SEARCH ENGINE MARKETING

Search Engine Marketing (SEM) refers to sponsored ads that appear on search engines such as Google and Bing. Advertisers pay in order to show up for keywords that are relevant to their business. SEM is highly measurable and offers the ability to implement call tracking and conversion tracking to help you understand the key performance metrics associated with your campaign.

KEY FEATURES/BENEFITS

- **Google Premier Partner**
  As a Google Premier Partner, we set up, manage, and optimize every campaign according to proven best practices, ensuring your specific goals are met - whether it’s quality traffic, phone calls, conversions, or other metrics.

- **People searching for something they need are often ready to make a purchase decision.**

- **SEM ads dominate mobile which are estimated to receive up to 70% of all search volume.**

EXAMPLE

Starbucks wants to drive people who search for coffee, pastries, or breakfast food to their website. Using SEM, we can ensure their website is showing up at the top of the paid search engine results for specific keywords and queries that we collaborate with them on.