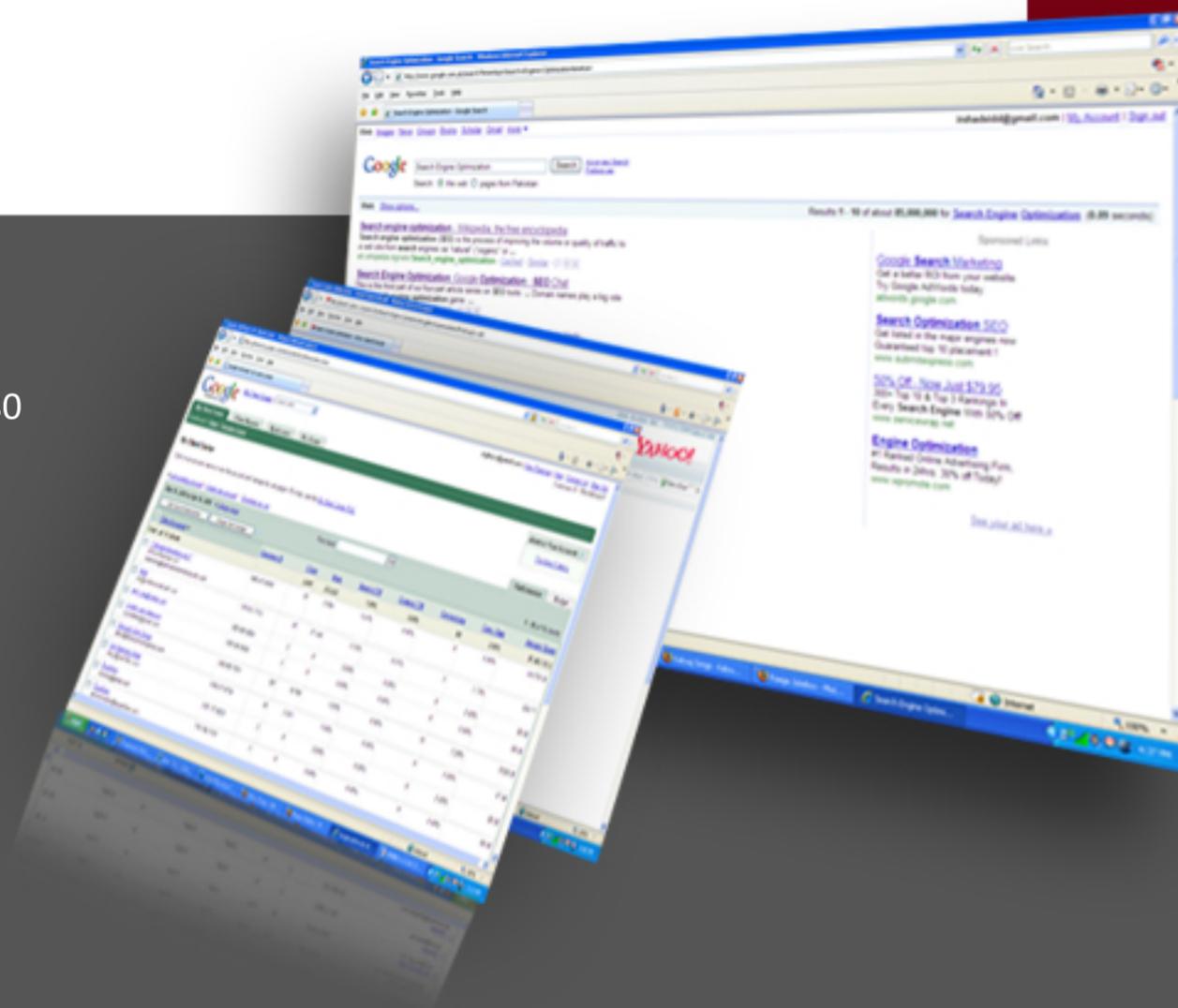


## Profits Happen When Search Engine Marketing Delivers

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**Data + Analysis = Knowledge. Utilize Search Engine Marketing (SEM) as a strategic initiative for your business website**

Let's say that your business has invested in a website that is:

Aesthetically pleasing

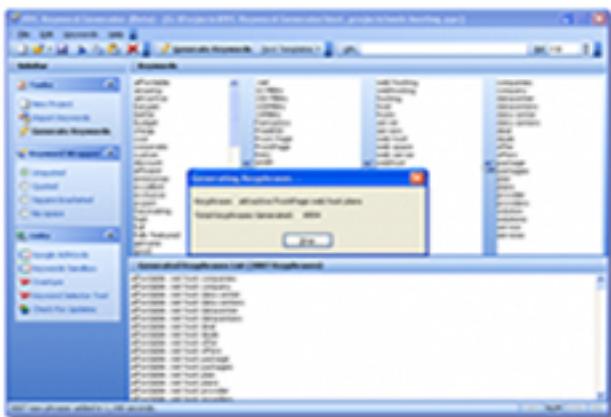
Easy to navigate

Offers highly valuable products and services at an unmatched price point.

Given your winning combination, you would rightly expect that your web property would bring in a rush of visitors eager to do business with you. This may indeed be possible but only for a very small percentage of websites. The reality is that your site needs to be marketed just as much, if not more, than a physical place of business.

