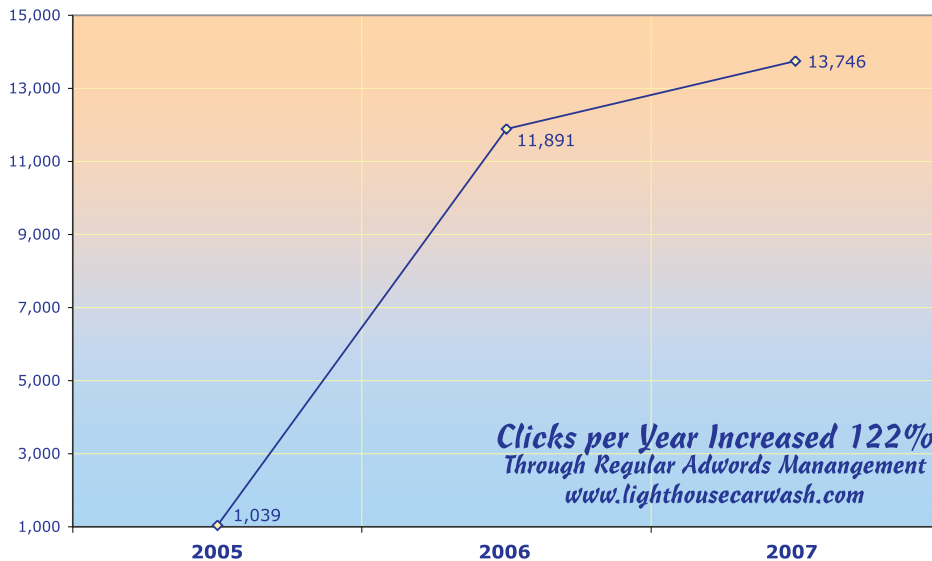


# Build a Better AdWords

## Through Regular Maintenance and Management

Over time, your AdWords Campaigns grow less effective as bids become outdated, customers start using new keywords and your competition catches up with you. Like most long-term investments, AdWords needs regular maintenance to keep it in top shape.



## Get More Clicks

More clicks means more potential customers. By regularly managing your Pay-per-Click advertising, we can increase the number of quality visits you receive to your website. During two years of managing Lighthouse Carwash Systems' Adwords program, we not only increased the clicks by 122%, but leads received from the website went from averaging five per month to over fifty. The key to optimizing your ad performance is knowing how your ads perform on a daily, weekly and monthly basis. We will find the hidden keywords that get valuable clicks, test ad variations to find the most effective wording and maximize your budget.

## Get Better Clicks

Make sure those clicks turn into customers by targeting the areas that are important to your business. We can run your ads exclusively to users in specific geographic areas. More people than ever are using Google Maps as their yellow pages. We will create a free, detailed listing on Google Maps and develop a profile on Google Maps' advertising area. Besides local advertising, we can locate specific sites and publications that would be appropriate for your business such as, the New York Times, other newspapers, various blogs, and other informational websites.

Sometimes, the clicks you don't want strain your budget. We will streamline your spending by adding negative keywords for terms that result in useless clicks.



Google Local and Google Maps help local customers find you.

## Create a Better Customer Experience



Analytics provide valuable information about your website's visitors.

Google Analytics shows how people found your site, how they explored it, and how you can enhance their visitor experience. One can compare the behavior and profitability of visitors who were referred from each of your ads, keywords, search engines, and emails, and gain valuable insight into how to improve your site's content and design. However large or small your site, and however you drive traffic to it - whether it's unpaid search, partner sites, AdWords, or other cost-per-click programs - Google Analytics tracks it, from click to conversion.