

Search Marketing

Our award winning search marketing solution combines our marketing expertise and proprietary smart technology to optimize your marketing dollars, driving more leads to your business. But don't just take our word for it. Check out our Google Quality Awards! They speak for themselves.



Smart Optimization Technology

Our proprietary technology does what no human can - it automatically optimizes your campaigns, so you drive traffic only to the best performing keywords and publishers.



Going Beyond Google

Don't miss out on a third of searches not on Google. Get found across all major search engines and directories.



Google Quality Account Champion

Our ads are proven to have the highest average Quality Score across their Channel Sales Partners.

2X YOUR BUDGET IS OPTIMIZED UP TO TWICE DAILY.

98% OUR NETWORK COVERS 98% OF PLACES PEOPLE SEARCH.¹

\$\$ BETTER QUALITY ADS CAN MEAN LOWER COST PER CLICK AND BETTER AD VISIBILITY.

Not all search marketing solutions are the same.

Let Us Do the Work

Our Marketing Experts use our proprietary technology to manage your search marketing campaign based on your specific advertising objectives and budget.

Get Cost Effective Leads with Our Award-Winning Solution

We've won Google's Quality Account Champion Award 3 out of the last 4 years. That means Google recognizes our campaigns as "highly relevant" to searches we bid on. That ultimately translates to you paying less for leads like calls, emails, and form fills.

Trust in Our Preferred Partnerships

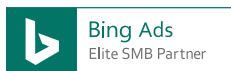
We are one of the largest Google Premier Partner in the world, a Yahoo! Preferred Partner, AND Bing Elite Partner. This means ALL major search engines recognize us as utilizing best practices to maximize results for our clients.

LOCALiQ: The Smart Way to Reach Local Consumers

As part of the USA TODAY NETWORK, we empower businesses with unique insights from 125MM+ monthly consumers. We use best practices from the 14K unique search campaigns we run for 12K clients in the last 14+ years. LOCALiQ simplifies marketing and drives results.

Protect Your Quality Score

Search engines have a complex algorithm that determines Quality Scores for each of your ads. That score factors heavily into the price you pay per click. Our Marketing Experts constantly work to improve and protect those scores.



"Most online marketing companies have either cutting-edge technology or excellent people. It's rare to find a company like ReachLocal that has both."

Mary Thompson
Mr. Rooter

¹ comScore - Google accounts for 64% of Search traffic in the US.
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Finding the perfect search marketing partner isn't easy. There always seems to be something missing. Meet Search Marketing. The one to put the checkmark in all your boxes.



Proprietary Technology That Does What No Human Can

Your budget is optimized up to twice daily across all publishers. We'll automatically drive traffic to the best performing keywords and publishers, and eliminate spend on poor performers. Whatever is converting best for you is where your ad dollars will be directed.



Data-Driven Keywords for Your Business

We have data from running more than one million monthly search campaigns for businesses. From this data, we customize a list keywords for based on your business and geography to help you drive more leads and capture new business.



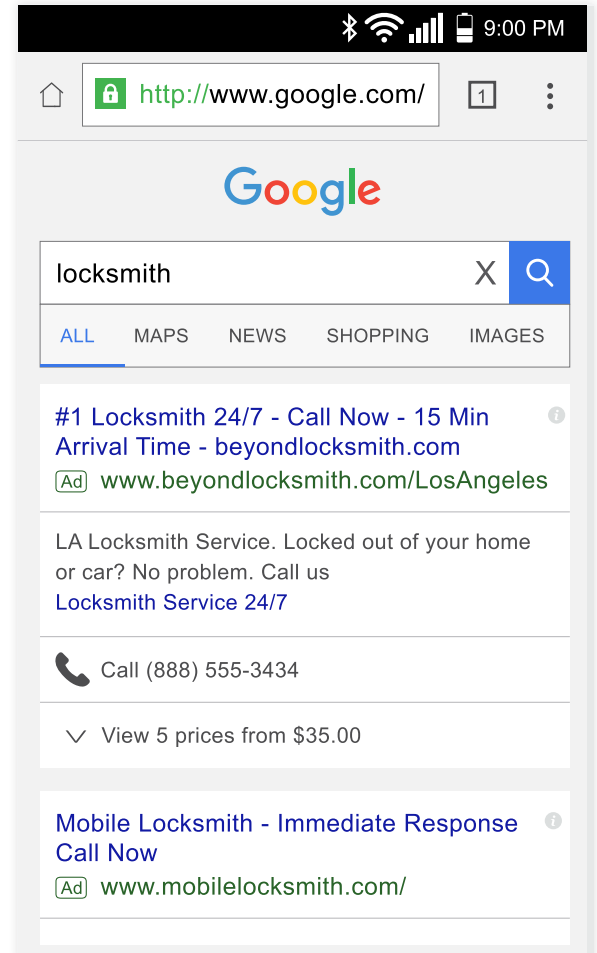
Transparent Reporting¹

With online and mobile reports, you can view real-time data like site visits, calls, emails, and forms submitted, PLUS even listen to your recorded calls. That way, you always know exactly how your campaign is performing.



Mobile-Optimized Experience

We use Google's expanded text ad format, allowing you twice as much ad text. Plus, your ads can be set up so mobile searchers can click to call you directly from your ad so you don't miss a lead.

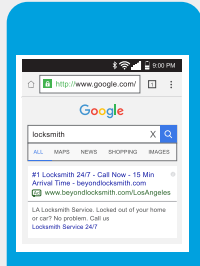


MOBILE AD CALL EXTENSIONS

HOW IT WORKS



Make it easy for your leads to talk to you when they need you the most.



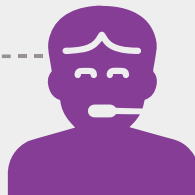
1. Visitor does a mobile web search for a local product or service they need.



2. Your Search Marketing paid ad explains your product/service. Visitor wants to call your business without visiting your website OR call your business directly from your paid search ad.



3. Visitor clicks on the "Call" button (ie. Your ad "call extension").



4. The trackable phone number is directed to any office number, call center, or mobile phone you request.



5. You or your employee answer the call and close the sale.



6. Call info and recordings can be stored in Client Center with Lead Engagement Add-On² for lead management, real-time reporting, call monitoring, and future automated marketing campaigns.