

## What is SEM?

Search Engine Marketing (SEM) is a marketing method to ensure your Web site is found when consumers search online for your products and/or services.

## Benefits of SEM

**Customized:** All campaigns are custom created for each individual advertiser – no industry templates.

**Audience:** 99% of online users utilize search engines. We place campaigns on multiple search engines such as **Yahoo, Google and Bing.**

**Focused:** With SEM your message ONLY appears when consumers are specifically searching for what you do.

**Qualified:** Ability to capture your customers while they actively shop and drive them directly to your Web site.

**Targeted:** Appear only in the areas you wish to appear: city, state, region, national, etc.

**Affordable:** Advertisers only pay when the consumer takes an action step and visits the advertisers Web site (pay-per-click).

**Productive:** Eliminate wasteful and unproductive advertising spending.

**Measurable:** Monthly report and metrics to track performance.

**Expertise:** Our team builds, monitors, manages and optimizes campaigns.



▲ Example of search results using Google.

## Fast Facts

- Users perform nearly 20 billion searches each month in the U.S. on Yahoo and Google.
- An average of 1.4 million searches take place world-wide every minute of the day.
- 99% of internet users utilize search engines on a regular basis.
- 80% of consumers 18-72 years old use search to hunt for products and services they are preparing to purchase.
- In 2008, \$16.5 billion were spent in search. This figure is projected to reach more than \$25 billion by 2011.

Sources: Marketing Sherpa, Comscore, emarketer and Pew ResearchCenter

### TOP CONSUMER SEARCHES:

- Things, products, items
- Education
- Travel/places
- Entertainment/recreation
- Health
- Performing or fine arts

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