

Internet Marketing Campaign Services Summary



Account Setup Includes:

- Analysis of Current Situation
- Competitive Online Marketing Analysis
- Targeted Keyword Research & Selection
- Proper Use of Geo-Targeted Pay-Per-Click Setup
- Installation of Google Analytics Tracking Code
- Initial Search Engine Optimization Recommendations

Search Engine Optimization Includes:

- Website Analysis including Content, Structure, Format
- Link Analysis and Recommendations
- Title Tags, Description Tags
- Negative Factors such as Keyword Stuffing
- Submissions to Directories
- Keyword Performance and Content Optimization
- Target Market Trending and Optimization

Pay-Per-Click Management Includes:

- Active Monitoring & Bid Adjustments
- Keywords Directed to Relevant Pages
- Creation & Testing of Multiple Ads
- Elimination of Ineffective Terms & Ads
- Optimization & Expansion of Ad Groups
- Ongoing Budget Management & Analysis
- Keyword Performance Analysis
- Improved Keyword Quality Score

Month End ROI Reporting Includes:

- Ad Performance Tracking & Optimization
- Conversion Tracking
- ROI Analysis & Performance Recommendations
- Keyword Optimization Recommendations & Implementation
- Updates with Platform Changes
- Average Cost-Per-Click Data & Trending
- Visitor Trends & Sources
- Reports Sent in Preferred Format – PDF, Word or PowerPoint

