

net-Visibility™

Get Targeted Traffic to Your Site - Fast, Easy & Affordably

Search marketing (SM) remains one of the most cost-effective ways to drive your target audience to your web site. As search engine ranking becomes more sophisticated and competitive, guesswork and do-it-yourself approaches waste time and money. You need a professional search marketing program which can be characterized by their consideration of the following:

- Search Marketing Channel Strategy
- Overall Marketing Mix
- Competitive Analysis
- Definition of the Target Audience
- Your Unique Selling Proposition
- Web Site Content and Usability
- Keyword Data Mining
- Keyword Effectiveness (KEI)
- Meta Tag Strategy
- Page Optimization
- Search Engine Submission
- Pay-per-Click Campaigns
- Web Analytics
- Program Maintenance

With over 10 years of experience in search marketing, NetLiance brings all of these aspects together with the know-how and tools to get your site the traffic it needs so you can compete effectively in today's world.

net-Visibility Basic

For web sites with a single focus or minimal competition

- Analysis of web site for keyword selection
- Analysis of competitor web sites for keywords
- Develop 1 set of optimized meta tags
- Update meta tags on up to 10 web pages
- Compose high-impact ads for PPC
- PPC keyword, bidding and ad writing
- Intelligent site submission
- Urchin Web Analytics/Traffic Analysis
- Other options

Program Maintenance

Boost positioning and traffic

- Apply the latest trends
- Pay-Per-Click monitoring and management
- Periodic review and refinement

net-Visibility Comprehensive

For web sites needing the full potential of Search Marketing

- Project Evaluation & Consultative Review
- Web Site Evaluation
- Log File Analysis
- Competitive Web Site Evaluation
- Keyword Worksheet & Client Interview
- Expert Keyword Research and Data Mining
- Report Recommendations & Projected Costs
- Other options

Visitor & Traffic Analysis

Measure and Improve

- Urchin web analytics & visualization tools
- Consultative analysis available
- Scalable, customizable



net-Visibility™
Search Marketing Services

Fast, Easy, Cost-Effective

Start Now!

For more information, visit <http://www.net-Visibility.com>

To get started today, call 1-877-459-6709

