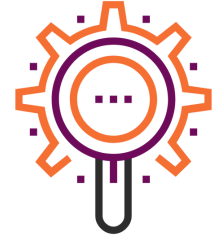


## Search Engine Marketing (SEM)

Right People, Right Place, and Right Time



Search Engine Marketing (SEM) is a form of digital marketing used to increase the visibility of your website in search engine results pages (SERPs).

With the increasing number of consumers searching and shopping for products and services online; Search Engine Marketing (SEM) has become an essential digital marketing strategy for increasing a company's reach.

### Why SEM?



- Consistent Traffic Source
- Cost-Effective
- Reaching the Right People in a Timely Manner
- Non-Intrusive
- Instant Exposure on Search Engines
- Incredibly Scalable
- Connecting with Your Prime Target
- Conversion-Focused
- Competitive Data and Insights

### Did You Know?



- Over **93%** of online experiences start with a search engine.
- Search engines drive more traffic to websites than any other source.
- 85%** of consumers use the internet to search for local businesses.
- Brand awareness can be increased by up to **80%** through Google Ads.
- 41%** of clicks in Google searches go to the top three sponsored ads.
- Google Ads' Display Network reaches **90%** of internet users via **2 million** websites.
- Traffic brought through SEM yields **50%** more conversions than organic search.
- Users who click on PPC ads on Google are **50%** more likely to make a purchase than those that come through organic results.
- PPC is one of the top three generators of on-page conversions.

Sources: Statista, Moz, WordStream, eMarketer, WordLead, Statcounter, and Google.

## The Power of Google Ads

I will help you capitalize on the astronomical number of searches that take place on Google daily, and earn the attention you need to grow your business, by implementing and managing highly effective Google Ads Campaigns.

Google Ads is Google's online advertising program that allows you to create online ads to reach audiences that are interested in the products and services you offer. The Google Ads platform runs on pay-per-click (PPC) advertising.

Whether your goal is to build brand awareness, increase product and brand consideration, drive website traffic, generate qualified leads, or to drive valuable conversions and sales; Google Ads can help you achieve these goals with its range of campaign types to choose from, including:

### Search Ads

Google Search Ads, a Google Ads campaign type, display text ads in search results, providing businesses cost-effective, targeted reach to potential customers actively searching for their products or services.

### Video Ads

Google Video Ads in Google Ads showcase video ads on Google's network, including YouTube. They engage audiences with compelling visuals, effectively conveying messages to potential customers.

### Display Ads

Google Display Campaigns, within Google Ads, feature visual banner and text ads across websites, apps, and platforms. They broaden reach, enhance brand visibility, and boost website traffic for businesses.

### AI-Powered Performance Ads

Google AI-Powered Performance Ads use AI in Google Ads to auto-optimize elements like headlines and descriptions. These ads aim to enhance performance and deliver improved results for businesses.

### AI-Powered Shopping Ads

Google AI-Powered Shopping Ads use AI in Google Ads to enhance shopping campaigns. They automatically optimize product listings, targeting, and bidding, maximizing e-commerce advertising effectiveness.

### Apps Ads

Google Apps Ads specialize in boosting mobile app installations and in-app actions. They leverage Google's network to drive app adoption and engagement, encouraging downloads and interactions.

### Google Ads Professional Certified



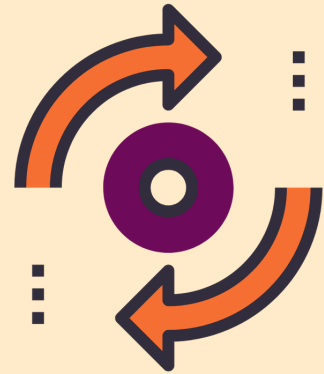
Google has recognized me as a Google Ads certified professional, meaning that I've passed multiple assessments that assess my product expertise. I'm qualified to help you grow your business on the web using Google Ads.

## Integrated Digital Marketing Solutions for Ultimate Efficiency

While I offer Digital Marketing Consultancy as a stand-alone service, I also provide it as a component of Integrated Digital Marketing Solutions, to ensure that your business is covering all the digital marketing basis, seizing all growth opportunities, and getting the best results.

### The Integrated Digital Marketing Solutions Incorporate:

- Digital Marketing Research.
- Digital Marketing Strategy.
- Search Engine Marketing (SEM).
- Social Media Marketing.
- Inbound Marketing.
- Content Marketing.



## Extra Convenience with Online and Remotely Managed Services



Since we are living in a dynamic and digital world, and taking into consideration the current health and safety concerns; all of my services can be provided and fully managed online and remotely, with the ability to work alongside your in-house team as a partner or individually, in order to achieve your business goals, whatever the finish line looks like for you.



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