



# Paid Search Marketing

## Is Your Paid Search Campaign Driving Unprofitable Traffic Or Profitable Sales?

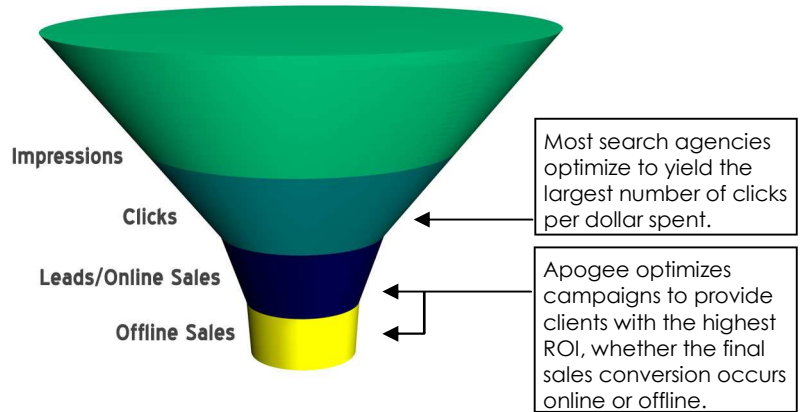
Apogee Search uses proven techniques, powerful analytics tools, and a deep expertise in statistical evaluation to generate measurable results at every stage of the search marketing process. Unlike our industry that tends to optimize campaigns to yield the largest amount of traffic, Apogee optimizes and measures success based on each client's ultimate ROI goals.

Apogee's experienced staff has expertise in search marketing for a wide variety of campaign types. Apogee designs and manages customized campaign plans for B2B, B2C, eCommerce and lead generation advertisers.

## Your Outsourced Paid Search Marketing Team

Every Apogee client is staffed with a dedicated Account Manager and Paid Search Specialist. Account Managers serve as the client's primary contact for reporting, key deliverables, and special client requests. Paid Search Specialists are responsible for the day-to-day monitoring and optimization of client campaigns. With this staffing method, Apogee not only provides clients with top-notch campaign performance, but also with the industry's best customer support.

## Search Conversion Funnel



## PAID SEARCH SERVICES

### Keyword Selection

Apogee search specialists perform extensive research for keywords associated with each campaign's products or services. Apogee typically generates and manages thousands of keyword phrases for each client, which include primary, long-tail, product, brand name, and misspelled keywords.

### Ad Copy / Quality Scores / CTR

These three variables can work together to give a client a higher ad position than competitors that are bidding as much as 50% more on a CPC basis. Apogee's Paid Search Specialists are experienced in the optimization of both ad copy and landing pages to increase Click-Through Rates (CTRs) and quality scores.

"Since LCG/Apogee Search took over our paid search advertising, they have doubled the number of leads we've captured from PPC traffic to our site while maintaining or improving the quality of those leads, and has done all of this at no increase in total cost to us (including their management fees)."

- John Stockton, Director of Marketing, NetSimplicity

### Bid Optimization

Apogee employs the most advanced bid management tools available to manage client campaigns. Our systems continuously monitor keywords and bid prices and make bid adjustments automatically based on client ROI goals.

Apogee selects bid optimization strategies based on the ROI goals of each unique client, which may include optimizing by:

- CPL (Cost per Lead)
- CPS (Cost per Sale)
- CPC (Cost per Click)
- Ad Position
- ROAS (Return On Ad Spend)

### Search Marketing Strategies

Apogee's complete suite of paid search marketing competencies includes:

- Comprehensive reporting
- Competitive bidding
- Google site targeting
- Conversion consulting
- Click fraud monitoring
- 3rd party system integration
- Performance forecasting
- Online to offline conversion tracking



# Natural Search Marketing

Far too many Search Engine Optimization (SEO) companies have as their primary focus writing content for client websites, analyzing keyword density, modifying meta tags, along with other changes to website content. While optimizing website content and HTML code are important, it is only one small component of a successful SEO campaign. To achieve high natural rankings on competitive keywords, Google pays significantly more attention to external links to your site than it does to the content on your website. In addition to on-page optimization, Apogee's SEO team follows suit by providing clients with long-term link building strategies and has achieved hundreds of #1 natural search positions on Google for our clients.

## NATURAL SEARCH SERVICES

### Keyword Analysis & Selection

Unlike paid search (PPC), where you can manage and optimize thousands of keywords, with natural search (SEO), websites can effectively optimize only a handful of competitive keyword phrases. Therefore, the best SEO efforts will be worthless if you are focusing on the wrong keywords. For this reason, Apogee Search considers all of the factors below to determine the best keywords to optimize for each client.

- Keyword conversion metrics from paid search campaigns
- Client business objectives
- Monthly search volumes
- Google SERPs
- Current rankings
- Keyword competitiveness

### Campaign Analysis

Apogee's SEO management team provides the following campaign analysis reports to all SEO clients:

- SEO Best Practices Report
- Recommended Keywords Report
- Website Analysis
- Competitive Analysis
- Link Audit Analysis

### Link Building

#### Importance of External Links:

External linking is the primary factor determining a site's natural ranking on Google. Few SEO campaigns will be successful without on-going link building efforts. The effectiveness of an external link building program is determined by:

- Quantity of external links
- Quality of linking websites
- Relevance of linking websites
- Format of external links

#### Link Building Services:

Apogee staffs a team of link building specialists, who meet monthly quotas of new link submissions based on each SEO client's selected service level. Monthly link building goals typically include a mix of link types as defined in the client's Link Audit Analysis.

### On-Page Optimization

#### On-Page Recommendations:

Based on predetermined target keywords, on-page recommendations will include suggested revisions to:

- Title tags
- Page copy
- Site maps
- Alt tags
- Style tags
- Navigation
- Meta tags

In addition, Apogee consults with clients on avoiding and remedying web development practices that are not conducive to on and off-page optimization, including the use of frames, flash, scripting, dynamic page content, and other web development techniques.

"Being in the loan refinancing space, our target keywords are highly competitive. Before Apogee Search's SEO campaign, we were stuck on the third page of Google for our most important keyword. Thanks to their efforts we're now ranked number one!"

-Brian Jones  
VP of Operations  
rateGenius

## ABOUT APOGEE SEARCH

Based in Austin, TX, Apogee Search has provided quality search engine marketing management services since 2001, generating hundreds of millions in revenue for its B2B and B2C clients. Apogee has been certified as an AdWords Qualified Company and is a Circle Member of SEMPO, the search marketing industry's largest professional association. Apogee's CEO, Bill Leake, a former McKinsey & Co. Consultant, has been cited as a search marketing expert by the Washington Post, New York Times, CNBC's Squawk Box, and MediaPost among others.