

## ***About Search Engine Marketing/Pay-Per-Click***

A common mistake made by many companies is entering the SEM/PPC marketplace with little or no experience. Unaware of the complicating factors that need to be addressed in order to obtain the most targeted traffic for their business, they waste money and are unable to achieve their marketing goals.

Whether it is through Search Engine Marketing, Pay-Per-Click or Search Engine Optimization, Absolute Customer Solutions has the knowledge and the resources to provide you with a successful marketing campaign. When managed properly, Pay-Per-Click can extend a company's reach to a more targeted source of clientele than ever before.

In order to compete in today's growing online market share, Pay-Per-Click advertising has become a necessity. Being able to effectively and efficiently implement your online advertising campaign will differentiate the market share winners from the losers. No matter the size of the business, Pay-Per-Click advertising has leveled the playing field in all markets. Our Pay-Per-Click advertising expertise will help you more effectively utilize online advertising and bring your business to the next level.

## **Daily Management Operations of Search Engine Marketing/Pay-Per-Click**

Absolute Customer Solutions is an all in one SEM/PPC management company, offering the most cost effective service. What does this entail? Below is a brief breakdown of some of the many services we offer. It should be noted that we also provide custom tailored campaigns that are not shown below.

### **Daily operations of all Pay-Per-Click Management within all search engines:**

- **Keyword Building/Expansion:** Departmental teams consult with each other, in conjunction with the client to produce thousands of specific targeted keywords for any audience.
- **SEM/PPC Bid Management:** On a daily level, it is a necessity to stay on top of changes that will affect your campaign performance.
- **Custom Ad Copy:** Continuous Split Testing of ads to assure maximum ROI.
- **Landing page:** consulting and implementation, split testing: Having the visitor be redirected to specific correlating pages within your website so as to be consistent with their search inquiry.
- **Custom Banners:** for Content Campaigns. These banner campaigns are used on content related sites who have partnered with Google.

- **Return on Investment Analysis:** The most crucial aspect of your entire marketing experience is this analysis. Are you making money? Is there Cash Flow? We calculate this out for you!
- **SEM/PPC Lead Generation:** Many of our clients are looking for quality leads that can be turned into profitable returns.
- **Time Zone and Geographic Campaigns:** Are you looking to market in a certain region of the world? If so, we can pinpoint campaigns down to certain regions of a state.
- **Pre Campaign Data Analysis:** Allows you to see what performance changes have been achieved once we come on board.
- **Competition Analysis:** An assessment of the strengths and weaknesses of current and potential competitors. This provides both an offensive and defensive strategic context through which to identify opportunities and threats

## **Solutions for business!**

Connect with customers searching for what you sell. You can reach 3 of 5 people on earth thru SEM/PPC advertising! We can market your business thru 12 or more of the world's largest search engines. We can set your campaign to market in several countries, languages, currencies and various time zones.

## **Below is partial list of some of the countries we can market your business in:**

US - UK - Austria - Australia - Belgium - Brazil - Canada - China - Denmark - Finland - France - Germany - Hong Kong - India Indonesia - Ireland - Italy - Japan - Latin America - Malaysia - Mexico - Netherlands - New Zealand - Norway - Singapore - Philippines South - Africa - Spain - Sweden - Switzerland - Taiwan - Thailand - Turkey

**\*Others please inquire**

## **Search Engines**



**Google AdWords™** - A performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner web sites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.



- **Yahoo! Sponsored Search** - Advertise your business in search results on Yahoo! and other popular sites. You can put your business in front of potential customers at the precise moment they're searching for what you sell.



- **Microsoft Ad Center** - MSN attracts more than 380 million unique users worldwide per month. With localized versions available globally in 40 markets and 20 languages, MSN is a world leader in delivering Web services to consumers and digital marketing solutions to businesses worldwide. One of the most useful and innovative online services today, MSN brings consumers what they need from the Web to make their time online rewarding.



- **Miva** - is a pioneer in performance advertising, launching pay per click in 1999 & the first to offer pay per call in 2004. Miva currently offers pay per click advertising in United States, United Kingdom, France, Spain, Sweden, Norway and Denmark. Pay per call advertising is available in the United States only.



- **Baidu.com, Inc.** - is the leading Chinese language Internet search provider. As a technology-based media company, Baidu aims to provide the best way for people to find information. In addition to serving individual Internet search users, Baidu provides an effective platform for businesses to reach potential customers.



- **Mirago** - provides search engine results for (11) eleven European Countries as well as regional search, geo-targeted & organic indexing products.



- **Yandex** - is the largest resource and largest search engine in Russian Internet, based on the audience size and internet penetration. Although services like google and Yahoo! are also used by Russian users and have Russian-language interfaces, Google has about 22.6% of search engine generated traffic, whereas Russian sites (including Yandex) have around 56.9% in the Russian market.

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