

When you want to attain immediate search engine traction and results.

Informa's Search Engine Marketing program attains search engine traction through paid-search advertising (PPC), while garnering lasting value by achieving higher natural search engine (SEO) rankings around keywords that are core to your business.

SIMPLE DETAILS

3 month minimum commitment

3,6,or 12 month packages

SEO & PPC component mapping by month

Keyword research, campaign kick-off, audits, management of spend and reporting included

USEFUL FOR

Achieving higher search engine ranking faster

Positioning your value in front of customers at their moment of relevance

Generating leads

Driving website traffic

Search engine marketing (SEM)

Is the paid method B2B marketers use most often to distribute content.

ADDITIONAL SERVICES

Lead Lifecycling

Nurture generated leads.

Website

Create a quality site to send traffic to.

Strategic Insights Study

Identify keywords and competitor information.