



SMARTSEARCH
marketing

Selling Search Engine Marketing Solutions

Reseller Toolkit - Overview

Tools to Help You Sell Search Solutions

generate interest . . .

show opportunity . . .


propose improvements

10 questions to ask clients

Is search engine marketing right for your business?



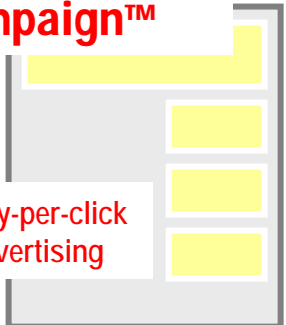
WebRank Project™



Website optimization

The diagram shows a grey box containing a yellow box with a black line graph showing an upward trend. To the right of the yellow box is a white box with the text 'Website optimization'.

Advantage|6 Campaign™



Pay-per-click advertising

The diagram shows a grey box containing a yellow box with a black line graph showing an upward trend. To the right of the yellow box are three stacked white boxes, with the text 'Pay-per-click advertising' below them.

Why Your Clients Need Search Marketing

- Why invest in a website... if people can't find it?
- Marketing priority #1: focus first on people looking for what you offer.
- Capitalize on this cost-effective way to:
 - Engage in direct marketing online
 - Drive offline sales and business results
 - Improve brand communication
 - Enhance market positioning

Benefits You Realize

1. Provide a more comprehensive marketing solution.
2. Realize an additional revenue stream.
3. Start offering these solutions to clients *immediately*.
4. Gain a competitive advantage over other firms.
5. Ensure clients don't go elsewhere for their search solutions.
6. Enhance your website services & online marketing solutions.
7. Capitalize on **SmartSearch Marketing's** expertise and experience.

Getting Started

Four Easy Steps To Engage Your Clients:

1. Generate interest. Ask your clients these **10 questions**
2. Show them the opportunity. Request a free **Visibility Scorecard™**
3. Show examples of projects to improve results:
 - **WebRank Project™**: Search engine optimization
 - **Advantage|6™**: Pay-per-click advertising
4. Work with **SmartSearch Marketing** to sell and scope client projects.

Contact Us Today

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