

Search Marketing

Attain immediate search engine traction and results via online campaign management.

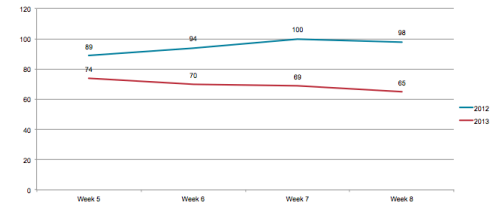
Penton's Search Engine Marketing program attains search engine traction through paid-search advertising (PPC), while garnering lasting value by achieving higher natural search engine (SEO) rankings around keywords that are core to your business.

DETAILS

- 3 month minimum commitment
- 3,6,or 12 month packages
- SEO & PPC component mapping by month
- Keyword research, campaign kick-off, audits, management of spend and reporting included

USEFUL FOR

- Achieving higher search engine ranking faster
- Positioning your value in front of customers at their moment of relevance
- Generating leads
- Driving website traffic



Keyword Marketing Insights for [Redacted]			
Week	Web Interest February 2012	Web Interest February 2013	YoY Change
Week 5	89	74	-16.87%
Week 6	94	70	-25.53%
Week 7	100	69	-31.00%
Week 8	98	65	-33.67%

Google Webmaster Tools Branded Query	Impressions	Clicks	CTR	Avg position	Consolidated Avg Position Prediction	New CTR	Post Consolidation Clicks	Post Consolidation Click Difference
satellite	450,000	3,000	1%	5.4	1.1	25%	112,500	109,500
satellite laptops	75,000	3,000	4%	3.6	1.1	25%	18,750	15,750
satellite support	75,000	250	0%	8	9.1	0%	300	50
satellite satellite	50,000	320	1%	8	1.1	25%	12,500	12,180
satellite.com	35,000	320	1%	2.4	1.1	25%	8,750	8,430
satellite laptop	27,000	1,600	6%	4.7	1.1	25%	6,750	5,150
satellite.com	15,000	320	2%	3.7	1.1	25%	3,750	3,430
laptop satellite	10,000	320	3%	5.5	1.1	25%	2,500	2,180
satellite direct	8,000	90	1%	8.9	1.1	25%	2,000	1,910
satellite direct	6,500	3,500	54%	1.2	1.1	25%	1,625	-1,875
satellite tablet	6,500	150	2%	7.5	1.1	25%	1,625	1,475
satellite tv	5,500	90	2%	4.8	1.1	25%	1,375	1,285
satellite laptop battery	4,500	600	13%	1.6	1.1	25%	1,125	525
satellite battery	3,500	600	17%	1.7	1.1	25%	875	275
satellite.com	3,500	110	3%	5.6	1.1	25%	875	785
satellite customer service	3,000	70	2%	4	4.1	2%	60	-7
satellite satellite	3,000	50	2%	7.8	1.1	25%	750	700
satellite c555	2,500	60	2%	8.2	1.1	25%	625	565
satellite parts	2,000	400	20%	2.2	1.1	25%	500	100
satellite satellite battery	2,000	320	16%	1.4	1.1	25%	500	180
satellite notebook	2,000	110	6%	8.1	1.1	25%	500	390
satellite.com	2,000	50	2%	8.6	1.1	25%	500	450
satellite.com	1,800	35	2%	6.8	1.1	25%	400	355
satellite.com	1,300	170	13%	2.3	1.1	25%	325	155
satellite.com	1,300	90	7%	4.9	1.1	25%	325	235
Totals	9,130						165,800	156,870

