

# SEARCH ENGINE MARKETING

## What is Search Engine Marketing?

Almost half of all online traffic comes from search engines; primarily Google and Bing. Searching audiences are likely already engaged and in the buying cycle.

Search engine optimization (SEO) and pay-per-click (PPC) marketing are two strategies used to help ensure a website appears on a search engine's results page (SERPs). Search engine marketing (SEM) is the combination of both of these marketing strategies, and a low-hanging fruit approach to bringing in qualified leads and conversions.



## Q1Media's SEM Experts Help You Bid on the Right Keywords.



### Get Expert Guidance and Regular Reporting

Each campaign receives a dedicated SEM expert, daily optimizations, as well as both weekly and monthly reports.



### Optimize with the Best Tools in the Industry

Q1Media includes Call Rail, call tracking, and online conversion tracking for all campaigns to maximize conversion performance and optimize toward a lead-based KPI.



### Hyper-Target your Audience

We combine SEM with our geo-targeting services to ensure your campaign stays adaptable.

Visit us at [Q1Media.com](http://Q1Media.com)

## Winning the Bid with PPC Marketing

Whenever a search is performed, organic results appear along with ads based on relevant keywords. Advertisers bid on keywords in order to win that ad space.

Bids are pay-per-click. The price of a bid will vary, but bid and campaign spending limits help keep costs predictable.

## Partnered with the #1 Search Engine



Google Ads



# SEARCH ENGINE MARKETING

## Successful SEM: Structure, Accuracy, and Adaptability

Start with a campaign structured for success.

 Identify your ideal client and how they interact at different points along the sales funnel.

 Conduct competitor analysis: identify your competitors, their keywords, content, and locations.

 Consider grouping similar products, alike services, or drawing a polygon to geo-target specific locations.



Accurately identify which keywords to bid on.

 Become clear on your customer's pain point and how your business's expertise interacts with it.

 Demographic info, location targeting, a brand's unique selling point (USP), and competitor analysis help identify keywords to competitively bid on.

## PPC Ad Content Best Practices

### PPC Ad Headlines

- "Keyword+ Unique Selling Point" is a good formula to use.
- Character limit: 1-3 lines, 30 characters each (w/spaces)
- Do not copy from competitors.

### PPC Ad Landing Page URL

- Keep the URL clean, short (<15 characters}, and easy to read.
- Include your keyword if possible.

### PPC Ad Description

- Character limit: 2 lines, 90 characters each (w/spaces)
- Include keyword and utilize call to actions or specials.
- Highlight the benefits of your service or product.