

Peak^Conversion™

Website conversion
consulting



SMARTSEARCH
marketing

Systematic testing and improvement of website landing pages to convert visitors into action-takers.

Website conversion

We understand that driving prospects to your website is only half the battle.

SmartSearch Marketing offers extensive **Post-click Campaign Management Services™** designed to measure and improve the percentage of visitors that become action-takers. Post-click solutions are vital to delivering maximum return on your advertising (and website) investment.

Our **Peak^Conversion™** service is designed to continuously improve your website conversion rate, through a rapid, iterative, test-measure-improve process. Why pay for visitors when what you really need are leads and customers?

Peak^Conversion

- Maximizes the volume of leads and customers
- Minimizes the cost per lead or cost per customer

Peak^Conversion is third 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



**Turn visitors into leads
and customers.**

"In addition to delivering highly qualified leads to our website, SmartSearch Marketing has been a valuable partner in improving online conversion."

Susan Tatum, VP Marketing

Mid-sized software 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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What do you want your visitors to do?

SmartSearch Marketing will work with you to define various "visitor personas," by utilizing our Sales Cycle Persona Matrix™ to identify different types of website visitors and what stage of the sales cycle they have reached. We will define desired online actions for each persona and build a path to conversion for each.

SmartSearch provides best practices and proven industry solutions to significantly improve your conversion rate.

Measurable results

Convert visitors into leads and customers, and measure results to continuously improve your bottom line — both online and offline.

Are you generating leads via your website, but conversions occur offline? — SmartSearch can also transfer search-generated lead data into your sales management system. This allows for tracking of the lead clear through to the consummation of the sale, resulting in the ultimate conversion measurement: *Cost per Sale*.

Peak^Conversion service features:

- ⊙ Website audit
- ⊙ Usability assessment
- ⊙ Path-to-conversion analysis
- ⊙ Landing page creation
- ⊙ A/B testing
- ⊙ Content creation



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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 a Website Audit and Usability Assessment
2. Request an Opportunity Assessment to get answers to these questions:
How does my conversion rate compare to industry standards?
Can SmartSearch improve my conversion results?
3. Request a complimentary Telephone Consultation or Service Quote.