



SMARTSEARCH
marketing

Search Lifecycle Management

Results...from search-to-sale

Pre-click

Post-click



FIND
prospects



DRIVE
to website



CONVERT
visitors



MEASURE
results

Search Engine Marketing

PPC

SEO

Paid
inclusion

Website Services

Con-
version

Design

Usability

Results Metrics

Web analytics

Online Marketing

Email
mktg

Banner
ads

BLOG
ads

Mobile
ads

Podcast
ads

Video
ads

Pay-per-
call ads

Content development
Landing pages
Micro sites

Improve ROI

Lead-tracking analytics

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A comprehensive methodology, integrating pre-click and post-click solutions for maximum results across the entire customer buying process.



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