



# Search Advertising

Puts your text ads on top search engines and local directories so more consumers discover your business.

APG  
Local

Search

# Did You Know?



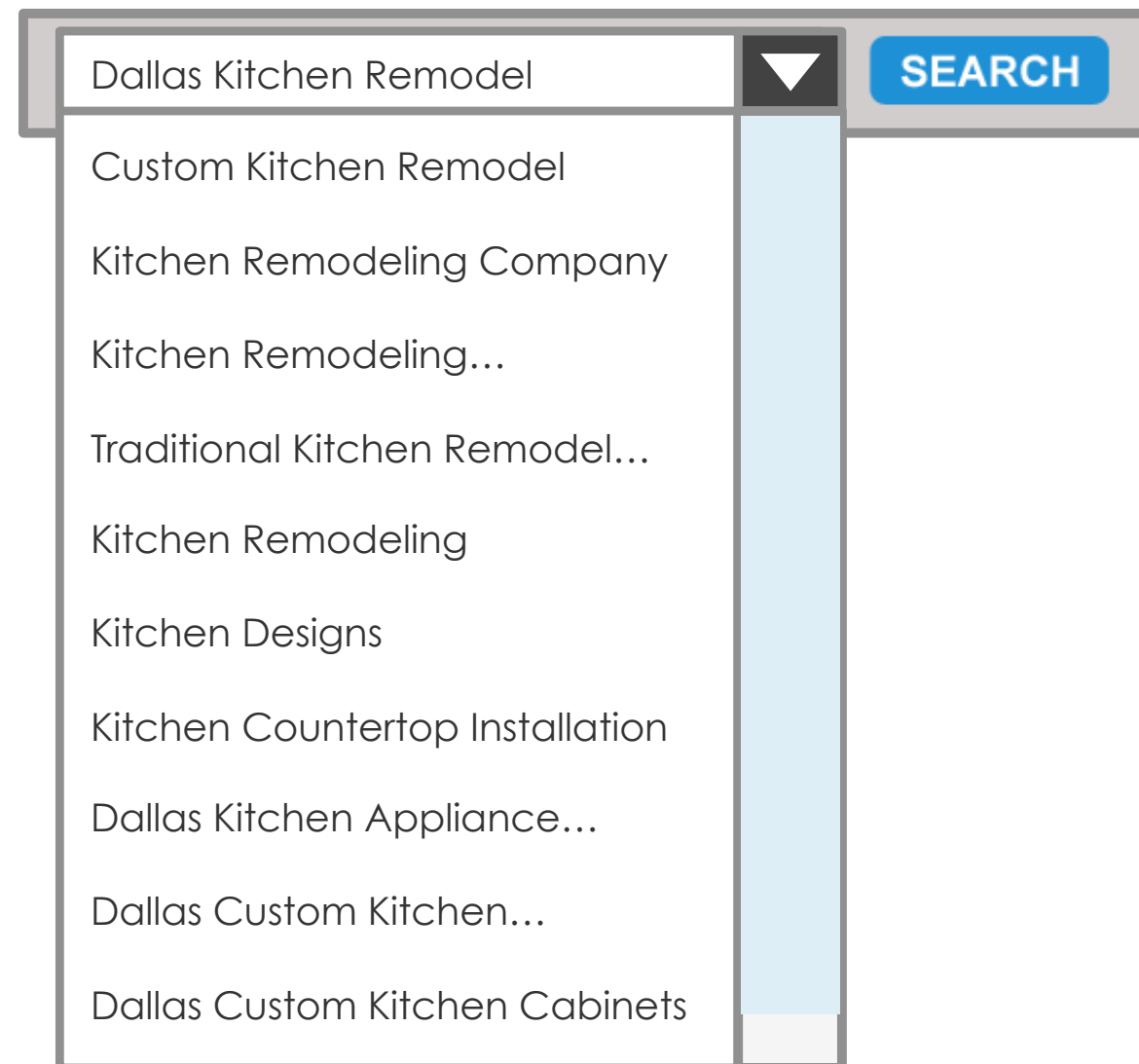
**53% of SMBs optimize their search campaigns only 1 time per quarter.**

