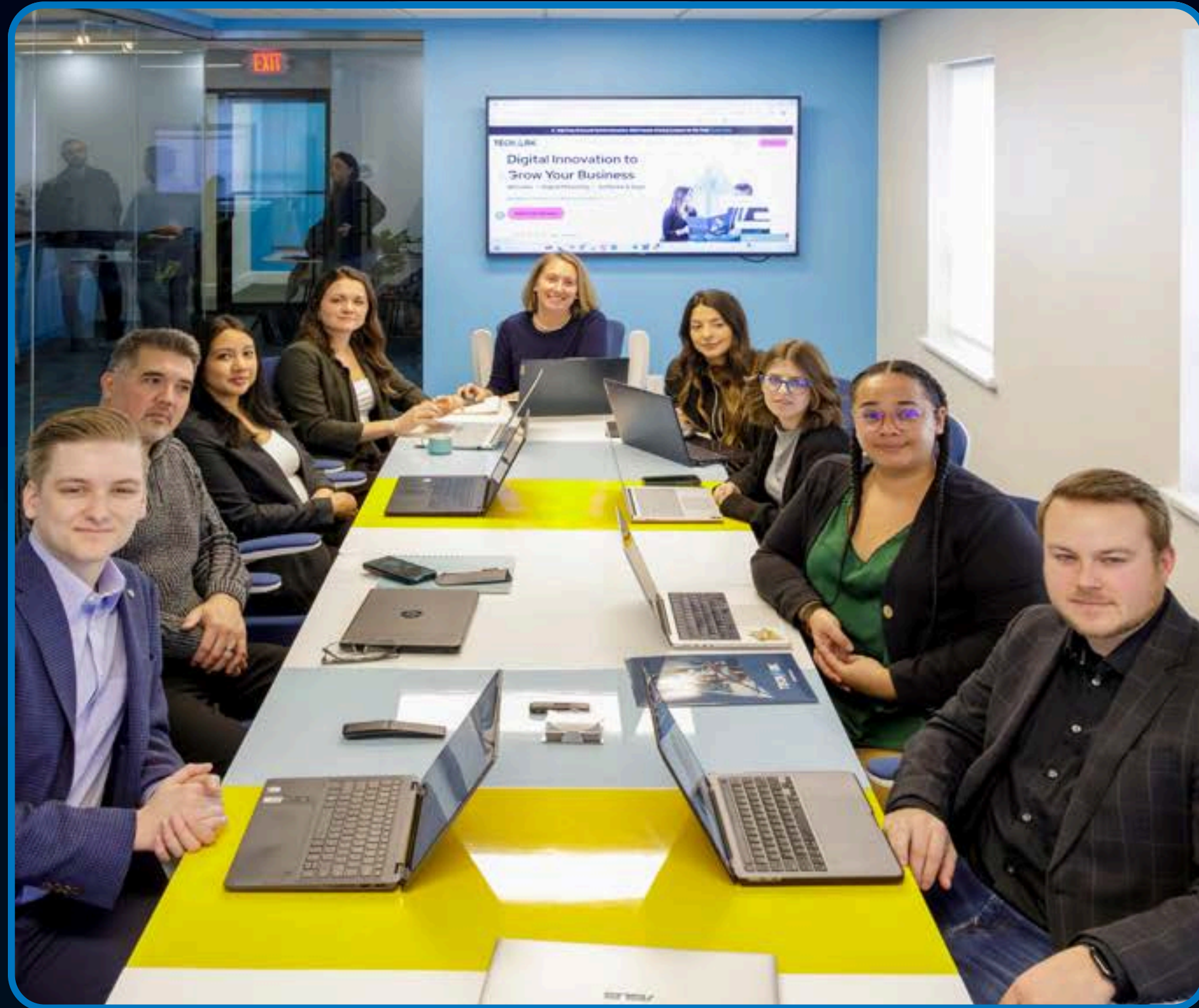
Free Website Audit

A practical snapshot in less than 2 minutes



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*Design · Development ·
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AI & Automation

*Chatbots · AI Agents · Workflow
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Software & Apps

*Development · Maintenance ·
Mobile Apps · Integrations*

[GoTechArk.com](https://www.GoTechArk.com)

Get in touch!

Let us help you align your team & build forward momentum



gotechark.com/contact