



SEM (Search Engine Marketing)

Drive qualified leads to your website when they are ready to take action with Google search advertising.

Components

SEM ads consist of a **Text ad** that can include additional components called Ad Extensions. **Ad extensions** such as phone number, address, and sitelinks are dynamic and independent from the overall text ad.

Campaigns are custom-quoted and based on a management fee percentage.

DRIVE LEADS

SEM is at the bottom of the purchase funnel, capturing leads when they are actively searching and ready to take action.

TRACK PHONE CALLS

Track the number of mobile users who clicked-to-call the phone number on the ad, including the duration, time of day, day of week, and if it was answered or missed.

SEM VS. SEO

While SEO (Search Engine Optimization) is important and should be maintained long term, SEM can be an immediate solution for poor organic rankings.

TARGETING

Geography: Ads are served to a custom geography with zip code level targeting.

Keywords: Ads are served to users searching for relevant keywords within the target geography.

Platform:

Google Search Network

(Google maintains 87% of market share)

Positions:

Absolute Top Impression:

The very first search result on the page.

Top Impression: Any search result above organic results (2nd, 3rd, and 4th position)

* Specific positions are not guaranteed and other less common placements may be included.

Ad Copy: Choose the Goal

Lead Gen - Calls

Lead Gen - Form Fills

Increase Site Traffic

Special Promotion

Devices: Desktop, Tablet, Mobile

