

Search Engine Marketing – A Critical Piece in your Marketing Puzzle



Circ Day LA 2006

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Search Engine Marketing



You Gotta Get Searched!

- More people are online than ever before!
68.6% of the US Population (<http://www.internetworldstats.com/>)
- 90% of Internet users utilize search engines to find products, services or information (Source: iProspect – Search Engine Marketing University™ www.iprospect.com)
- Must-have medium for brand awareness and subscription generation!





Today's Session:

- Components of SEM
- Incorporate SEM into overall marketing
- Paid clicks = Subs
- Third party vs. managing search in-house



The Components of Search Engine Marketing



Search Engine Marketing

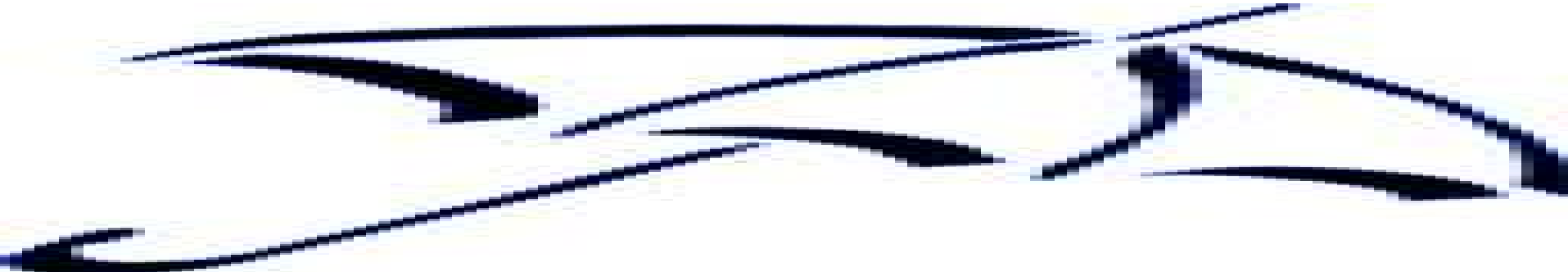
Marketing a website through search engines.

This includes efforts to improve organic listings, purchasing paid listings, or a combination of search related activities.

Also called **SEM**.



SEM Components



Search Engine Optimization
Natural/Organic Search
Pay per Inclusion
Paid Search/PPC
Vertical Search



Search Engine Optimization

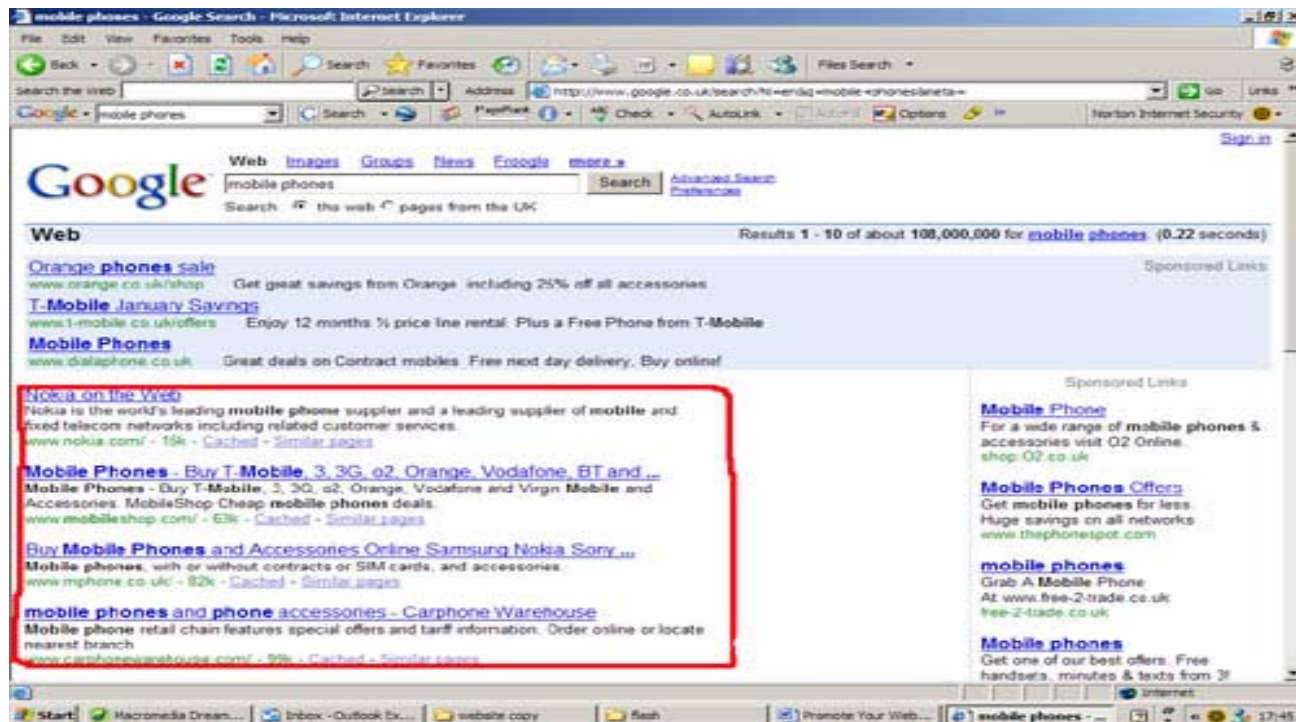
The act of modifying a website so that it has a higher likelihood of appearing well in the **organic** or **natural** listings of the search engines. Also called **SEO**.

