

Your guide to

# Search Engine Marketing

Make the most of your online presence

**Did you know?**  
There are 6 billion searches worldwide everyday

**1**  
Improve Organic Search Results

**2**  
Improve Paid Search Results

User friendly content

Pay per click



Is your content free of errors and is it easy to read?



Can users find what they want in 3 clicks or less?



Is your website mobile friendly?



Create ads that sit at the top of a search with a discreet 'Ad' next to them.

Keywords

Google Adwords



Research which words your customers frequently use and sprinkle them throughout your content.



Sign up for a free account to create and manage campaigns that include text or even video ads.

Links



Inbound links from other websites add credibility to your ad or website.



Your ad will appear at the top of Google rankings.

Use a combination of these techniques for the best results.