

Search Engine Marketing (SEM)

Increase your website's visibility
on search engine results pages.



Key Terms

Search engines — web-based applications like Google, Yahoo and MSN Live Search

Ranking — the order results are placed in, based on relevance and value

Search engine ads — brief text ads that appear in a sidebar next to relevant searches

Search engine terms — keywords that, when searched for, will drive the selection of ads

Pay-Per-Click (PPC) — a billing system that charges advertisers when their ad is clicked

Search Engine Optimization (SEO) — any adjustments that improves a website's ranking (may include metatags, links, copy refinement, and so on) without paying for advertising

Common Applications

- Increased awareness for a new company or newly online company
- Promotion for an updated website or brand
- "Pre-qualification" that refines visitor traffic to your website
- Localized / geo-targeted campaigns
- Discovery of new geographical areas for growth
- Insight into what prospects are searching for

64%
of companies
use SEM*



*Absolit's study on "Online Marketing Trends 2009" identified five duties." *Mediabuzz.com*. (January-February 2009). <http://www.mediabuzz.com.sg/asian-emarketing/january-february-2009/277-absolits-study-on-online-marketing-trends-2009-identified-five-duties>

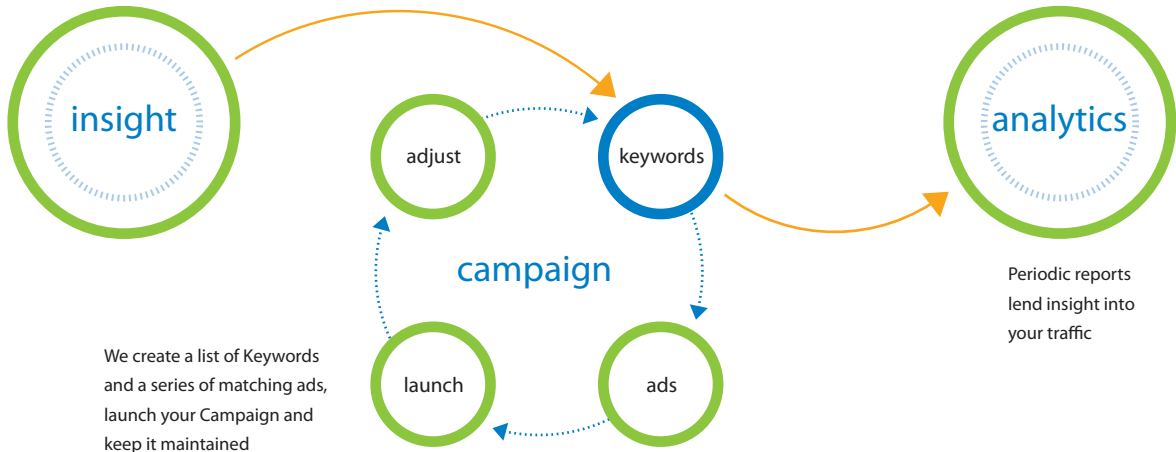


Benefits

- Creates awareness and leads
- Identifies new audiences
- Drives website traffic
- Generates a stream of pre-qualified prospects
- Engages prospects at moment of decision
- Reduces prospecting time
- Works with pre-set spending amounts
- Lends insight into customer priorities
- Positions a company as a strong online presence
- Offers lower cost than print ads

Process

We capture your thoughts and goals



Deliverables

- Customized list of search engine ads and terms
- Creation and launch of online search engine campaign
- Analytics reports (recent traffic numbers, user characteristics, exceptional Keywords, ads needing adjustment)

Related Services

Search Engine Optimization (SEO), Website development, Analytics