Out of SITE, out of Mind...



Natural / Organic Search

- Not related to paid advertising
- Based on algorithms (unique per engine)
- Goal = Relevancy (Content, Hyperlinks, Links)

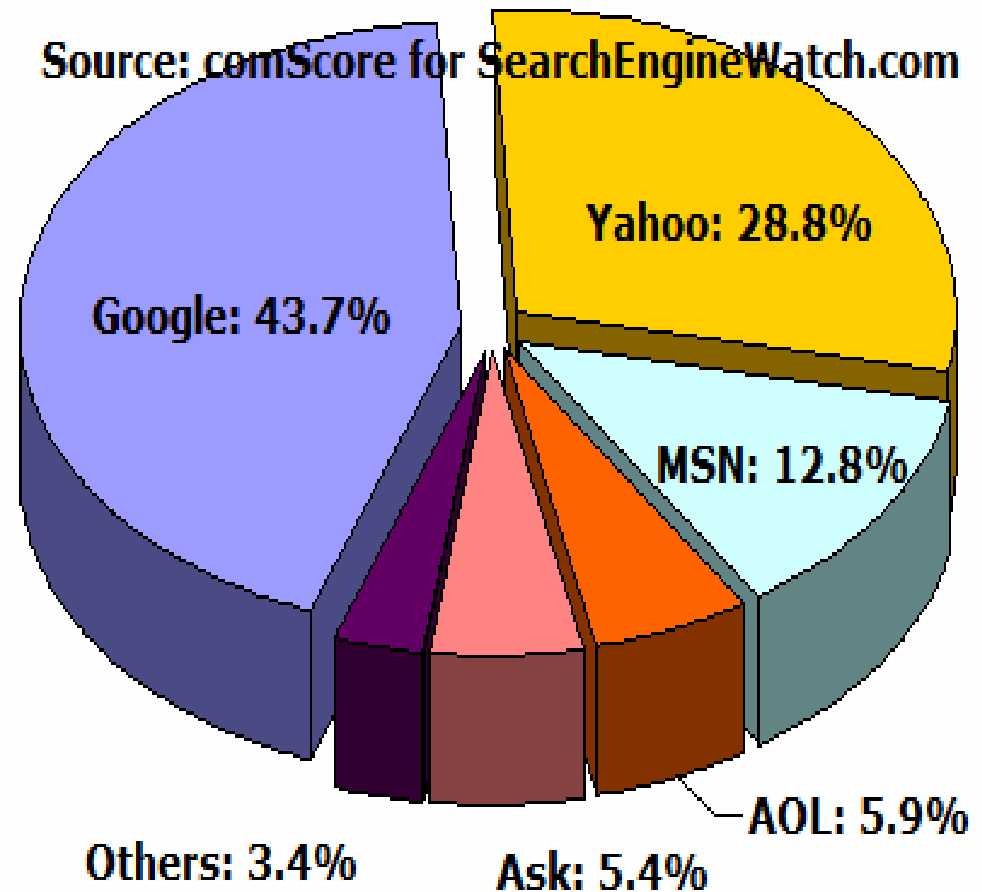


No two search engines are alike

-Traffic

-Demographics

-Algorithms



Share of Searches,
July 2006



Pay Per Inclusion

Paid advertising program that guarantees web pages are included in a search engine index (natural). The guarantee is that pages will be included, however, no guarantee pages will rank well.



