

What is PPC or Search Engine Marketing?

PPC (Pay per click) allows you to place your advertisement on major search engines such as Google, Yahoo, and MSN in the form of a sponsored link.

Prominent, Accountable, and Agile...

- PPC ads appear in prominent positions, across the top and right side of search engine results
- Positions are maintained through an auction system and are only displayed when a relevant word is searched
- Every PPC click is accountable and transparent, ensuring that campaigns are optimized for maximum ROI
- Campaign management is an ongoing process of testing and tuning, seasonal customization, and tracking for continually improving results

The screenshot shows a Google search for "jamaica vacations". The search bar is at the top with "jamaica vacations" entered. Below the search bar, there are several organic search results. On the right side of the page, there are two columns of sponsored links. The first sponsored link is "Jamaica All Inclusive Vacation" from www.visitjamaica.com. The second is "Jamaica Vacation Deals" from www.Jamaica.Bookit.com. The third is "All Inclusive Montego Bay" from www.Riu.com. The fourth is "Air Jamaica Vacations - Discount Jamaica Vacation Packages - Low..." from www.airjamaicavacations.com. The fifth is "Hot Deals - Air Jamaica Vacations - Jamaica Vacation Hot Deals..." from www.airjamaicavacations.com. The sixth is "Jamaica Guide - Culture, History, Travel, and More | jamaica-guide..." from jamaica-guide.info. The seventh is "Jamaica, Caribbean - Hotels in Jamaica, Tourism and Vacation..." from www.tripadvisor.com. The eighth is "Cheap Vacations to Jamaica - Discount Hotel + Air Deals - TripAdvisor" from www.tripadvisor.com. The first sponsored link on the right is "Jamaica Vacations on Sale" from www.SaveOnJamaicaResorts.com. The second is "All Inclusive Resort" from www.Holidayinn.com. The third is "Jamaica Vacation Package" from www.Breezes.com/Jamaica. The fourth is "Jamaica Package Sale" from www.CheapCaribbean.com/Jamaica. The fifth is "Jamaica Resorts" from www.LuxuryLink.com. The sixth is "Couples Resorts @ Jamaica" from www.Couples.com. The seventh is "Jamaica Vacations" from www.bahiaprincipesusa.com. The eighth is "Jamaica Vacation Packages" from www.Holidayinn.com.

Strategies for PPC Optimization

Remarkable Search utilizes PPC Marketing to develop strategies for generating traffic for our client's tailored to their business metrics and goals



Day Parting



Negative Keywords



Geo-Targeting



A/B Testing



Demographic Targeting



Landing Page Testing



Keyword Expansion



Contextual Targeting



Phone Tracking



Shopping Portals and Comparison Sites

What is Search Engine Optimization?

“Search engine optimization (SEO) is the process of improving the technological properties, contextual relevance, and marketing footprint of a website in order to improve its positioning in search engines.

The Value of SEO...

- Organic search accounts for roughly 70% of all traffic from search engines
- Of the 6.7 billion search engine clicks per month, 4.7 billion came through organic search
- Of the 1.17 billion internet users, 90% use search engines with the potential for over 1 billion people clicking organic search results
- More and more people are using the internet for e-commerce, using search engines, and visit sites through organic search results

The screenshot shows a Google search for "jamaica vacations". The search bar is at the top with the text "jamaica vacations" and a "Search" button. Below the search bar, the results are displayed. The first result is "Jamaica All Inclusive Vacation" from www.visitjamaica.com, which is highlighted in yellow. Below it are "Jamaica Vacation Deals" from www.jamaica.bookit.com and "All Inclusive Montego Bay" from www.riu.com. A red box highlights a result from "Air Jamaica Vacations" (www.airjamaicavacations.com) which includes a menu with links for "Jamaica", "Hot Deals", "St", "Contact Us", "Wedding", "Barbados", "Groups", and "Nassau". To the right of the main results, there are "Sponsored Links" including "Jamaica Vacations on Sale", "All Inclusive Resort", "Jamaica Vacation Package", "Jamaica Package Sale", "Jamaica Resorts", "Couples Resorts @ Jamaica", "Jamaica Vacations", and "Jamaica Vacation Packages".

Holistic Approach to Search Engine Optimization

- Best Practice On-page Optimization
- Technological Development
- Inbound Link Development
- Customized Content/Copywriting
- Web Design and Consultation
- Website Analytics
- Search Reputation Management
- Social Media Marketing
- Algorithm Compliance & Correction
- SEO Reporting and Analysis

