

## Your Customized Local Search Marketing Solution

Steady growth comes down to traffic; more people on your website and in the door will give you a **greater opportunity for increased sales**. That's exactly what search marketing does.

Putting your business on a path to success starts with a well-planned and well-implemented search marketing strategy. Before you're a client we'll do an **in-depth analysis** of your business to determine your specific needs. To start we'll develop **three custom marketing directions** for you to choose from.

When you decide on the direction that's right for you your dedicated account manager will help **evaluate your digital marketing needs**, tailoring and implementing your plan according to your goals on an ongoing basis.

Our **team of certified analysts** uses their knowledge of Google, Bing, and Yahoo! to support your account manager in developing your strategy. Our unique ability to create plans that **effectively manage costs, deliver in-depth tracking, and produce consistent results** will provide value to your business.

**It's no longer enough just to be good at what you do; you need to get found by customers.**



### Is your business reaching its full potential?

Contact us today and take the first step towards building a custom local search solution that gets results.

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**netbiz**  
LOCAL  
AUTHORIZED RESELLER



## Grow Your Business

with

Local Search

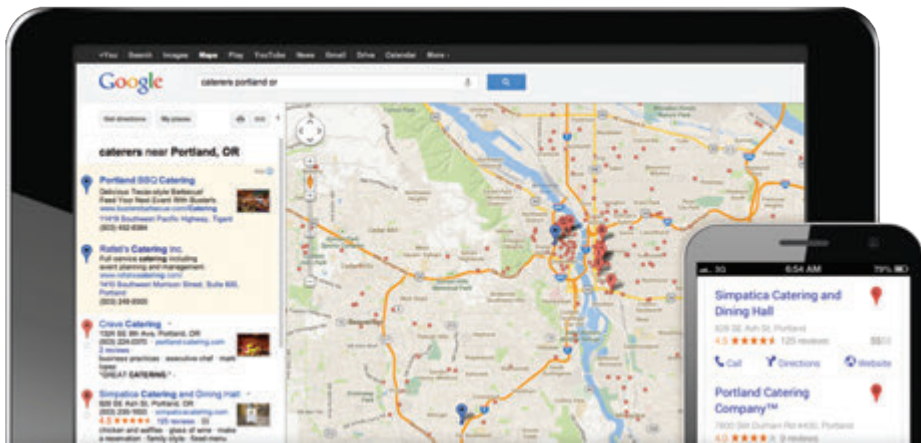


**Get found.** Search engines are where people find businesses; if you're not there, you're losing potential customers.

**Get customers.** Consumers are interested in what you do; we make it easier for your business and potential customers to find each other.

**Get results.** Our goal is to help you make an investment that maximizes your impact, attracts new customers, and puts you ahead of your competition.





## Get ahead of local competition with Local Search Optimization

Establishing yourself as the local expert in your industry is a great way to grow your business online. Appearing on local search and local maps organically can provide a **substantial boost to your traffic** on your site and to your storefront. Investing in an LSO strategy allows you to **save money** by reaching local customers more efficiently on a larger scale. The **enhanced reach and efficiency** gained by LSO is a valuable addition to your company's online marketing strategy.



## Become an industry leader with Search Engine Optimization

A clear understanding of your goals and the needs of your core customers is necessary to transform your website into a leading resource for consumers. With this knowledge an SEO strategy can be used to **maximize the effectiveness of your website** by developing unique content, an intuitive site structure, and an attractive design. The addition of an organic search strategy can substantially **decrease the cost of acquiring new customers** and increase the cost efficiency of your advertising campaigns.

“ Nearly 77% of those who conducted a local search on either a mobile phone or tablet went on to make a purchase either in-store, online or via the phone. ”

## Improve your performance with Display Advertising

Online competition for local businesses is fierce. Search advertising is a great way to **increase your company's exposure** and **gain new business**, and display advertising helps complement those efforts. Ideally every click would translate into a new customer, but that's not realistic. **Display Remarketing** is an affordable addition to your marketing strategy that can help you improve the performance of your search campaign and **increase your overall ROI**.

▶ **Watch a Short Video** illustrating how display remarketing can work for you: [www.netbiz.com/search-marketing](http://www.netbiz.com/search-marketing)



# Search Marketing

## Get Found. Get Customers. Get Results.

### Reach new customers with Search Advertising

If a consumer doesn't find your business, they'll find another. **Google, Bing, and Yahoo!** are trusted brands; these search engines are how people find businesses.



Reaching new customers can be difficult; **search advertising** is an attractive option for solving this challenge. Understanding that people search for your offering online and with their **mobile** devices is the first step to **getting your business found**. With immediate results tracking and flexible budget planning we'll help you achieve your most profitable strategy.



**Get started today! →**