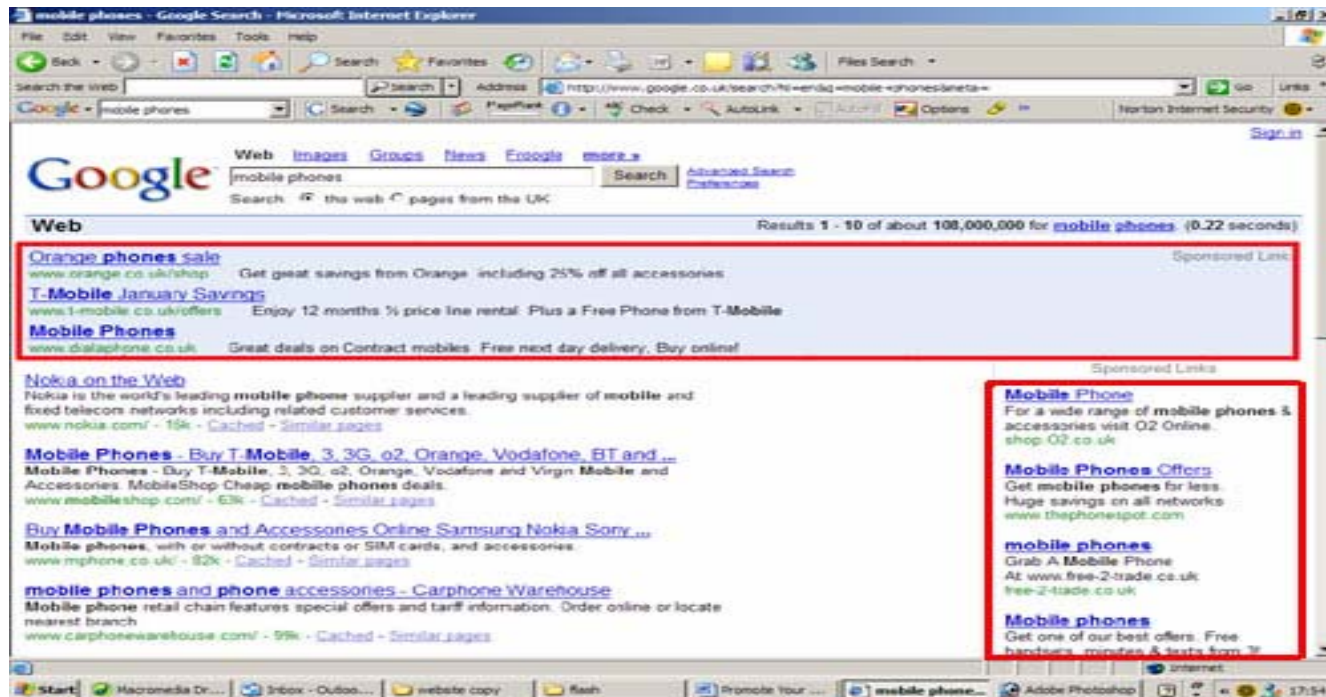
looksmart

YAHOO!



Paid Search/PPC

- Advertising based – bid for placement
- Can help a company get top placement on words they do not rank well on



Paid Search

- Fast
- Flexible
- Trackable
 - Keyword, Phrase
 - Engine
 - Copy
 - Landing Page



Everybody's Doing It 😊

The following highlights key revenue data breakouts; dollar figures are rounded (\$ millions):

Ad Formats – Internet ad revenues broken down by ad formats are:

	FH 2005	FH 2004
Search	40% (\$2,315)	40% (\$1,817)
Display Ads	20% (\$1,157)	20% (\$942)
Classifieds	18% (1,041)	17% (\$782)
Rich Media	8% (\$463)	8% (\$368)
Referrals/Lead Generation*	6% (\$347)	2% (\$114)
Sponsorships	5% (\$317)	9% (\$414)
E-mail	2% (\$116)	2% (\$70)
Slotting Fees	1% (\$58)	2% (\$92)

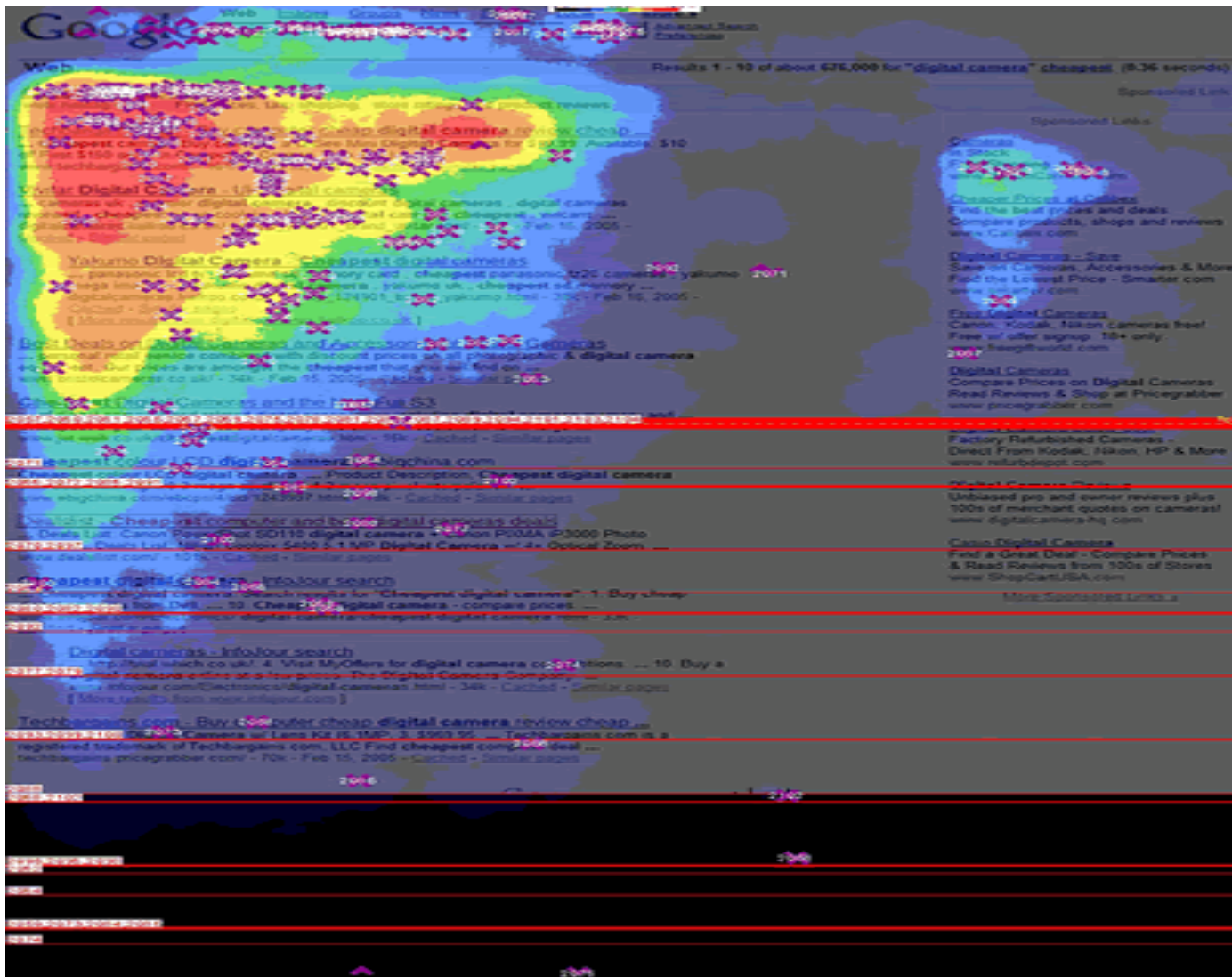
(Source: Internet Advertising Bureau http://www.iab.net/news/pr_2005_9_26.asp)



Natural search is the way your
site *is* found...

