

# SEARCH MARKETING

Reach consumers as they are searching for your product or service



In today's world, we turn to search engines to find information on products, services or businesses before making a purchase. So, if your business doesn't show up on the first page of search results, there's no question you're losing out on revenue.

Amplified's certified team works with SEM and SEO solutions to help your business be found in search engines, stand out, drive traffic to your site and, ultimately, increase revenue.



 **75%**  
OF USERS NEVER SCROLL  
PAST THE FIRST PAGE

## SEO CAN GET YOU TO THE TOP

3 in 4 users never bother to scroll past the first page of search engine results. Let us make it easier for search engines to find and list your website utilizing search engine optimization.

## SEARCH MARKETING CAMPAIGN GOALS & BENEFITS

- Be number one in Google searches
- Boost the visibility of your website and increase traffic to your site
- Search is the fastest way to drive qualified leads to your website
- Increase ROI with premium positions on Google results pages
- Increase revenue by converting browsers to buyers
- Attract new visitors and potential customers to your business
- Save time and money with our Google-certified team

# AMPLIFIED'S SEARCH MARKETING OPTIONS

Reach consumers as they are searching for your product or service



## GEO-TARGETING

Target searchers who are close enough to take action



## PAY-PER-CLICK (PPC)

Place your text ad alongside search results, strategically buy keywords related to your business and only pay when someone clicks on your ad



## SEARCH ENGINE OPTIMIZATION

Make changes on and off your website that help it show up higher in search results, such as keyword ranking, link-building and content creation



## CUSTOM WEBSITE DEVELOPMENT

Utilize our in-house website development team to create a website that has proper SEO structure built-in, helping your business appear higher in search results



## MOBILE SEARCH

Reach customers on smartphones as they search on the major search engines



## INTELLIGENT KEYWORD GROUPING

Work with our Google-certified team to select keywords that are relevant to your business and will create results in complex search engine algorithms



## LOCAL SEARCH

Reach customers searching for products and services in your area (e.g. cars Bismark)



## CALL & CONVERSION TRACKING

Know exactly how many calls and clicks to your website your ads generated so you can track ROI



## VERTICAL SEARCH ENGINES

Reach customers by location, topic or industries related to your business when they use vertical search engines



## BUSINESS PROFILE DIRECTORY

We build your business profile page in our directory, as well as Yelp, Google +, Pinterest and other social networks relevant to your business, boosting your SEO

# AMPLIFIED'S SEARCH MARKETING FEATURES



## HUMAN TOUCH

Our ad operation specialists analyze and monitor search engine marketing results to continually optimize the campaign to produce the best results



## DASHBOARD

Premium solution for managing, automating and optimizing search engine marketing campaigns at scale

