

How do customers find businesses online?

SEO

Search Engine Optimization (SEO) or "Organic Traffic"

Search Ranking ~ **SEO** is work performed on a website that will ensure that it shows up when people look for it in the major search engines. There are many things that improve a website's rank like keywords, links to the site, content and coding.

SEM

Search Engine Marketing (SEM) or "Paid Advertising"

Instant Traffic ~ **SEM** is a very fast and measurable way to generate traffic to a website using online ads. When someone searches on Google, Yahoo, or Bing, advertisements show up for a product or service highly relevant to that search term.

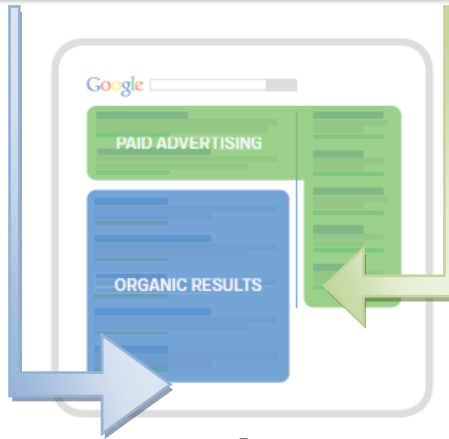
Social

Social Media (Web 2.0) or "User-Generated Communication"

Share a Story ~ **Social Media** is a way to promote content and engage with customers. This is a communication channel that builds trust and loyalty around your brand. It includes blogging, forum posts, and the websites listed below.

People Want to Hear Your Story!

89% of people in the US search online for products and services before they make a purchase.



20% of the total search engine traffic is from completely unique terms that have never been searched before!

Top US Websites	Visit Share
Google	9%
Facebook	9%
YouTube	3%
Yahoo	3%
Bing	1.50%
Wikipedia	<1%
Amazon	<1%
LinkedIn	<1%
Twitter	<1%

Invest 🕒 & 💰

- ✓ Long Term Results
- ✓ Improve Website Usability
- ✓ Steal Competitors' Traffic
- ✓ Cost Effective

Invest 💰

- ✓ Fast Results
- ✓ Spot New Trends
- ✓ Measurable Traffic
- ✓ High Commercial Intent

Invest 🕒

- ✓ Customer Feedback
- ✓ Builds the Brand
- ✓ Networking
- ✓ Customer Service

How can you get started?

SEO

seomoz.org/beginners-guide-to-seo

SEM

support.google.com/adwords

SOCIAL

facebook.com/business/overview

Is your website helping you reach your goals?

We understand that you don't have time for all of this yourself, give us a shout if you would like some help.

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**Stats from Google, eConsultancy and Alexa*