Paid search is the way you
would *like* your site to be
found





Source:

Did-it, Enquiro, and Eyetools uncover Search's Golden Triangle
<http://www.enquiro.com/eye-tracking-pr.asp>



Vertical Search

- A streamlined search solution that helps web surfers find what they need
- Smaller search topic universe = more concentrated results
- Can be a challenge to find and get listed in these engines

Become your own vertical search engine!



No “right” way to SEM



Search Engine Optimization
Natural/Organic Search
Pay per Inclusion
Paid Search/PPC
Vertical Search

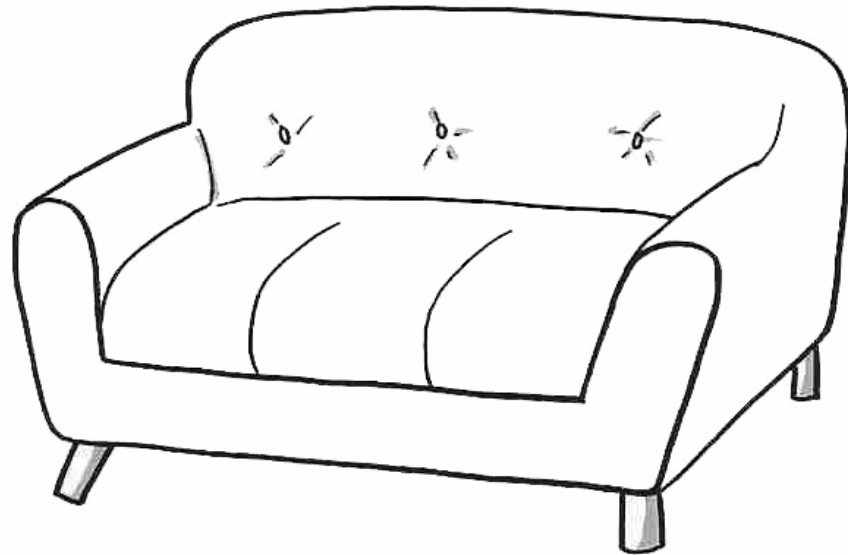


Incorporating Search Engine Marketing into your Overall Marketing Strategy



Search Marketing Process

- **ASSESS**
- **OPTIMIZE**
- **NEW**



Copyright (C), Yoko Katagiri & NihongoWeb



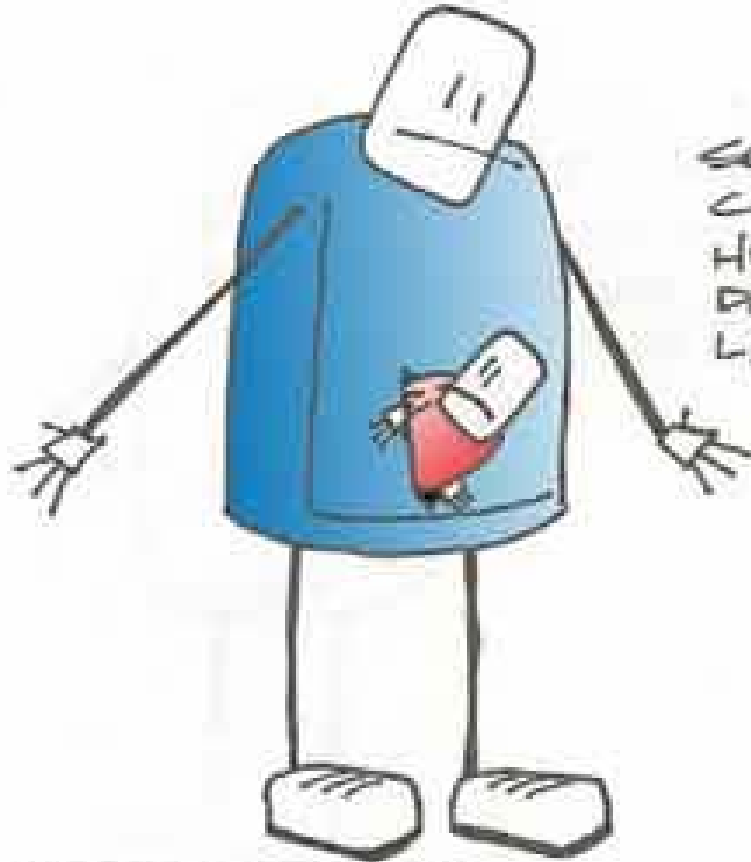
*“The best time to plant a tree
is twenty years ago. The
next-best time is today”*



-Eastern Philosophy



Assess



SOMETIMES MY INNER
CHILD POKES HIS
HEAD OUT, BUT I
DON'T THINK HE
LIKES WHAT HE SEES.

SNARBLES.COM


© 2002



Assess

- What do you want to accomplish?
- How ya making money honey?
- Who's your customer?
- What are your available resources?
- Baseline current (**ALL**) marketing efforts.....
 - Develop a tracking system!



Assess - Reports

- **Web Stats**
 - Traffic
 - Referring Sources
 - Referring Keywords
 - Influential Factors (Mags hit newsstands)
- **Reports for all Marketing Efforts**
 - ROI Per Channel
- **Conversion Rate**



“Sure you can fly, but that cocoon’s got to go.”



