

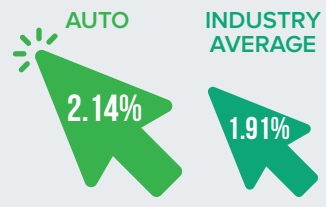


# SEARCH ENGINE MARKETING

Unparalleled search engine marketing (SEM) with algorithmic modeling and hands-on management

Not all markets are the same, so we don't believe in cookie cutter campaigns. Demand Local takes a strong scientific approach to our building and optimization tactics, using proven statistical analysis to make our optimization decisions.

## AVERAGE CLICK-THROUGH RATES GOOGLE ADWORDS SEARCH NETWORK



## TOP QUESTIONS ON GOOGLE SEARCH DIGITAL TRENDS: AUTO SHOPPERS JULY 2016

- when is the best time to buy a new car
- what car should i buy
- what time do car dealerships close

## THE DEMAND LOCAL DIFFERENCE



### ONLY QUALITY TRAFFIC

Top search engines, limited exposure to display networks, and monitored search terms and keyword opportunities



### DESIGNED FOR YOU

Ad groups, offers and messaging based on each specific store backed up by a proactive optimization approach



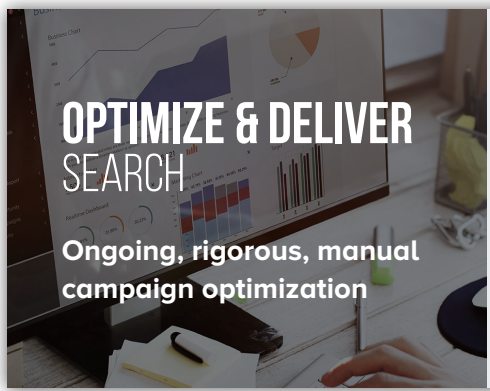
### CERTIFIED EXPERTS

Google AdWords, Google Analytics and Bing Ads certified



### PROVEN BEST PRACTICES

Methods statistically proven over time using Chi-Squared Analysis



- Mobile optimized ad copy
- Comprehensive ad extension implementation
- Optimization to any KPI; set goals and meet them
- Conversion tracking
- Irrelevant search query screening
- Negative keyword matching
- Broad match modification
- A/B ad copy testing
- Traffic quality by device
- Strategic budget allocation
- Landing page audits
- Dayparting & time of day analysis

Source: Word Stream, "Average CTR (Click-Through Rate): Learn How Your CTR Compares." n.d. Web. 7 Nov. 2017. Think with Google, "Digital Trends: Auto Shoppers July 2016." Google, n.d. Web. 7 Nov. 2017.