

## SEARCH ENGINE MARKETING SERVICES

According to a study by iProspect, 62% of users do not search beyond the first page of results and 90% click on links in the first three pages.

*If your business isn't on the first page — let Coalesce help you get there.*

Coalesce brings relevance to your marketing. Our expertise in search marketing helps you target your market more precisely, engage in real-time transactions with your customers, and build the relationships that drive your business. With Coalesce you'll experience relevance through the planning, execution and results of a targeted search campaign. We enable clients to engage in dialog with consumers, offering them meaningful content and delivering relevant experiences that build valuable relationships.

We are consultants, specializing in search strategies. We provide our clients with insight, enabling them to reach the consumers most likely to be interested in their products or services.

We are analysts, focusing on enabling data-driven decisions. We equip our clients with real-time results of their campaigns, bringing immediacy to their marketing mix.

We are proactive ambassadors, always looking for ways to enhance our clients' results. We deliver impact to our clients' businesses.

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## PAY-PER-CLICK MANAGEMENT

Pay-Per-Click is paid ad placement in the search engines and relevant pages throughout the search networks. It is a highly effective form of online advertising that is easy to track and generates an extremely high ROI

Our Process:

» **Strategy Development**

We will conduct a full business analysis in order to develop the appropriate strategy for reaching your potential consumers.

» **Keyword Development**

Using the strategy created we will create keyword sets that are small and targeted to generate the highest possible conversion rates.

» **Creative Copy & Landing Pages**

The key to any successful campaign is holding the consumers hand through the process. This is done by writing accurate ad copy that pertains to the keyword set and providing a highly targeted landing page so the consumer can easily find what they are looking for.

» **Bid Management**

We are continually watching the campaign to make sure every penny spent is a penny well spent. This means watching each visitor to make sure they are qualified and adjusting the bids on keywords accordingly.

» **Analysis and Reporting**

We will provide a monthly analysis of your PPC Traffic as well as detailed reports on the activities performed by those consumers.

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## SEARCH ENGINE OPTIMIZATION

Search Engine Optimization is the creation or optimization of site content and site code in order to rank higher in the “non-paid” or “organic” search results. The key determinants of rank in the SEO are search engine spider readability, site relevance, and unique content.

Our Process:

» **SEO Business Analysis**

We will provide a complete SEO business analysis of your website. This will help us to understand what the purpose of your website is, what the consumer is looking for in your website and what it takes to make a visitor have a successful experience.

» **Establish Goals**

We will establish both joint and individual goals of the SEO campaign and continually monitor and adjust accordingly.

» **Competitive Landscape**

We take a look at the competitors in the industry both locally and nationally. We perform an analysis on their website to determine the key factors that have made them successful in the search engines.

» **Keyword Selection**

We will perform research to determine the most highly searched keywords around your industry and business. This will include both general and long-tailed keywords which will create a complete saturation in our online market.

» **Site Architecture**

Our technical team will look at your site architecture to determine any possible road blocks in our SEO process. We will make recommendations and modify according to the search engine guidelines.

» **Content Development**

One of the keys to a successful SEO campaign is a constant stream of unique content. This is most frequently achieved through articles, news and blogs.

» **Linking Strategies**

We will develop a linking strategy that can effectively increase your popularity through the search engines. This can include paid and trade links.

» **Analysis and Reporting**

Each month we will provide a detailed analysis on our current efforts with an updated progress report. We will also provide reports on your current traffic, search engine penetration, rankings and established goals.