

Total Coverage in Google Pay per click and other Search engines.



Pay per click campaigns in Google, Yahoo!, Bing, Ask and other Search engines are an extremely targeted form of paid advertising that generates qualified leads for your business. We can have your business appear in front of any person that searches for keywords related to your business and drive them to your Web site.

We design and manage a complete pay per click campaign that places your ads in relevant positions in the sponsored listings of 98% of the searches in the Web because we cover all major Search engines:



ADWORDS™
QUALIFIED
INDIVIDUAL
Google

Potential buyers that click on the ad are driven to your Web site or to a carefully designed landing page where we detect, track and measure any conversion action defined into the campaign: phone calls, contact forms, coupons, e-mails, online purchases, downloads, etc.

Full control and geographic coverage:

We design and manage professional campaigns for you, we control the specific budget you want to invest, the wording of each ad, the landing page where the prospect will arrive, the message he will receive and the conversion action you want that prospect to take. In Yahoo!, Bing, Ask and Google, pay per click campaigns.

We can control the specific geographic reach of your campaign: from a purely local campaign that covers 25 miles from your office to region specific campaigns or FULLY NATIONAL COVERAGE.



Benefits of our pay per click campaigns:

- Get new potential customers that are searching for the products and services that you offer.
- Pay only if the prospect clicks on your ad.
- Define the specific message of your ad to specific keywords and keyphrases.
- Measure the conversion actions from phone calls, contact forms, coupons, e-mails and shopping actions.
- Define local, regional or national coverage.
- Measure phone conversion as well as all other conversion actions.
- Trust that a team of professionals is optimizing your campaign daily, weekly and monthly.

Our pay per click campaigns include:

- Set-up for your site and your campaign. Keyword research and analysis.
- Keyword selection (IP-targeted and geo-indicated)
- Coverage in 98% of Search engines, from Google pay per click to all other general and targeted Search engines.
- Reverse proxy technology for phone conversion metrics.
- Targeted ad text design and copy (optional design for image ads)
- Landing page design
- Daily, weekly and monthly administration and optimization of the campaign.
- Code generation for analytics and for conversion measurement.
- Monthly reports
- Secret shopper complementary service.

With Google pay per click we can have your ads placed in Google in no more than **72 hours** and in all other Search engines in 5 days after the campaign is set-up

When a pay per click campaign is executed together with a **Search Engine Optimization campaign**, results can have a multiplying effect that increases even higher the return on investment for your campaign.

If you would like to start receiving new leads through the Internet, **contact us** today.

