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# SEARCH MARKETING SERVICES

## Can Your Prospects Find You?

Search Engine Marketing (SEM) is a pillar of online marketing and should be a top consideration for every website and online marketing strategy. Your position in search engine results, whether paid or natural, will make the difference in whether a prospect buys from you or your competitor. Let's make sure they find you.

**Don't leave buyers behind. Reach prospects at the moment of relevance.**

Penton Search Marketing solutions include Search Engine Optimization (SEO) and Pay-Per-Click Marketing (PPC). While both marketing practices help elevate your company or product in search engine results pages, each has a very unique set of benefits, strategies, processes and results. When used together, valuable performance data can be shared across the two tactics to make each program more effective than when running independently.

**Search Engine Optimization (SEO):**

Penton's SEO programs are based upon the most effective optimization techniques to improve your natural search engine rankings and drive more qualified visitors to your website. We focus on program-specific, high-volume keywords to help push your natural website rankings to the top of search engine results pages over time. We provide detailed reporting and analysis of your search engine results, website performance, and strategic guidance for improvements.

**Paid Search Marketing (PPC):**

Penton's PPC programs deliver results. We build comprehensive campaigns, closely manage spending and regularly analyze click-through and site activity to maximize campaign goals and key performance indicators (KPIs). We provide you with robust reporting to continuously measure success and inform strategies and campaign optimization.

	SEO	PPC
WHEN TO CONSIDER	To improve your natural search engine rankings	Launching a new product or service
	Launching new website	To boost traffic quickly
	Adding new content to your website	Improve conversion rates and other online goals
MARKETING BENEFITS	Prominent brand placement across search results pages over time	Position your brand in search engines ASAP
	Increase in qualified traffic to your website	Increase qualified traffic to your website and promotional areas
	Improve results ranking against competition on industry-specific keywords	Boost leads and sales immediately
UNIQUE DIFFERENCES	Results are gained over time	Immediate traffic and conversion results
	No cost for click	Pay for click
	Keyword targeting is based on highly relevant terms that provide the most volume	Keyword targeting is based on terms that provide the most ROI
	Highly measurable	Highly measurable

Contact your sales representative or Penton Marketing Services directly for more information.

# SEARCH ENGINE OPTIMIZATION PACKAGES

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#### Capabilities:

- Strategy
- Research
- Copywriting
- Creative
- Turnkey Content

#### Enhance your SEO efforts with these related products:

- Content
- White Papers
- Social Media
- Video

Have you achieved the highest possible position in natural search engine results on keywords related to your products? To be successful, search engine optimization programs require continuous vigilance, analysis and responsiveness to changing patterns in user search behavior, search engine algorithms and best practices for website architecture.

## SEO Audit and Benchmark Report

This introductory product delivers a one-time analysis of your site, the competition and a selection of top performing keywords. The audit report includes recommendations for improving your natural search position on top keywords.

- Client site audit: Analysis of site architecture with suggestions to make client site more search engine friendly, how to improve crawlability and recommendations to optimize for top keywords
- Keyword research: Analysis of top 10 keywords for your product or services
- Benchmark report: Includes benchmark comparison of up to 3 competitors
- Includes 60 minute web conference consulting session with an SEO expert.

## SEO Packages:

Our SEO Packages provide you with in-depth reporting, link submissions, site review and keyword strategy development, providing you with the knowledge and expertise to advance your search engine ranking and overall site performance.

Our advanced SEO package includes a one-time eListening audit, providing you with invaluable insight into conversations and keywords your audience is using when commenting on your company across the Social Media marketplace.

	BASIC	ADVANCED
■ Keyword research and strategy development	X	X
■ Finalized Keyword optimization selection, consisting of up to 10 core keyword and up to 30 relevant keyword clusters	X	X
■ Internal site review on site architecture and crawlability	X	X
■ 100 unique link submissions per month	X	X
■ Initial Benchmark report development	3 Competitors	5 Competitors
■ Monthly SEO reporting	X	X
■ On-page content edits	3 per month	4 per month
■ XML sitemap and Robots.TXT file creation and submission to engines	X	X
■ Monthly reports include a consulting session with an SEO expert	X	X
■ One-time eListening audit and benchmark study, covering 3 topic areas and 3 competitors		X

Six month commitment.