In the past, marketers who were tasked with introducing any new business or product into a market place faced the challenge of determining:

- a) **What sort of effective and relevant awareness building activity to undertake and**
- b) **How best to quantitatively measure the success of their endeavor.**



Search Engine Marketing (SEM) answers this need of providing contextually relevant information to a targeted user audience at the precise moment when that user demands that information. Moreover, SEM provides the means to collect audience response data, at a granular level, which allows marketers to precisely determine the efficacy of their marketing campaign.

The field of SEM came into existence less than 13 years ago. The primary objective of a SEM initiative is to utilize the aggregated search volume that exists on search engines, and to bring some of that search traffic to your site. Used effectively, search marketing can be extremely powerful in delivering hundreds, if not thousands, of “qualified” site visitors.

This “qualification” of the visitor is highly valued by web site owners because the search engine has matched your website (to fit) with a particular search query. The site visitor is now more likely to be engaged with your site and hence more receptive to your message.

The largest search engine today is Google which powers over 60% of all global searches while Yahoo and Bing (Microsoft) have search engine market shares of 23% and 9% respectively.



## Pay Per Click Advertising and Search Engine Optimization are two critical tactics deployed within an effective Search Engine Marketing Strategy

Pay Per Click advertising (or simply PPC) defines the four line text based advertisements that are served up by a search engine under the “sponsored links” section in response to a user’s search query. PPC is “keyword based contextually relevant” paid search advertising. This simply means that the search engine’s algorithm has matched the searcher’s query (which usually comprises of a word or a phrase) with the sponsored advertisements that are highly relevant to the query.



The search engines do not charge their advertisers merely for displaying their PPC ads. The advertiser is only charged when a user clicks on the displayed ad. Thus the search engine is charging a fee to the advertiser for delivering a site visitor.

When Google first introduced its AdWords PPC platform circa 2002 – 2003, advertiser competition on the platform was scarce while user search volumes were robust. This asymmetry in the PPC market place led to advertisers gaining tremendously and profiting handsomely from acquiring customers inexpensively.



Indeed, because the cost of the click was so cheap, advertisers saw little need to optimize their campaigns.

Today, the situation in the PPC arena is vastly different from seven years ago where there can be cut throat competition for category level keywords. Astute advertisers continuously adjust their bids for key words after doing a thorough analysis of key word competition and weighing in on the respective keyword’s conversion chances. To the extent possible, risk is mitigated by automatically adjusting keyword bids frequently. Bids are placed via 3rd party bid management tools and PPC experts continuously refine their strategy based on the analysis provided from the data stream.

While PPC Advertising is easy to start, deriving profit from it in a continuous, predictable and scalable manner requires diligence and hard work.

Media Flint’s team of PPC ad management professionals have successfully managed thousands of PPC campaigns over the course of their careers. Our people are knowledgeable, competent and well versed in the art and science of conducting paid search campaigns.

Call or write to us for a free evaluation of your internet ad campaign.



The fee per click is determined by the advertisers themselves in an auction system set up by each respective search engine that allows each advertiser to bid for a respective keyword or phrase. Hence it is the advertiser who has to determine the value of a particular keyword or phrase. The search engines provide a plethora of empirical information for each keyword/phrase that an advertiser has bid on. The advertiser is expected to utilize this search engine provided data to formulate her bidding strategy and make timely adjustments to bid amounts when required.



## Search Engine Optimization is a \$2 Billion annual industry

Search Engine Optimization (SEO) is the term used to define the deliberate steps taken by a web master to improve the website's placement (rank) within the search engine results page (SERP) in response to a keyword query.



The first page of the search engine results is the most valued page. Almost all SEO practitioners will strive to place a link to their client's website on this page. These search results are often called "organic results" to differentiate them from paid search results (or PPC advertising results.) A website can not pay a search engine to improve its "organic rankings." Rather, what counts is relevance and quality of information contained within the site as it relates to the user keyword query.



Search engines are highly secretive about their SERP algorithms and how they determine and grade one website over another. Moreover, in order to prevent the system from being gamed, search engines continuously improve their algorithms to refine the links on the search results page.

In such an opaque environment, how do SEO practitioners improve a website's rankings? The answer is: with difficulty accompanied by lots of patient and hard work. The truth is that no ethical SEO professional will ever commit to guaranteeing a website owner a first page ranking of one. Part of the reason for this is because the results are determined by the search engines which are very sensitive to being gamed. An ethical SEO professional will, however, promise to:

1. Structure your web pages correctly in a format that helps the search engines read and index your pages properly
2. Perform keyword research to determine those keywords that have high search volumes but low web page competition
3. Generate contextually relevant information around the targeted keywords.

A challenge that all SEO professionals face is one of finding keywords that lead to conversions while also having the benefit of having a high enough search volume to justify the expense and effort of an SEO initiative. This challenge of performing SEO for converting keywords becomes particularly meaningful for lead generating and ecommerce websites which have clearly defined conversion goals for their site traffic.

Media Flint's SEO professionals practice ethical, white hat SEO. Our goal is to ensure that your website not only receive visitors but also that those site visitors convert. Moreover we do not engage in any so called "black hat SEO" activities that will likely deliver results in the short term, but permanently jeopardize your website's standing with the search engines in the long run.

Call us for a free consultation and learn how Media Flint can help your site get qualified organic traffic on a sustainable, long term basis.