Anonymous



OPTIMIZE

- Fix what needs fixing
- Let go of what isn't working



Cannot change unless you are willing to change



NEW

- Channels
- Placements
- Opportunities
- Vendor Relationships



Before you test new channels:

Think start to finish

Have a plan in place to measure success

Create, Execute, Monitor

...It's a never ending process



*“Mistakes: without them life
would be dull.”*



Oscar Wilde



No “right” way to bring SEM into your overall marketing strategy



Think about SEM from a customer service perspective – that will help you plot wisely



How to make Paid Clicks = Subscribers



How many of you buy PPC?





Before you proceed...

- Have a tracking system in place
 - PER KEYWORD
 - PER ENGINE
 - PER CPC
 - PER OFFER
 - ETC.
- Know your conversion rate



Start small...



Then snowball



Use Catchy/Compelling Copy

The screenshot shows a Microsoft Internet Explorer browser window with the title bar "people magazine - Yahoo! Search Results - Microsoft Internet Explorer". The address bar contains the URL "http://search.yahoo.com/search?p=people+magazine&ei=UTF-8&fr=FP-tab-web-t&x=wrt". The search bar contains the text "people magazine". The search results page displays "Results 1 - 10 of about 156,000,000 for people magazine - 0.02 sec. (About this page)".

Also try: [people magazine online](#), [people magazine website](#) [More...](#)

SPONSOR RESULTS

- [People Magazine - Only \\$57](#)
[www.magazines.com](#) Up to 90% off. Over 1500 **magazines**. Free holiday gift cards.
- [Compare People Magazine at 20 Sites](#)
[www.magazinepricesearch.com](#) Don't overpay. MagazinePriceSearch.com tracks subscription prices for over 2200 **magazines** (including **People Magazine**) from 20 top **magazine** merchants.

People Magazine on Yahoo! Shopping
Special Deals: [10% Off And More](#) - [25% Off And More](#) - [All Sale Items](#)
[Yahoo! Shortcut](#) - [About](#)

- [People Magazine](#)
People Magazine, a weekly source for celebrity and entertainment news. Subscription required.
Category: [Entertainment Magazines](#)
[people.aol.com/people](#) - [More from this site](#) - [Save](#)
- [Amazon.com: People \(6-month subscription\) \[MAGAZINE SUBSCRIPTION\]: Magazines](#)
... Having read **People magazine** for approximately twenty five years, it was with great regret that I recently ... stories covered by **People magazine** would be about ordinary **people** to whom ...
[www.amazon.com/exec/obidos/tg/detail/-/B00005R8BC?v=glance](#) - 93k - [Cached](#) - [More from this site](#) - [Save](#)
- [Wikipedia: People \(magazine\)](#)
People, a weekly American **magazine** of celebrity and popular culture news, debuted in 1974. The first issue, dated

SPONSOR RESULTS

- [People Only \\$94 - 1 Year Subscription](#)
Get 52 issues of **people magazine** for only \$94. Order online or...
[www.magheaven.com](#)
- [Peoplemagazine at Amazon.com](#)
Shop at Amazon.com for low prices on Peoplemagazine. Free Super...
[www.amazon.com](#)
- [People Magazine - Compare Prices](#)
Before you subscribe to **People Weekly magazine**, compare the...
[bargainmagazinesubscriptions.com](#)
- [People Magazine - \\$113.88 a Year](#)
Subscribe to or renew and get 52 issues for \$113.88, save up to...
[www.torchmagazines.com](#)
- [People Magazines](#) [Yahoo!](#)

go to [www.magazines.com](#)

start | WPA | Microsoft Excel | Microsoft Power... | people magazin... | Norton | 98% | 1:33 PM



Invite the Click – Call to Action

The screenshot shows a Mozilla Firefox browser window with the title "yoga journal magazine - Google Search - Mozilla Firefox". The address bar contains the URL "http://www.google.com/search?hl=en&lr=&q=yoga+journal+magazine&btnG=Search". The search bar contains the text "yoga journal magazine". The search results are displayed under the heading "Web" and "Results 1 - 1". The first result is "Yoga Journal Magazine" from "www.magazines.com" with a subtext "Up to 90% Off Subscriptions Here! Huge Selection & Savings - Shop Now". The second result is "Yoga Journal Magazine" from "Mags4Cheap.Com" with a subtext "Save up to 93% Off the Cover Price. Free Delivery & No Sales Tax!". The third result is "Yoga Journal" from "www.yogajournal.com" with a subtext "Read the stuff we didn't have room for in the magazine! ... Be inspired all year!". The search results are displayed on the right side of the page. A large blue arrow labeled "Shop Now" points to the search bar. A large blue arrow labeled "Save..." points to the search results. The browser's taskbar at the bottom shows the start button, several open applications (CircDayLA, Microsoft Exc..., yoga journal ..., CircDayLA2006, CircDayLA), and the system tray with a 90% battery indicator and the time 9:49 AM.



Take advantage of tracking tools

YAHOO! SEARCH MARKETING Account: US PM (1063)

Account Money Manager Reports Manage Sponsored Search Manage Content Match

Account Summary | Account Set-Up | Edit Profile | Change Password | Edit Account Name | Personalize Pages

Account Summary

Warning: Your account is currently offline. Please verify that your account has funds and that your listings meet our editorial guidelines. If you have questions, please contact Customer Solutions by clicking on the Support Center link at the bottom of this page.

