

## Increase rankings. Get more web traffic. Book more trips.

The Complete Trip Reservation System Custom Built for the Outfitter  
 www.theflybook.com  
 503.706.3933

### WHAT IS IT?

#### Package No. 1

SEM Full  
 Price: \$500\*

The SEM Full package is a complete Search Engine Marketing Analysis and Strategy Review. Following a thorough Market & Competition Analysis, a comprehensive Digital Marketing Strategy is defined. SEO and PPC tactics are used to increase qualified traffic, while ongoing tracking and revisions ensure long-term success. The SEM Full package is a complete roadmap to success that can be used for years in the future.

#### Package No. 2

SEM Lite  
 Price: from \$10/month\*\*

The SEM Lite package is for customers who want a very budget minded way to start advertising. This package comes with a limited analysis, and focuses on optimizing a few key website areas aligned with a complete Adwords Campaign. The SEM Lite package is a great way to enter the Digital Marketing world or to supplement an already successful SEO program.

### SERVICE DESCRIPTION

LITE FULL

- Keyphrase Optimization
- Keyphrase Research
- Meta Tags
- Google Analytics Setup
- Google Analytics Traffic Tracking
- SEO Consultation
- Adwords Campaign Design
- Adwords Conversion Tracking
- Link Building Strategy
- Competition Analysis
- SERP Result Analysis
- Local Search Strategy
- Sitemap Strategy
- Internal Linking Strategy
- Content Linking Strategy
- Content Optimization Strategy
- Website Conversion Strategy
- Website Design Strategy
- Ongoing Monthly Keyword Reporting
- Ongoing Monthly Traffic & Goal Reporting



### WHAT WE CAN DO FOR YOU.

#### Case Study No. 1:

Organic Search Campaign

Before Campaign:  
 1st Page in 8 of 19 Searches

After Campaign:  
 1st Page in 17 of 19 Searches

#### Case Study No. 2:

Google Adwords Campaign

Click Through rate increased  
 by 31%

Cost/Click decreased by 28%

#### Case Study No. 3:

Full SEM Package

Increased Search Engine traffic  
 from 56 to 3,061 visits

Increased Overall Traffic of  
 244%

\*\$500 does not include Monthly Maintenance Fee (\$10/Campaign), package includes 5-Term Analysis, 6-month Minimum

\*\*\$10 per campaign per month, Minimum commitment 2-years