



Search Engine Optimization

Search Engine Optimization from Key Marketing Group

- **Experience** – Providing commercial search engine optimization services since 1997, the beginning of the SEO industry.
- **Results** – Consistently achieving high rankings for clients. Our annual customer retention rate is more than 90%.
- **Value** – Our experience has enabled us to automate many optimization techniques to keep our fees low.
- **Access** – You can reach us! We're real people with names, addresses, and a consistent voice on the phone.
- **Vigilance** – Google changes its secret ranking formula up to 15% each month. Our monthly SEO maintenance service stays on top of your rankings and provides you with a monthly ranking report.

"Our best leads come from search engine optimization. In 2008 19% of our leads and 33% of our revenue came from SEO. We own the term "interim executives" on the World Wide Web, thanks to Key Marketing Group."

Pamela Wasley, CEO and president,
Cerus Interim Executive Solutions



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"We have been using KMG's SEO service since 2004; it is an essential part of our lead generation strategy. In the first year of service we increased our website hits by 300%, experienced a 10x increase in email inquiries, and increased the number of country domain visitors from 38 to 60."

"I'll tell anyone who asks – search engine optimization from Key Marketing Group delivers the best bang for buck in our business."

Randolph Herber, Director of Sales and Marketing
Herber Aircraft Service

SEO – Don't Miss Out on a Great Lead Generation Tool

Would you plan a new store, stocked with popular merchandise and offering compelling prices and excellent service, and give no thought to its location? Would you build that store in the middle of a cornfield, with no roads to get there and no buyers in sight?

Of course not. Yet thousands of companies, including many of your competitors, do the equivalent in the world of the Internet, and that gives you a great opportunity to win more business by taking action now.

Search Engine Optimization (SEO) offers the greatest value in Internet lead generation by building an electronic superhighway directly from the prospect to your company's Web site.

What is Search Engine Optimization?

Search Engine Optimization, or SEO, is the art and science of driving prospects to your Web site when they enter search terms (known as *keywords* or *keyword phrases*) into a search engine. This is done by a series of actions including keyword selection, Web content changes, and proprietary programming techniques.

Your business goal is to have your Web site appear in the first three pages of search results for the major search engines when a viewer types in a keyword phrase. We supply monthly reports charting your results on all major search engines.

Many companies have surprisingly little awareness of the criticality of *driving* prospective users to *their* Web sites. More than 73% of all web sites are found through search engine searches (Forrester Research). Without SEO, your site is close to invisible to people who want to buy your products but don't know who you are.

According to market research firm Piper Jaffray, SEO has the lowest cost per customer acquisition of any lead generation technique -- \$8.50 for SEO, compared to for \$60 per customer for email and \$70 for direct mail.

Don't miss out on the lead generation capability of the Internet. Help your prospects find you fast, and first, with search engine optimization from Key Marketing Group.

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