



Get Your Share of Search Engine Traffic

Think your site is performing well? Recent studies show only 8% of all sites on the Internet capture buyers using Search Engines to find products and services.

Webdex TrafficBuilder makes the content within your site viewable to Search Engines. We set up Sponsored Listings Campaigns in Google AdWords and Yahoo Search Engine Marketing to give your Web site maximum exposure to your target audience.



How It Works:

Initial Consultation

WebDex will work with you to assess your site's objectives, intended audience, and its marketing potential on the Web.

Keyword Analysis

WebDex will determine which keywords have greater potential for drawing the traffic you want.

Web Site Optimization

We will optimize existing pages within your site by improving copy, titles, metas, building site maps, and improving navigation.

Online Advertising Management

We will submit your site to the major Search Engines including Google, Yahoo, AOL, and MSN. We will also write 2 Ads and set up a Sponsored Listings campaign in Google AdWords and Overture.

Highlights

- Improves Search Engine listings.
- Researches keywords used in your industry to determine which will bring your Web site more traffic.
- Analyzes your Web site from an end-user perspective to find strengths and weaknesses.

Reasons to invest:

- Buyer-initiated media increases sales.
- Stay ahead of your competition online.
- Lower your average cost per lead.
- Generate more qualified leads without having to invest in another trade show.

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