Warning: DIRECTRAFFIC CENTER SYSTEMS UPGRADE THIS WEEKEND:
The DirectTraffic Center® will be unavailable for approximately 5 hours beginning Friday, February 4 at 7:00 p.m. Eastern Standard Time through Saturday, February 5 at 12:00 p.m. Eastern Standard Time for any systems for any

Sponsored Search Summary

Date	Total Impressions	Total Clicks	Cost Per Click	Total Cost (\$)	Total Conversions	Conversion Rate (%)	Cost Per Conversion (\$)
01/27	90,263	2,534	0.52	1,312.63	17	0.7	77.21

Content Match™

Date	Total Impressions	Total Clicks	Cost Per Click	Total Cost (\$)	Total Conversions	Conversion Rate (%)	Cost Per Conversion (\$)
01/27	431,561	232	0.62	142.77	4	1.7	35.69

Online Listings: 0
 Match: 53
 2
 0
 ON
 OFF
 ON
 ON
 ON
 Yahoo! Easy Track: ON

866-YAHOO-SEM (924-6676) | Support Center
 © 2005 Yahoo! Inc. All Rights Reserved.



Do **NOT** ignore the landing page!

- Clear purpose
 - Savvy design
- May be worth having a separate landing page
 - Make it easy to buy
- Convey value – think from your customer's perspective!
 - **CALL TO ACTION**



Match it Up

- Keyword
- Copy
- Content
- Landing Page



Don't recycle copy – make it make sense





Web Images Video ^{New!} News Maps more »

green magazines

Search

Advanced Search Preferences

Web Results 1 - 10 of about 71,200,000 for green magazines. (0.62 seconds)

Whole Again Resource Guide: Alternative Magazines: Green Magazines ...

A select list of personal growth and planetary wholeness magazines with free on-line alternative articles, stories and news items, many are searchable. www.wholeagain.com/magazines.html - 18k - Cached - Similar pages

Magazines

Green & Organic Resources for the Family - Green Book Search - Green Building - Sustainable Architecture and Construction - Green Health Watch Magazine ... www.sustlife.com/br4up/ASustlife/MAGS.htm - 190k - Cached - Similar pages

Green Gifts - Environmentally-Friendly Gifts, Ethical Gifts and ...

(B) Green Places To Shop (C) Green, Healthy & Ethical Gift Ideas (D) Books & Videos (E) Magazine Subscriptions (F) More Ideas, Activities & Alternatives ... www.planetfriendly.net/gifts.html - 71k - Cached - Similar pages

organic books, organic magazines uk

Crocus - On-line gardening magazine with a good organic section. ... Green Books - Good selection of books from the Green Books web site, covering food, ... www.alotoforganics.co.uk/cats/magazine.php - 14k - Cached - Similar pages

printech, January, 2001 Fwd: Initiative for "Green" Magazines

For information on the environment and printing, The Printers National Environmental Assistance Center(PNEAC) is the premier website. www.pneac.org/listserv/printech/0101/0101tech32.html - 7k - Cached - Similar pages

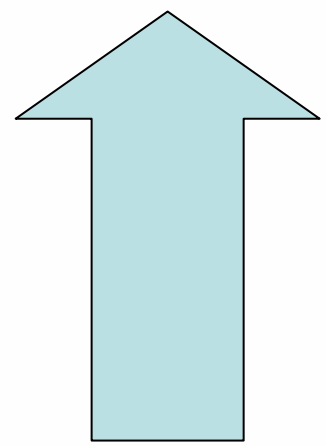
The Green Magazine Subscription, Magazine Discounts - AWHN

The Green Magazine - buy a The Green magazine subscription from Magazineline now and Done

Sponsored Links

Green Magazines

Breakthrough Prices! Huge Selection of Free Magazines, Coupons & Gift MagsOnTheNet.com California



MAGS ON THE NET

[GIFT HEADQUARTERS](#)

[CREATE YOUR OWN 4 PACK](#)

[GIFT CERTIFICATES](#)

[TEACHERS & STUDENTS](#)

3 Packs make great gifts

Auto/Motorcycle

Business / Finance

Comic Books

Children's Magazines

Computers & Internet

Culture Magazines

Entertainment & TV

Fashion Magazines

Food / Cooking

Health / Fitness

Hobbies

Home / Garden

Men's Magazines

News and Leisure

Science & Nature

Spanish Magazines

Sports

HOME SHOW ORDER INFO HELP CONTACT FAX ORDER FORM
DISCOUNTED MAGAZINE SUBSCRIPTIONS

SEARCH OUR
MAGAZINES

ADVANCED
SEARCH



**Back
To
School
SALE!**

CLICK HERE TO LEARN MORE!

Save \$10...\$20...\$50!

Ma
Use our power
find your favor
as [Real Simple](#)
[Magazine](#), [Southern Living](#)
magazine sub
magazine su
to easily
ines such
ns [Health](#)
of other
s largest
1,300,000
magazines annually. Buy magazine subscriptions at up to 95%
off the cover price with no shipping fees and sales tax!

TOP 12 SELLERS

1. [Ok Magazine Subscription](#)
2. [Southern Living Magazine Subscription](#)
3. [People Magazine Subscription + A Free Gift](#)
4. [Real Simple Magazine Subscription](#)
5. [National Geographic Magazine Subscription](#)
6. [American Girl Magazine Subscription](#)
7. [Kids Discover Magazine Subscription](#)
8. [National Geographic Kids Magazine Subscription](#)
9. [Instyle Magazine Subscription](#)



[Time Magazine Subscription](#)

1 Yr. Cover price:
\$221.00



[Ok Magazine Subscription](#)

1 Yr. Cover price:
\$77.52



[People Magazine Subscription + A Free Gift](#)

1 Yr. Cover price:

TRACK

- Keyword
- Engine
- Content
- Offer
- Placement
- Landing Page



**If it doesn't make you money honey, fit it
or dump it!**



Know that you have PPC OPTIONS

- Text Ads
- Image Ads
- Local Ads



Test them out!



