

Search Marketing Services

Search Marketing Services deliver value by connecting search efforts with measurable revenue impact.

Standard Search Engine Marketing (SEM) methodologies focus on increasing website traffic, baseline assessments and ambiguous reporting. What genuine value does that bring to your business?



How can you better allocate your marketing budget to tactics that really work? The Pedowitz Group's unique search expertise will give you clear insight into which marketing campaigns are converting into sales opportunities and revenue.

Our proficiency in marketing automation, custom reports and the latest search tools will help you drive sales pipeline and revenue in a more targeted way.

We offer either a basic or advanced analysis of your current Search Engine Marketing, Search Engine Optimization, Pay-Per-Click and Social Media strategy to determine what you're doing well and what needs improvement. We can help you avoid the one-size-fits-all, cookie cutter approach to inbound marketing that almost all other search agencies utilize.



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The Revenue Marketing Agency™

Key Benefits & Deliverables

- Convert search traffic into tangible revenue results.
- Accurately track the ROI of inbound marketing efforts.
- Keep up to date with SEO algorithms, regulations and best practices.
- Generate higher quality sales leads.

GET STARTED!

Search Marketing Services

What makes our Search Marketing Services different?

The Pedowitz Group provides value above and beyond that of a typical search marketing agency. We provide actionable insights that tie search marketing directly to revenue.

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With our deep analysis, you'll get a complete picture of the following, along with a set of recommendations for improvement.

- Who are your customers and what are they searching for on the Internet?
- What pieces of content are potential customers responding to and sharing the most?
- Which devices are your customers using to connect and share your content?
- How long between a customer's first interaction and a conversion on your website?
- Which specific keywords or campaigns led to an opportunity?
- How to better allocate your marketing budget?



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Key Factors to Consider

- Google implemented over 36 major modifications to their search algorithm last year.
- Major changes in search marketing last year caused companies to lose over 50% of their search traffic.
- The Mobile Marketing and Social Media markets are exploding right now – search is a vital component.

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Our Search Marketing Services include the following features:

SEO Offerings

- Detailed Content Strategy (On-page & Off-page)
- Google+ (Authorship for Content plus Business)
- Competitor Monitoring & Reporting
- Detailed Google Analytics (Set Up Tracking, Goals & Events)
- Detailed Monthly Report of Keyword Traffic, Top Performing Pages & Content
- Remarketing Lists Coordinated

SEM Offerings

Basic Services

- Current Traffic Assessment
- Keyword Research
- Organic & Paid Competitors
- Website Crawl Issues
- Content Issues
- Image & Link Issues
- PPC & Conversion Analysis

Advanced Services

- Organic & Paid Competitors
- Search Engine Share
- PPC Analysis (Goals, Remarketing Lists, Display Network, etc.)
- Detailed Roadmap
- Suggestions on Remarketing
- Email Campaign Improvements
- Social Media Summary & Suggestions (YouTube, Facebook, Twitter, etc.)
- Google+ & Authorship

PPC Offerings

- Adwords Ad Creation
- Display Marketing
- Conversion Tracking
- Link with Google Analytics
- Competitors Keyword Lists
- Monthly Reporting

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