MAX MEDIA DIGITAL

PRODUCT OVERVIEW

Search Engine **Marketing (SEM)**

Be the first answer when customers search for what you sell.



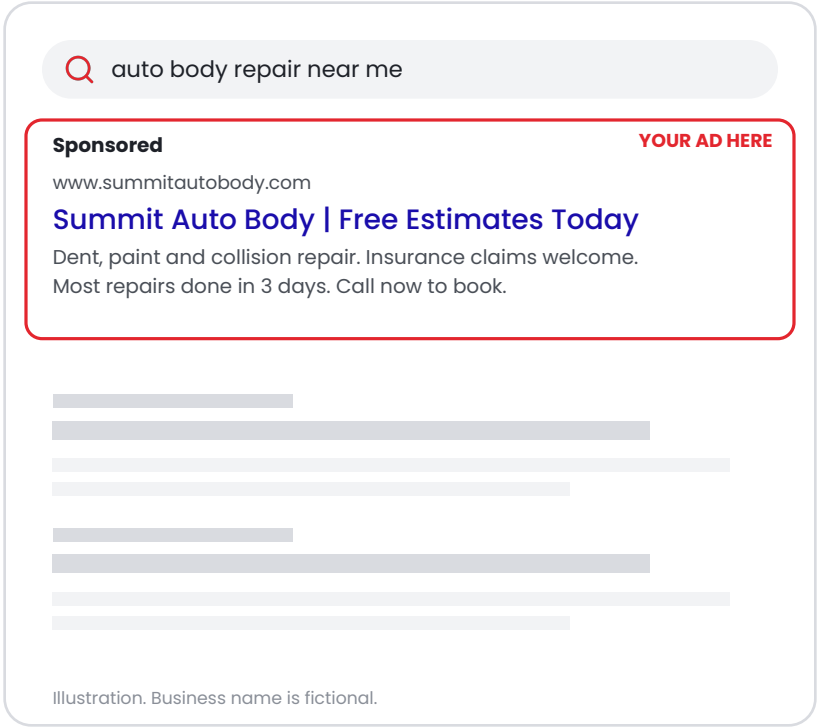
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What Is Search Engine Marketing?

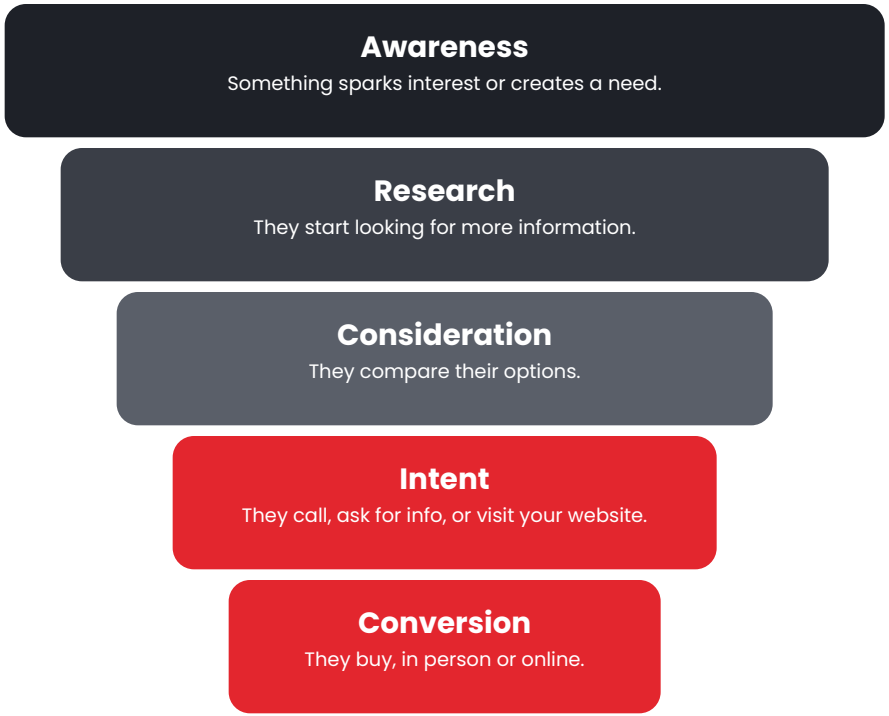
Search Engine Marketing (SEM) puts paid ads for your business on search engine results pages, the page you see after typing something into Google or Bing.