Apr 7, 2006

Tools: [Filter Keywords](#) | [Add Keywords](#) | [Edit Keywords](#) | [Keyword Tool](#) Updated!

1 - 6 of 6 keywords

Western Publishing Conf
 Grow your print and online magazine business - Conf is April 20 and 21
www.wpa-online.org

+ Create New Ad: [Text Ad](#) | [Image Ad](#) | [Local Business Ad](#)
[Edit](#) - [Delete](#)

yesterday
 Apr 7 2006 - Apr 7 2006
 Include deleted items that were active in this date range

<input type="checkbox"/> Keyword		Current Bid Max CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Av
Search Total	Enabled	Default \$0.10 [edit]	0	0	-	-	\$0.00	
Content Total [?]	Enabled		0	0	-	-	-	
<input type="checkbox"/>	Active	\$0.10	0	0	-	-	-	
<input type="checkbox"/>	Active	\$0.10	0	0	-	-	-	
<input type="checkbox"/>	Active	\$0.10	0	0	-	-	-	
<input type="checkbox"/>	Active	\$0.10	0	0	-	-	-	
<input type="checkbox"/>	Active	\$0.10	0	0	-	-	-	

THREE Types of PPC Ads!

Reporting is not real-time. Clicks and impressions received in the last 3 hours may not be included here. Lower CTRs for content ads do not adversely affect your campaign. [?] Inactive for search keywords have a Quality Score and Max CPC too low to trigger ads on searches for Google or the search network, but they remain active for content impressions. These keywords may occasionally accrue search clicks as we re-assess their quality. [?]
 Time zone for all dates and times in data tables, reports, and billing: (GMT-08:00) Pacific Time. [Learn more.](#)

Edit Campaign Settings



Your account hasn't been activated.

Payment information is required before we can run your advertising. Please provide your payment information on the [Billing Preferences](#) page in the "My Account" section. Typically, ad impressions will begin almost immediately after you submit this information.

Basic Settings

Campaign name:

Daily budget: \$ /day [?](#)

[View Recommended Budget](#) [?](#)

Start date: Apr 7, 2006

Will run until:

Ad rotation: Show better-performing ads more often [?](#)

Networks

Show my ads on:

- Google search**
When users search for my keywords on Google
- Search network** [?](#)
When users search for my keywords on Google search partners
- Content network** [?](#)
When users visit sites that match my ad on Google's content network
- Content bids** [?](#)
Let me set separate prices for content clicks

Target Audience

Languages:

 Hold down the control/command key to select multiple items.
Ads should be written in the above language(s).

Locations: **Countries and Territories**

- Canada

Google Search

The screenshot shows a Microsoft Internet Explorer browser window with the title bar "flynt publications - Google Search - Microsoft Internet Explorer". The address bar contains the URL "http://www.google.com/search?hl=en&lr=&q=flynt+publications". The search bar contains the text "flynt publications" and a "Search" button. Below the search bar, the "Web" search results are displayed, showing "Results 1 - 10 of about 141,000 for flynt publications. (0.43 seconds)".

Web Results 1 - 10 of about 141,000 for flynt publications. (0.43 seconds)

- [Larry Flynt - Wikipedia, the free encyclopedia](#)
He is the head of Larry **Flynt Publications** (LFP), producing over twenty ... **Flynt** created his privately held company Larry **Flynt Publications** (LFP) in 1976. ...
[en.wikipedia.org/wiki/Larry_Flynt](#) - 39k - [Cached](#) - [Similar pages](#)
- [Google Earth Explorer - - Flynt Publications](#)
Large community-submitted collection of Google Earth and Google Maps most famous places worldwide. Explore your Earth.
[explorer.altopix.com/map/mn8e0u/Flynt_Publications.htm](#) - 24k - [Cached](#) - [Similar pages](#)
- [LARRY FLYNT](#)
Larry **Flynt** says Bush UN nominee won't answer questions about forced sex · Iraq war costs over \$300 billion · Conservative activist hit by pie at lecture ...
[www.larryflynt.com/](#) - 29k - [Cached](#) - [Similar pages](#)
- [Larry Flynt Publications, Inc. and Giant Mobile Corporation to ...](#)
Business Wire News releases updated continuously. ... Warning, The content you request is no longer available. You are welcome to login to our site to see ...
[home.businesswire.com/.../google/index.jsp?ndmViewId=news_view&newsId=20050310005300&newsLang=en](#) - 15k - [Cached](#) - [Similar pages](#)
- [Jet Editor - Larry Flynt Article](#)
Larry **Flynt Publications** relies on corporate aircraft for business growth. ... **Flynt** began chartering Aztec and Navajo aircraft back in 1973 piloted by ...
[www.tropicjungle.com/tjlarry.htm](#) - 27k - [Cached](#) - [Similar pages](#)

Sponsored Links

- [Hustler Magazine](#)
Save up to 93% Off the Cover Price. Free Delivery & No Sales Tax!
[Mags4Cheap.Com](#)
- [Flint Magazine](#)
Whatever you're looking for you can get it on eBay.
[www.eBay.com](#)
- [Hustler Premium Megasite](#)
Download Hustler Hardcore Videos, Pics, Sex Shows. Access Just \$4.95.
[www.Hustler.com](#)
- [Flint Magazine](#)
Magazine Discounts up to "94% Off Low Price Guarantee! Free Gift Card
[BlueMagazines.com](#)
California
- [Flint Magazine](#)
Breakthrough Prices! Huge Selection Free Magazines, Coupons & Gift Card

The taskbar at the bottom shows the Start button, search bar, and several open applications: Microsoft Excel, Ways to ready, Internet Explorer, Norton, and a battery indicator at 98%. The system clock shows 1:58 PM on 1/18/05.



