

Search Engine Marketing

Online Advertising/ PPC



Search Engine Marketing (SEM) is a key component of online advertising. You may think that it is easy for online searchers to find you on the internet; this is just not true. As with a brick and mortar establishment, if people can't find you, they won't buy from you. Remember, the old retail saying "location, location, location." The same is true with the internet. Consider your market, how many websites are competing for the same position on an organic search when a consumer types in the products you sell? Investing in online advertising promotes your website and makes it visible to those who are ready to buy. It is vital in today's digital world that your business maintains a strong internet presence. SEM is more important than ever to your success.

SEM is online advertising that encompasses a range of techniques and strategies, but the overall goal is to:

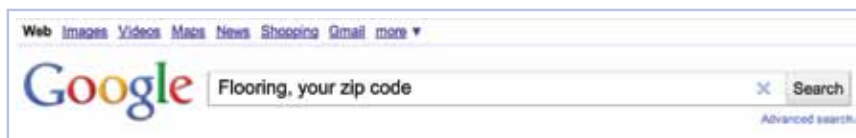
- Increase traffic to your site.
- Give your site better visibility and popularity.
- Give your site top rankings on search engines.
- Boost your online and offline sales.

All of these areas are interrelated and can be achieved through quality search engine marketing. The key, though, is to start early and maintain an online presence. Failing to do so can lead your business to obscurity.

SEM are text-based ads and display alongside organic search results on the popular search engines such as Google™, MSN®, Yahoo!® and Bing™. Your ads appear under the "Sponsored Sites" header at the top of the search results page, or along the sides of the results page, and allow you to engage with consumers. These text-based ads, also referred to as pay-per-click (PPC), reach people actively looking for information on your product, service, and local business.

Your Company Ad
Promotional offer goes here
to grab consumers' attention.
[YourCompany.com](#)

SEM is an affordable and scalable way to receive quick, relevant traffic to your website – and **you only pay when someone clicks on your ad** not when your ad is displayed. We create your online ads using keywords specific to your products and location. Our relationship with WFCA and access to manufacturers' product and promotions are essential in determining what keywords to use to create your ads and boost your search performance. Since online searches differ from market to market, monthly ad spends vary as well. Online ads start as low as \$500 a month with an average member "spend" of \$1,200.



To learn more about Search Engine Marketing or for a free keyword traffic estimator report please contact
Delcie Ledyard at WFCA Direct
delcie@wfcadirect.org or by phone at **1-800-399-9723**



Search Engine Marketing Order Form



Please complete form then **fax** to **916-848-0462**

1. Member Information

MAIN CONTACT INFORMATION

Business Name			
Contact Name			
Address	City		
	State		
Phone / Fax	Zip/Postal		
Credit Card Number			
Type:	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	<input type="checkbox"/> Discover
Expiration Date		Security Code	

(3-Digit Code, back of card)

2. Order Summary

Target Start Date: _____	Target End Date: _____		
PRODUCT / SERVICE	SPEND / Mo.	MONTHS	TOTAL
Network Budget Recommendation			
Campaign Set-Up Fee			
Campaign Management Fee			
Campaign Destination Page Set-Up	N/C		
Other (_____)			
TOTAL			

3. Billing Information & Terms (Initial Each Box Below)

X _____	Advertiser understands that payment in full is required for the first month's campaign media, campaign management/tracking fees, and any and all set-up fees are due before the campaign will be scheduled to go live.
X _____	Advertiser agrees that, in the event Advertiser cancels all or any part of the campaign contemplated in this insertion order prior to its agreed upon end date, the full amount due under this insertion order will be immediately due and payable. If paying by credit card, Advertiser's credit card will be charged such amount, unless this insertion order has been pre-paid in full, in which case Advertiser will forfeit any unused portion of the pre-payment.

4. Authorized (Sign Below)

Signature _____ Date: _____

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