Source: Wordstream

## Our optimized search advertising campaigns include:

- 1000+ targeted keywords
- Multiple search engines and directories
- Daily optimization based on conversions
- Source tracking for every lead

# Advanced Keyword Development



The image shows a search bar with the text "Dallas Kitchen Remodel" and a blue "SEARCH" button. A dropdown menu is open, displaying a list of related keywords:

- Dallas Kitchen Remodel
- Custom Kitchen Remodel
- Kitchen Remodeling Company
- Kitchen Remodeling...
- Traditional Kitchen Remodel...
- Kitchen Remodeling
- Kitchen Designs
- Kitchen Countertop Installation
- Dallas Kitchen Appliance...
- Dallas Custom Kitchen...
- Dallas Custom Kitchen Cabinets

- Over **1,000 keywords** based on your business category and geographic area, so more searchers see your ads
- Historical data from over **1 million** campaigns means we know which keywords work best for your business

# Extensive Reach



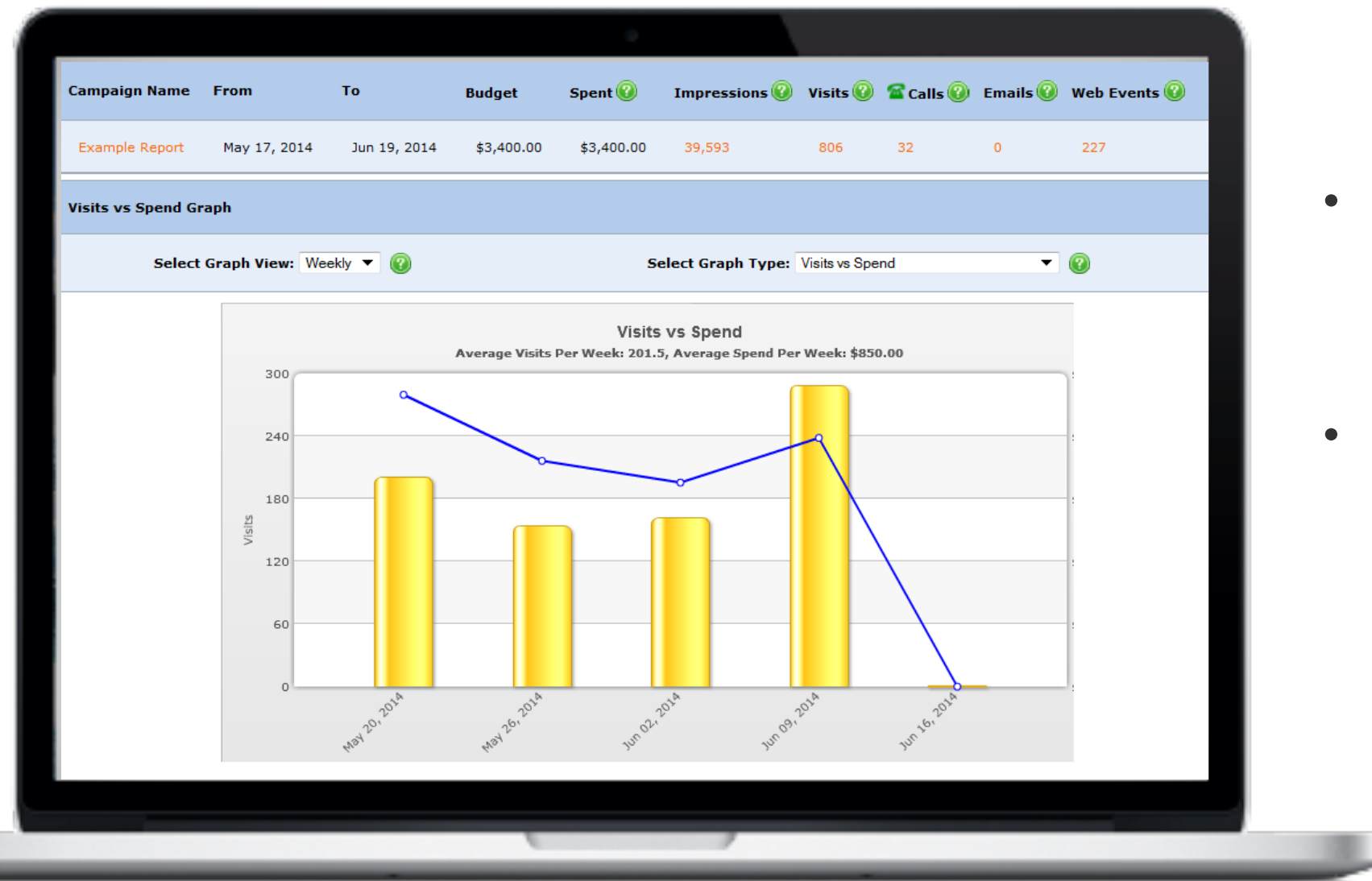
- Extensive network covers **98% of places people search**, so more of them can discover you online
- **Top search engines** including Google, Yahoo!, and Bing
- **Hundreds** of local directories and specialty sites