Google Search Network

The screenshot shows the Netscape.com website as viewed in Microsoft Internet Explorer. The browser's address bar displays "http://www.netscape.com/". The page features a search bar with the text "google search network" and a "GO" button. A "Hot Searches" list is visible, with a blue arrow pointing to the top item, "1 'D... or No Deal'". The main content area includes a "Top Story" titled "Attorney: Receipts May Provide Duke Players an Alibi" and a "What's New" section with various articles. A large advertisement for "Netscape Internet Service" is on the right, offering "Unlimited Internet Access with FREE Web Accelerator" and "FREE PC Anti-virus only \$9.95/month". The Windows taskbar at the bottom shows the Start button, several open applications (WPA, Microsoft PowerPoint, Internet Explorer), and system tray icons including Norton and a 97% battery level.



Google Content Network

The image displays a screenshot of a web browser showing the Google Content Network. The main content area features several advertisements and articles related to pet care. A red box highlights a vertical column of ads on the right side of the page.

Ads in Google

- Excelsior Pet Supplies**
Toys for dogs & cats, treats, coats, toothpaste, & more
www.pet-in-a-huff.com
- Pet Supplies**
Great Selection at Low Prices. Fast Shipping Available. Order Now!
www.dinopetsdirect.com
- High Tech Pet Products**
24 Hour Sale! Pet Coats, Training, Bark Collars, Invisible Fences
high-tech-pet.com
- Pet Supplies Shipped Free**
Dog, cat, rabbit, ferret & more. Large selection to meet your needs
www.petuniversity.com

Planet Orange for Kids
Children's Financial Education Site Teaches the basics of saving money
www.orangekids.com

Headspout - Reading Fun
Cartoon lessons that really work. Start Now! - Try it now here
www.headspout.com

Hooked On Phonics
Invest in your child's future. Sign up and get free shipping!
www.phonics.com

Parenting Advice
Parenting Advice & Child Care Info Brought to you by Huggies!
www.parenting.com



Knowledge is your best safeguard against deception, misguidance, or unnecessary mistakes.



Using third-party SEM firms vs. managing search in-house



To third party or not to third party...?

- Will we save money hiring someone in-house?
- Are we better off outsourcing to a team of SEM pros?
- Do we need a hybrid?



ASSESS!

- What's your focus?
 - SEO
 - PPC
 - Both?
- What do you want to accomplish?
- Have you and your team covered SEM 101?



DIY?

Research
Implementation
Tracking
Education
Optimization



Ask for Help?

Expertise

Technology

Tools

...Passion?



Know SEM and know your options!



When evaluating a SEM
provider:
Ask a **TON** of questions,
interview several firms
and **COMPARE!**



There's a lot of them and they all differ!



	A	B	C	D	E	F	G
1							
2							
3	Services	CompanyA	CompanyB	CompanyC	CompanyD	CompanyE	Comp
4	Current Audit	X	X		X	X	X
5	Keyword Analysis/Research		X	X	X	X	X
6	Competitive Analysis		X	X		X	X
7	Content Analysis	X		X		X	
8	Design Analysis		X	X			
9	Landing Page Creation / Development		X				X
10	Link Research/Reputation	X				X	X
11	Goal Identification	X				X	X
12	Paid ROI Projection/Optimization	X				X	
13	Website Architecture Optimization (Index Barrier Removal)	X	X		X	X	X
14	Body/Content Optimization	X		X	X	X	X
15	XML Paid Inclusion	X			X	BIG SEO focus	
16	Collaboration with Internal Staff	X				X	X
17	Dedicated Account Management	X	X		X	X	X
18	PPC Management		X	X		X	
19	Will complete the changes for us				X		X
20	REPORTING	X				X	
21	References	Capital One, T-Mobile, Drugstore	AdForum, Ketchum, Motorola	lots of print clients	lots of tech and software companies	TTG, work with Travel and Pharmaceutical	nobody r
22	Total	\$ 93,000.00	\$ 34,225.00	\$26,400	\$ 21,725.00	\$ 173,700.00	\$ 36,0
23							

Be committed to owning success

- Know what you want
- Define what **success** means
- Determine how you will **measure** success
- **Compare** Options
 - Document what you want (RPF)
- Treat any choice as a **partnership**



Over 90% of Internet users
utilize search engines to find
products, services or
information...

**Don't let search be a missing
piece in your marketing
puzzle.**



Commit to making SEM work for you and your business

- Know your options
- Determine what you want
- Establish how to track ROI
- Marry your online and offline efforts



SEM is a online acquisition and brand awareness tool



“Believe you can, believe you can’t, either way you’ll be right.”



Henry Ford



Q/A

Thank you! 😊

Lorrie Thomas

805.452.2615

lorrie@lorriethomas.com



LORRIETHOMAS
WEB MARKETING