

SEARCH ENGINE OPTIMIZATION

Reach the audiences that matter most to your business. More than 170 million people use the Internet in the United States. Search engine marketing campaigns allow you to effectively target customers searching for products and services that you offer.

PAGE 1 VALUE

3 out of 4 users never scroll past the **first page** of Google.



Getting to page 1 is one thing. Staying there is another. SEO is a **long-term, ongoing** process. In most cases, our clients' keyword rankings improve within the first **6-8 weeks** of our campaign. Variables that affect rankings include: Google, your competition, the quality of your site content, and more.

CONTENT IS KING

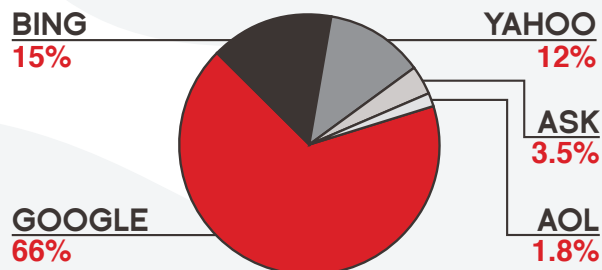
Companies that blog have over 4X more indexed pages in Google than companies that don't blog.



COMPANIES THAT DON'T BLOG

COMPANIES THAT BLOG

MARKET SHARE



Statistics based on 2012 data.

THE VALUE OF SEARCH

1. Better Matching

Search helps individuals, consumers and companies find information that matches or is relevant to their specific need(s).

2. Time Saved

Search speeds up the process of finding information.

3. Raised Awareness

Search allows for the building of brand awareness.

4. Price Transparency

Search allows consumers to easily compare pricing for similar products or services.

5. Long-Tail Offerings

Search provides businesses and organizations the opportunity to target specific searches, increasing the likelihood of converting consumers with specific requests.

6. People Matching

Search allows users to find the right person.

7. Problem Solving

Search catalyzes problem solving.

8. New Business Models

New companies have built business models around search engines to benefit their target market.

9. Entertainment

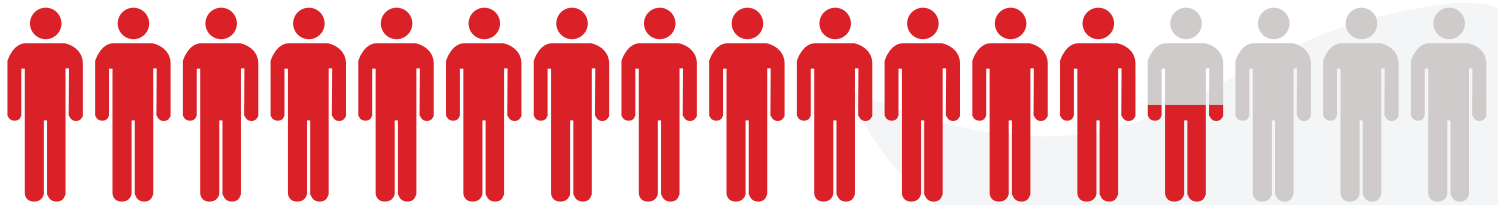
Search makes it easy to find entertainment - YouTube, Hulu, etc.

PAY PER CLICK

The qualified professionals at Clix are experienced and proficient in creating AdWords campaigns for businesses (from small to large), so they can save you time and resources by managing your campaign for you!

REACH

Google's search network reaches 80% of the 170 million users who use the internet in the United States.



Each person represents 100 million internet users

ADWORDS ALLOWS YOU TO:

1. Target by Location

Target potential customers by neighborhood, city, state, or country.

2. Target by Language

Target specific languages (38 total languages spanning 250 countries).

3. Reach Potential Customers

Show ads to potential customers when they're actively searching for what businesses like yours have to offer.

4. Capture more people

Capture the percentage of users who find relevant results via sponsored ads as opposed to just organic results.

5. Compete in Your Industry

Compete against other brands within your industry that are leveraging PPC.

6. Increase Brand Awareness

A presence at the top of page 1 in Google, Bing and Yahoo can build brand awareness.

7. Track ROI

Track your online marketing investment (ROI).

8. Control Costs

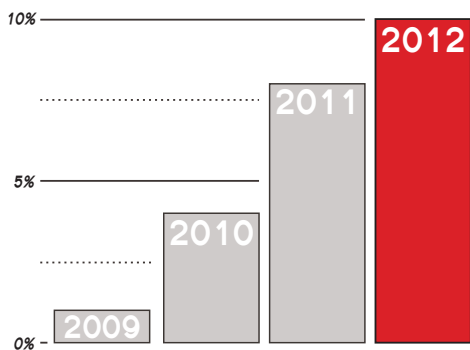
Control your costs. Your account can be turned on and off at any time - simple as that!

MOBILE

Mobile devices have become a staple in everyday life around the world. Now more than ever, it is essential that websites be optimized for mobile devices. Mobile optimization generates more traffic, increases sales, boosts customer engagement, and ultimately gives you an edge over your competition.

TRAFFIC

Mobile traffic is rapidly growing. In 2012, 10% of internet traffic was mobile, up from 1% in 2009.



FREQUENCY

2 out of 3 mobile users access the web from their mobile device at least once per day.



SALES

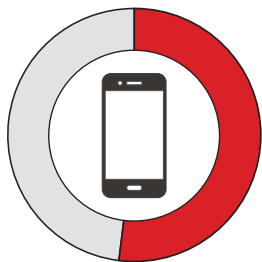
Optimizing for mobile can also affect your bottom line. 35% of mobile users report purchasing a product from a mobile device.

If your site isn't optimized for mobile devices, shoppers will go elsewhere.

