

# When you want to attain immediate search engine traction and results.

Informa's Search Engine Marketing program attains search engine traction through paid-search advertising (PPC), while garnering lasting value by achieving higher natural search engine (SEO) rankings around keywords that are core to your business.

## SIMPLE DETAILS

3 month minimum commitment

3,6,or 12 month packages

SEO & PPC component mapping by month

Keyword research, campaign kick-off, audits, management of spend and reporting included

## USEFUL FOR

Achieving higher search engine ranking faster

Positioning your value in front of customers at their moment of relevance

Generating leads

Driving website traffic

## Search engine marketing (SEM)

Is the paid method B2B marketers use most often to distribute content.

## ADDITIONAL SERVICES

### Lead Lifecycling

Nurture generated leads.

### Website

Create a quality site to send traffic to.

### Strategic Insights Study

Identify keywords and competitor information.