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# PAID SEARCH MARKETING PACKAGES

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Pay-Per-Click (PPC) marketing remains the number one online lead generation marketing tactic, allowing companies to reach targeted audiences effectively. Our full service paid search marketing programs include campaign build and management services that closely manage spending and regularly analyze activity to maximize marketing goals.

## Pay-Per-Click Packages

Our paid search marketing campaigns begin with campaign setup and move into a monthly management and optimization schedule. The PPC packages and management fees are tiered, and based on the amount of overall monthly advertising spend.

<ul style="list-style-type: none"> <li>■ PPC account setup with major search engines</li> <li>■ <b>Keyword research:</b> analysis of all relevant industry, product or service related terms</li> <li>■ <b>PPC campaign build:</b> campaigns are designed for the most efficient and cost-effective advertising possible</li> <li>■ <b>Ad copy creation:</b> all PPC advertisements are created with company and brand messaging in mind, and are targeted specifically towards the campaign search terms</li> <li>■ <b>Basic tracking setup:</b> in conjunction with client IT teams, our custom Analytics Team will ensure that all PPC campaign traffic and desired conversions can be tracked at the client's site</li> <li>■ <b>Campaign management and optimization:</b> Penton's Paid-Search Marketing team monitors and optimizes all PPC campaigns on a daily basis</li> <li>■ <b>Reporting:</b> all campaign reports are provided on a weekly and monthly basis, and include strategy adjustment updates</li> </ul>	<ul style="list-style-type: none"> <li>■ PPC pricing includes a start-up fee, plus per month charges based on client's PPC advertising spend.</li> <li>■ 3 month minimum (1 month set-up + 2 months program management)</li> </ul>
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## Search Marketing Packages: SEO & PPC

Penton's Search Engine Marketing program is designed to help attain immediate search engine traction and results through paid-search advertising (PPC), while garnering lasting value by achieving higher natural search engine (SEO) rankings around keywords that are core to your business.

MONTH	SEO COMPONENTS	PPC COMPONENTS
1	SEO Audit, including: <ul style="list-style-type: none"> <li>- Keyword Research and Development in conjunction with PPC campaign research</li> <li>- Site review on architecture and crawlability</li> <li>- SEO documentation and engine registration</li> <li>- Initial Benchmark report development</li> </ul>	<ul style="list-style-type: none"> <li>- PPC account setup with major search engines</li> <li>- Keyword Research and Development in conjunction with SEO campaign research</li> <li>- PPC campaign development and upload</li> <li>- PPC Ad copy creation</li> <li>- Basic analytics and campaign tracking setup</li> </ul>
2	<ul style="list-style-type: none"> <li>- Website submissions to top engines</li> <li>- On-page content edits</li> <li>- Inbound Link development</li> <li>- Monthly SERP reporting</li> </ul>	<ul style="list-style-type: none"> <li>- Campaign launch and kickoff</li> <li>- Management of PPC advertising spend</li> <li>- Ongoing account optimization</li> <li>- Weekly and monthly performance reporting</li> </ul>
3	<ul style="list-style-type: none"> <li>- On-page content edits</li> <li>- Inbound Link development</li> <li>- Monthly SERP reporting</li> </ul>	<ul style="list-style-type: none"> <li>- Management of PPC advertising spend</li> <li>- Ongoing account optimization</li> <li>- Weekly and monthly performance reporting</li> </ul>

3 month minimum. Includes management of PPC advertising spend up to \$25,000 per month.

Learn more: [PentonMarketingServices.com](http://PentonMarketingServices.com) ■ 800.553.1945