



Search Engine Marketing Services for Small Businesses

Utilizing Online or Internet Marketing Strategies will help your business increase visitors and customers from the Internet and Search Engine media channels. Research has shown that more and more users are going online to research and source products and services. In order for your business to remain competitive you must consider Internet Marketing to connect to your customer base and *grow your business*.

Benefits for Your Business:

- Increased Traffic to your Website
- More Quality Leads
- Increased Sales
- Business Growth

Greenwich Media can provide a total Internet Marketing solution to increase your brand and presence online or single services based on your business needs. We provide regular reporting and results for each of these services to help you track your marketing spend.

Online Marketing Services Offered:

Search Engine Marketing (SEM)

Search Engine Marketing consists of using the search engine media channel to optimize your page content to achieve high ranking in the free or organic listings in search engines or setting up a pay-per-click campaign to place your ad on search engine result pages based on keyword query.

Search Engine Optimization (SEO)

Search Engine Optimization consists of optimizing your site content by keyword research, meta tag development, developing relevant content and increasing back links to achieve high rankings in the free search engine result pages.

Pay per Click (PPC) Marketing

Pay-per-click marketing consists of conducting keyword research to identify the high demand keywords your prospects are using to find your products and services on search engines and then developing pay-per-click ads to show to prospects when they are actively searching.

Email Marketing Services

Email Marketing Services consist of developing an email list of your prospects and actively sending out email campaigns to them on a regular basis to promote your products and services.

Keyword Research Services

Keyword Research Services consist of conducting research to identify all of the keywords users are typing in search engines to find your products and services. Once these keywords are identified they are used to support search engine marketing campaigns.

Press Release Services

Press Release Services consist of developing optimized press releases on a regular basis to promote your products and services. Press Releases help increase your brand and optimization efforts.

"U.S. online retail sales this holiday season will hit \$18 billion, a 25% increase over last year."

- Forrester Research, Inc.

"97% of households with annual income of \$75,000+ have shopped online."

- iCrossing Survey

"There are 4.5 billion searches conducted a month on search engines."

- Nielsen Net Ratings

The times are a changing.
Are you marketing where your customers are searching?
Call or Email to learn more.

Ask for a Free
Web Site Review!



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