# Daily Optimization



- Optimizes your campaign daily to get you the **best results**
- Automatically shifts your budget to keywords and sites that work best, so you get **more cost-effective conversions**
- Gets you **more calls, emails, and form submissions** over time

# Lead Tracking & Reports



- See all calls, emails, and form submissions generated so you can see how your campaign is performing
- Listen to recorded calls so you can classify leads and follow up

# Here's What We Do



Platform  
selects 1000+  
keywords  
based on  
business type  
and geographic  
location



Specialists  
create best-  
practice text  
ads and review  
campaign  
settings



Technology  
delivers your ads  
across many  
publishers,  
including top  
search engines

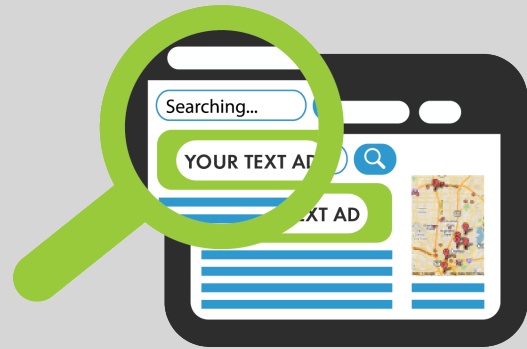


Captures calls  
and emails,  
and records  
calls so you  
can classify  
leads and  
respond



Adjusts  
campaign daily  
and shifts  
budget toward  
most cost-  
effective sites  
and keywords

# Why Search Advertising?



## **1000+ Keywords**

based on your products, services, and location to increase your visibility when consumers search.

## **Extensive Reach**

on top search engines, directories, and specialty sites helps more consumers discover you.

## **Conversion Optimization**

optimizes your campaign daily based on true conversions (not clicks) so you get more from your budget over time.

## **Transparent ROI**

that allows you to see the ROI from your Marketing efforts via access to reporting 24/7.



# What You Get Summary

## Campaign Setup

- 1000+ keywords based on your business type & location
- Best practice text ads that drive site visits
- Ads published across top search engines & directories

## Smart Technology

- Capture of all calls, emails, and forms from your site
- 24/7 access to reporting

## Conversion Optimization

- Daily optimization based on conversions, not clicks
- More calls, emails, and form submissions over time

## Lead Tracking & Reports

- Tracking of all leads from your search ads
- Call recordings that help you classify leads and follow up
- Web reports showing calls, emails, and forms

## Quality & Expertise

- Online marketing expertise & guidance

# Bottom Line: We Optimize for Results

- ✓ More Cost-Effective Visits
- ✓ Better Ad Placements
- ✓ Automated Conversion Optimization
- ✓ Visible Marketing ROI

...so you have time to run your business.