



A boutique, founder-led Honolulu digital-marketing agency that does the search and AI-visibility work to help Hawai'i businesses and institutions **compete to be the answer AI engines give** — across Google AI Overviews, ChatGPT, Perplexity, Gemini, and Claude — alongside traditional search. We publish **our own Hawai'i-specific AI-citation research** and operate as a **registered State of Hawai'i vendor**.

CORE COMPETENCIES

- Generative Engine Optimization (GEO) & Answer Engine Optimization (AEO)
- Organic SEO, Local SEO & National SEO
- Accessible web design (WCAG 2.1 AA) & conversion optimization
- Content strategy & topical-authority programs
- Social media advertising
- Original research, benchmarks & free decision tools (8 calculators)

WHAT SETS US APART

- **Our own published Hawai'i AI-citation research** — Hawaii AI Search Visibility Index & Reef Citation Index™, open methodology (CC BY 4.0).
- **A named, transparent methodology** — The Reef Method (Substrate · Coral · Citations · Ecosystem).
- **Regulated-vertical fluency** — WCAG 2.1 AA / ADA Title II, FERPA & COPPA, and Hawai'i public-school procurement (Chapter 103D).
- **Founder-delivered** — senior practitioners on every engagement; no junior hand-offs.
- **Transparent & accountable** — published pricing, named experts, documented results.

PAST PERFORMANCE

North Shore Tacos — O'ahu (QSR / food truck)

Organic 1,400 → 12,800 sessions/mo · map-pack #5.5 → #1.5 · online orders 18 → 108/mo · \$0 ad spend, 0 new backlinks.

"...world-class marketing expertise with the aloha spirit." — Elen Corazzari, Owner

Lanier Pristine — Gainesville, GA (cleaning)

Local rank #13 → #2 in 90 days · map-pack visibility 18% → 73% · calls 41 → 168/mo · \$0 ad spend, 0 new backlinks.

"...super helpful and knowledgeable... highly recommended!!" — Mara Guilford, Owner

5.0★ across 20 Google reviews · **4.4★** across 11 Trustpilot reviews · 98% client retention. **Additional references available on request.**

COMPLIANCE & ACCESSIBILITY

We build to **WCAG 2.1 Level AA** (ADA Title II) and provide a **VPAT** conformance report on request. For education work we handle data under **FERPA** (school-official rule, signed data agreement) and **COPPA**, designed so student PII is never used for advertising.

LEADERSHIP

Rodrigo Diniz — Founder & Head of Search Strategy. MBA-Finance (Hawai'i Pacific); SEO spec. (UC Davis); Digital Marketing (UIUC); Google Cybersecurity Professional; CompTIA A+/Network+. 20+ yrs IT · 15+ yrs search.

Taylor Asao — Head of Business Development & Operations. M.Env. Management (Western Colorado); B.A./B.S. (Evergreen State). 10 yrs at Nekko Digital.

HOW TO ENGAGE / COMPANY DATA

Registered **State of Hawai'i vendor** — procurable and payable via HlePRO small-purchase quotes or a full RFP response; we maintain a Hawai'i Compliance Express **Certificate of Vendor Compliance** (required for awards ≥ \$2,500) and invoice under the Hawai'i Procurement Code (Chapter 103D).

Vendor of record: **DEZCOOL LLC** (dba Nekko Digital)

Hawai'i GET License No.: **GE-1770051584-01**

Business type: **Small business · Hawai'i-based** · founder-led since 2011

Hawai'i Compliance Express: **Compliant** — DOTAX · IRS · DCCA · DLIR

DCCA File No.: **169981**

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