



Search Engine Marketing



Driving search traffic to your website through text-based ads triggered by bidding on keyword phrases relevant to your target audience.

We do SEM for:

- Service Companies
- Retail Companies
- Online Retailers
- Trade Associations
- Philanthropies
- Political Campaigns
- Issue Campaigns



Step 1: Kick off consultation to identify your needs and business objectives.

Step 2: We setup your Google Ads account, develop keyword lists, and targeting parameters to serve Ads to your core audience.

Step 3: We develop Ad copy that will trigger when your target audience searches using keywords that pertain to your competitors, industry, or issue.

Step 4: Once approved we launch the campaign via the Google Ads platform and monitor it on a daily basis.

Step 5: Every week we optimize the campaign based on bidding to be more efficient.

Step 6: Every month we sit down and review an analysis of the campaign.