We bid on the keywords your customers search for, so your ad appears right when they're looking for the products and services you offer.

You only pay when someone clicks, so your budget goes to people who are already interested.



SEM and the Buyer's Journey



SEM sits squarely in the intent and conversion stages.

When someone is ready to buy, they search for it. SEM puts your product or service at the top of that search page as an ad.

That makes search one of the most efficient ways to reach people **ready to act now**.

We Run SEM on Two Platforms

Google Ads

The largest search engine in the world

- The widest search audience, with about **87% of U.S. search traffic**.
- **77% of consumers** use Google to find local business information.
- Detailed, robust reporting.

Microsoft Advertising

Bing plus Microsoft's search partner network

- Your ads reach dozens of high-quality Microsoft search partners, not just Bing.
- Reaches people you won't find on Google or social media.
- Strong at reaching people during the workday, capturing about **one in three PC searches** in the U.S.

Market share figures are based on platform-published data and change over time.

Top and Restricted SEM Industries

Where search shines

- ✓ Finance
- ✓ Insurance
- ✓ Retail
- ✓ Travel and tourism
- ✓ Jobs and education
- ✓ Home and garden
- ✓ Autos and vehicles
- ✓ Computers and consumer electronics

Industries with restrictions

- ✗ Medical and med spas
- ✗ Alcohol and tobacco
- ✗ Gambling
- ✗ Adult content
- ✗ Political
- ✗ Cannabis

Google and Microsoft limit ads in these categories. Some require certification, and some can't advertise at all. Ask us what's possible for your business.

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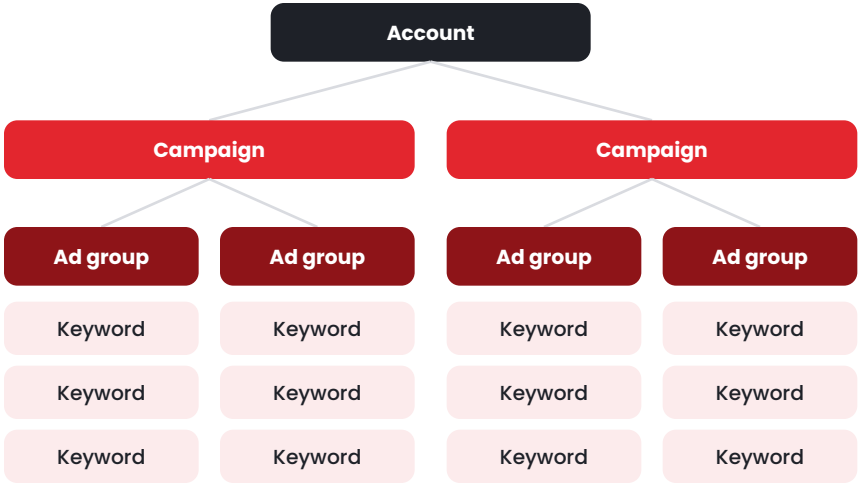
Campaign Setup

How we build and structure your search campaigns.

Every Campaign Is Custom Built

We build each search account around your business: campaigns, ad groups, keywords, ad copy, bidding strategy, and more. We study your website first to find the structure most likely to reach your goals.

- **Campaign.** The top level. Budget and location targeting are set here.
- **Ad group.** A set of keywords grouped by theme.
- **Keywords.** The searches we bid on.
- **Ad.** The copy people see when they search those keywords.



