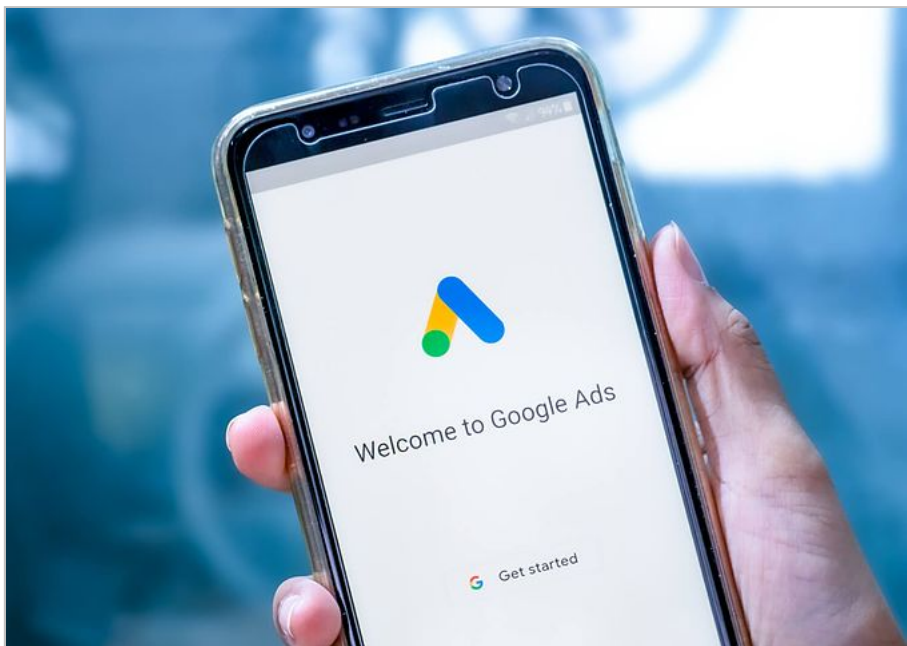
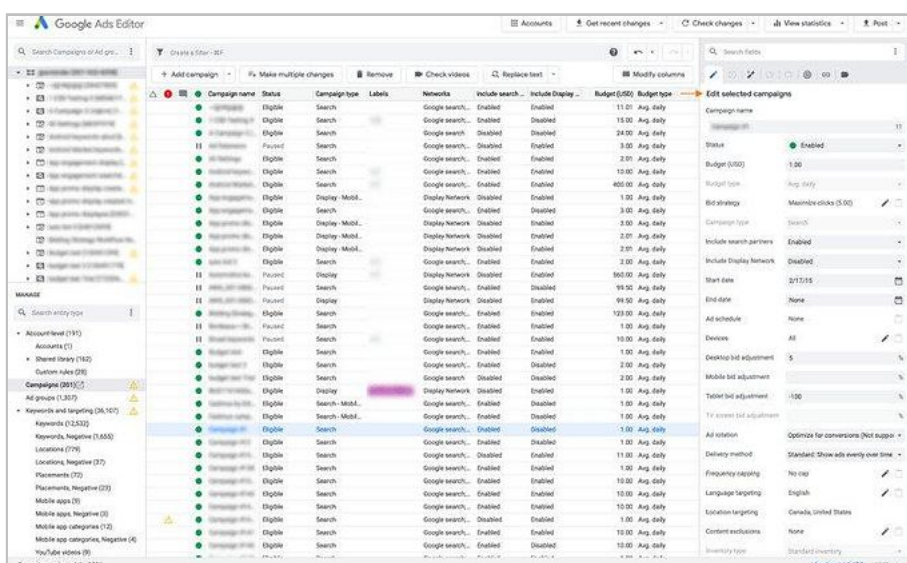




SEARCH ENGINE MARKETING



When a person types something in Google or Bing, they have pretty clear intent. Search Engine Marketing (SEM) allows you to capitalise on this intent, placing paid search ads in the results page of a search engine, right where a consumer can find them.

We build connections with the consumers who are most valuable to you. By using tightly focused campaigns, we reach quality traffic and avoid wasted clicks (and wasted budget). Our goal is to drive as many conversions as possible using Google Ads (formerly AdWords), Bing Ads, and other SEM platforms.

Whether you already have an SEM program in place or are just getting started, our team will develop and execute strategies that work for you.

Services Include

- Conversion Focused Performance
- Ad Copy Creation and Testing
- Campaign Setup and Management
- Custom Performance Reporting
- Demographic Targeting
- Bid Optimisation
- Planning and Strategy
- Keyword Research and Targeting