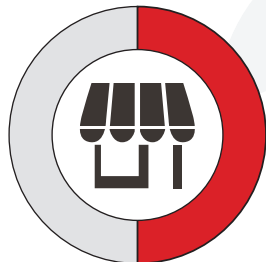


LOCAL

Mobile optimization is especially important for local websites. After searching for local information on a mobile device:



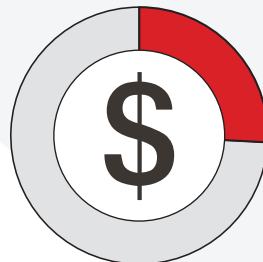
52% of users called the business or service.



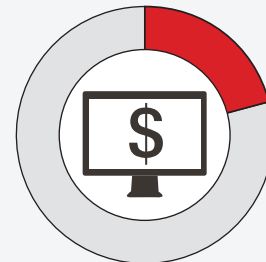
50% of users visited the business.



48% of users visited the business or service website.



26% of users made a purchase in-store.



21% of users made a purchase online.

SOCIAL MEDIA

Social media is becoming an increasingly important part of any business's marketing plan. What could once be accomplished by a website now needs to be supplemented by a robust utilization of social media. No longer viewed as a trend or fad, having a well-managed social media presence is a must.

TIME

Social media accounts for 18% of all time spent online.



FACEBOOK

Facebook drives 26% of referral traffic to business websites.

1 in 5 Facebook users has made a purchase because of Facebook ads or comments.



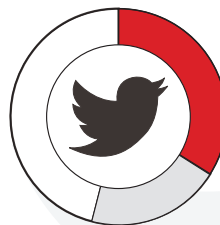
PINTEREST

21% of Pinterest users have purchased an item after seeing it on Pinterest.

Pinterest generates more referral traffic than Google+, YouTube, and LinkedIn combined.



TWITTER



34% of marketers have generated leads using Twitter and 20% have closed deals using Twitter.

GOOGLE +

Websites using the +1 button increase page traffic by 350%.



COMPANIES THAT DON'T +1

COMPANIES THAT +1

LINKEDIN

LinkedIn has 187 million members. 4 out of 5 of those members drive business decisions.



REPORTS

Analysis and reporting are integral components of search engine optimization. To make sure you are aware of your online marketing progress, Clix continually updates you throughout your campaign.

WHAT

Clix sends dozens of reports during your campaign. You can see a detailed outline of each report and a calendar on the next page.

WHEN

Monthly reports are sent out within the first 3 days of the new month. For example, if you started SEO and/or PPC with Clix in January, your monthly report(s) would arrive between February 1st and 3rd.

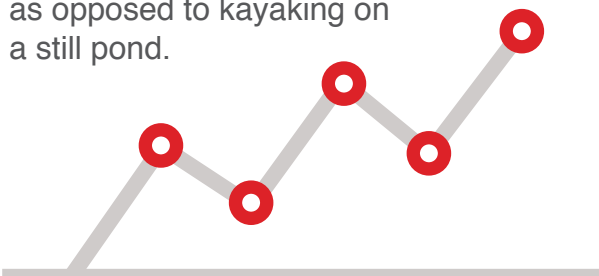


WHERE

All reports will be emailed to you personally and backed up in the 'Files' tab of your Clix Dashboard (pm.clixfuel.com). If you have questions regarding your report, message us on your Clix dashboard! We like to respond quickly, so expect to hear from us the same business day or the next day (depending upon the time you message us).

SEO IS NOT LINEAR

Please Note: Progress in regards to SEO is not linear. There are too many third parties (competitors and search engines) that cause change. In a competitive industry, search marketing is more like sailing through rough waves as opposed to kayaking on a still pond.



SEO DOESN'T STOP

All of the progress we make is a result of the on-page and off-page work we have done to improve your rankings. Once you stop, your competitors will continue to work on their SEO and most likely phase your website out of the positions you worked so hard to achieve.



REPORTS TIMELINE

To cover all of the trends in your online marketing efforts, Clix sends you several reports throughout your campaign. Here is an outline and schedule of the SEO reports Clix will be sending you:



Baseline Report

When you sign on with Clix, you will receive your Baseline report, an overview of your current online marketing position. The baseline report consists of a ***Keyword Rankings Report** and an ***Unbranded Organic Traffic Report**.



Standard Monthly Reports

Standard monthly reports include your **Keyword Rankings Report**, your **Unbranded Organic Traffic Report**, and if you are having Clix manage your PPC campaign(s), your **Paid Search Clicks Report**.

*Keyword Rankings Report

This report contains the current Google & Bing rankings for the keywords that we will be targeting during your SEO campaign.

*Unbranded Organic Traffic Report

In this report, we filter out visitors who found your website via a search containing your name or company's name. This way, we're able to strictly measure traffic growth related to the improvement of your keyword rankings.



Trend Report

In months 3 and 9, we send a trend report showing the tendency of your online marketing efforts. Our goal is to make sure things are constantly improving. Is unbranded organic traffic growth climbing? Are your keyword rankings improving?



6 and 12 Month Review

By 6 months, we have accrued enough data to confidently compare the first 3 months to the second 3 months of your campaign. We will gain a better understanding of how the keywords we have targeted during the previous 6 months have impacted your unbranded organic traffic growth.

At 12 months we will compare the first 6 months to the second 6 months of your campaign. We use this report as a KPI for overall progress. Over the course of a year, SEO can change a lot. Our goal is to see how we have positively impacted your website's unbranded organic traffic growth.

**6 and 12 Month reports do not account for seasonality.*

Sign On



Months 1 and 2



Month 3



Months 4 and 5



Month 6



Months 7 and 8



Month 9



Months 10 and 11



Month 12

