

# B2

## DEVELOPMENT

BRAND EXPLORATION

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## SERVICES CATALOG

websolutions  
SHOP•COM™

## DIGITAL & SOCIAL MEDIA MARKETING

A website is only effective if people can find it. That's why we arm you with promotional tools: Email marketing, search engine optimization, search engine marketing and social media marketing can all be done through our robust solution. We'll make sure your website is found, and keeps a positive appearance online. If that sounds foreign to you, don't worry: Our team of professionals can help you. If you prefer to purchase services, we offer Digital and Social Media packages.

### SEARCH ENGINE OPTIMIZATION (SEO)

SEO ensures your business ranks high on search engines like Google and Yahoo when a customer is looking for a specific product or service. We'll call you to discuss your website goals, the geographic areas you wish to reach, and the demographics of your desired customer. Our specialists take it from there. We conduct SEO tasks

related to site keywords, page titles, headings, page descriptions and more — you'll stand out from the crowd.

### LOCAL SEO

Ideal for attracting visitors in a local area.

#### PRICE:

\$325

### REGIONAL SEO

Ideal for attracting visitors in a broader region.

#### PRICE:

\$649

### GOOGLE ADWORDS

Pave a path directly to your door. Paid search engine marketing is one of the fastest ways to get off the ground running and build market share. The packages listed below illustrate what you can expect from one of these game-changing campaigns.

Search engine giant Google offers its paid AdWords service to businesses who wish to enhance their internet marketing efforts. Our SEO specialists will guide you through the AdWords process, taking care of subjects like account creation, campaigns, budgets, networks, mobile device targeting, geographical targeting and much more.

### BASIC GOOGLE ADWORDS

Ideal for small local campaigns.  
17,500 target impressions

#### PRICE:

\$249/month (includes the cost of ads/campaign management)

### PREMIUM GOOGLE ADWORDS

Ideal for small volume, local campaigns.  
45,000 target impressions

#### PRICE:

\$449/month (includes the cost of ads/campaign management)

### PREMIUM PLUS GOOGLE ADWORDS

Ideal for larger volume, local campaigns.  
67,000 target impressions

#### PRICE:

\$549/month (includes the cost of ads/campaign management)

### ELITE GOOGLE ADWORDS

Ideal for larger volume, regional campaigns.  
90,000 target impressions

#### PRICE:

\$749/month (includes the cost of ads/campaign management)

## PAID SEARCH ENGINE MARKETING IS ONE OF THE FASTEST WAYS TO GET OFF THE GROUND RUNNING.

All of our Google AdWord programs include the cost of managing the campaign as well as the ad spend! We'll provide you with a monthly report detailing results. And each month we'll handle adjustments in strategy to make sure your Google AdWords investment consistently brings results.