



# ActivOPTIMIZER™

Search engine optimization  
process



Improve natural search  
visibility and results.



**SMARTSEARCH**  
marketing

**Prominent and compelling promotion of your business in *natural* search results to improve visibility and drive prospects to your site.**

### **Optimization: website “insurance”**

What if prospects are looking for your company, but they don't know your URL?

What if they need exactly what you offer — but they've never heard of your company?

Such questions highlight the critical role of search engine optimization, or SEO. Optimization is now an indispensable element of all comprehensive online marketing programs because it provides brand awareness and visibility, and delivers highly qualified leads over the long haul — without relying on a media budget.

SmartSearch Marketing's **ActivOPTIMIZER™** service ensures that your website is visible in natural (organic) results with an accurate, compelling message, placing your organization in front of highly qualified prospects at the moment when they are actively searching for what you offer. But we don't stop at visibility. We also accelerate your marketing results.

### **ActivOPTIMIZER**

- Provides credibility, visibility, and improved search results over the long haul
- Incorporates only no-risk, ethical (search engine approved) methods
- Optimizes websites to better serve customers *and* search engines
- Achieves cost-effective marketing results without a media budget.

"I've been working with SmartSearch for over two years and am very happy with the results of their SEO services. I would recommend them to any company looking to improve its search ranking."

**Dan Perry, Senior Manager  
Internet Advertising**

*Leading Educational  
Services Company*



## SMARTSEARCH marketing

### About SmartSearch Marketing

SmartSearch Marketing is a full-service search engine marketing agency that helps clients generate leads, acquire customers and position brands online. SmartSearch serves consumer and B-to-B clients by offering a comprehensive Search Lifecycle Management™ (SLM) solution that includes Pre-click and Post-click Campaign Management Services™ — integrating search engine optimization, pay-per-click advertising, website conversion, and marketing analytics.

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## Search engine optimization

You know you need search engine optimization to cost-effectively keep your brand in front of online searchers. But who can you trust to optimize your website?

Are you looking for SEO experts who act as your business partners, delivering not just eyeballs, but bottom-line results?

Are you looking for a search agency that will integrate your SEO plan into a comprehensive search marketing solution?

Are you looking for a no-risk, search-engine-approved solution that has been proven effective?

Choose ActiVOPTIMIZER.

## Search Lifecycle Management

ActiVOPTIMIZER is second in the suite of online marketing services called Search Lifecycle Management™ (SLM). SLM is designed to deliver results throughout the entire search marketing lifecycle, including Pre-click and Post-click Campaign Management Services™ — from Search to Sale™.

Via SLM we help you:

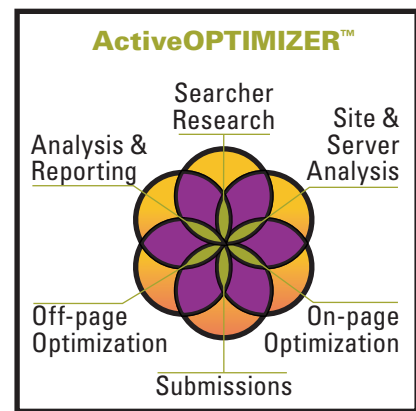
- > Find qualified prospects online
- > Drive searchers to your website
- > Convert prospects into leads and customers
- > Measure and continuously improve your marketing ROI

## ActiVOPTIMIZER™ features:

- ⊙ Searcher behavior research
- ⊙ Analysis of market competition
- ⊙ Evaluation of website and server
- ⊙ Improvement of internal navigation
- ⊙ Optimization of HTML code
- ⊙ Thorough indexing
- ⊙ Link popularity
- ⊙ Creation of search-friendly content
- ⊙ Submission of site as required
- ⊙ Reporting of results
- ⊙ Mapping improvements over time



Visitors from natural search results



Prominent and compelling promotion of your business in natural search results to improve visibility and drive prospects to your site.

## What can SmartSearch do for your results?

**It's time to find out. Contact us now and take one of the following simple steps:**

1. Request an SEO Audit to find out if SmartSearch Marketing can improve your results.
2. Request a complimentary Telephone Consultation or Service Quote.