What That Looks Like

Campaign: Living room furniture

Ad group: Sectionals

KEYWORDS

brown leather sectional

black leather sectional

grey leather sectional

Ad group: Recliners

KEYWORDS

brown leather recliner

black leather recliner

grey leather recliner

Campaign: Cameras

Ad group: Compact

KEYWORDS

fujifilm x100v

sony zv-1

panasonic lumix

Ad group: SLR

KEYWORDS

nikon d5600

canon eos 6d

nikon d3500

The number of campaigns, ad groups, and keywords depends on your budget.

Setting Your Campaign Goal

We optimize every campaign around your key performance indicators (KPIs). Most campaigns focus on one of two goals:



Clicks

Best if you want to **build awareness**, send more people to your landing page, and grow your retargeting audience. We optimize for link clicks.



Conversions

Best if you want **the most conversions at the lowest cost** per conversion, such as form fills, purchases, sign-ups, emails, and calls. We optimize for conversions.

Finding the Right Keywords

The right keywords make or break a search campaign. We combine hands-on keyword research with the industry's leading automated tools so nothing gets missed.

- **Tightly themed ad groups.** We build a list of highly relevant keywords around your top products or services, with 1 to 25 keywords per ad group.
- **Match types.** We use broad, phrase, and exact match to control how closely a search has to match your keyword before your ad shows.
- **Negative keywords.** These block your ad from showing for searches that aren't a fit. We add them to every campaign from day one and keep refining the list.

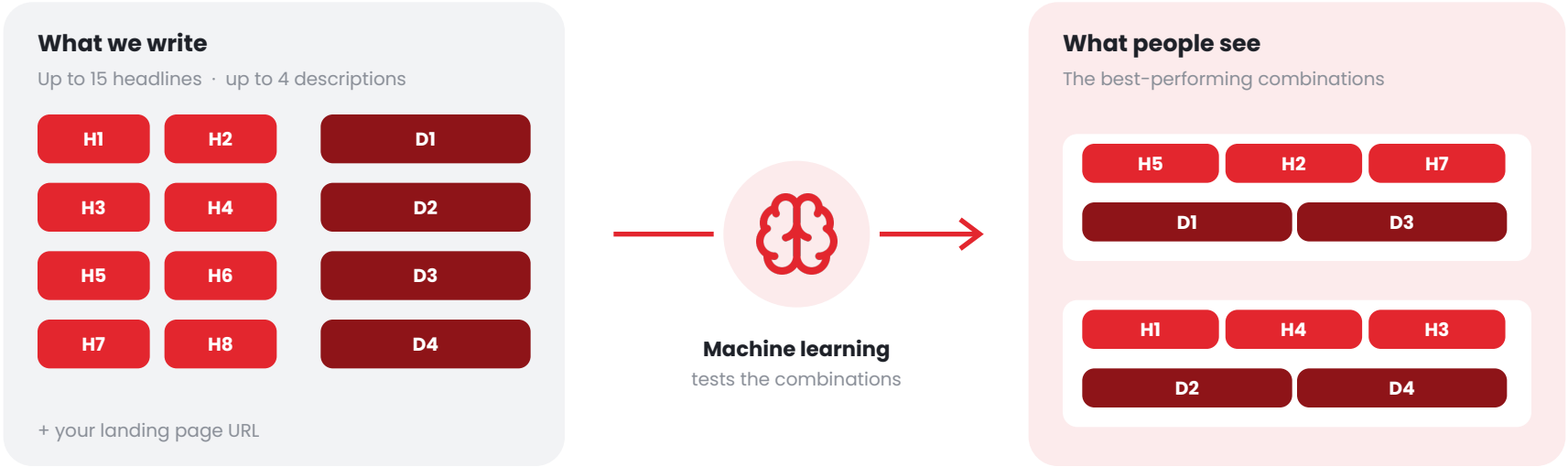


Where we look

- Your website
- Real customer searches
- Google Ads Keyword Planner
- Google Trends

Responsive Search Ads

Responsive search ads adapt to show the most relevant message to each person. We write multiple headlines and descriptions, and the platform's machine learning tests combinations over time to learn which ones perform best.

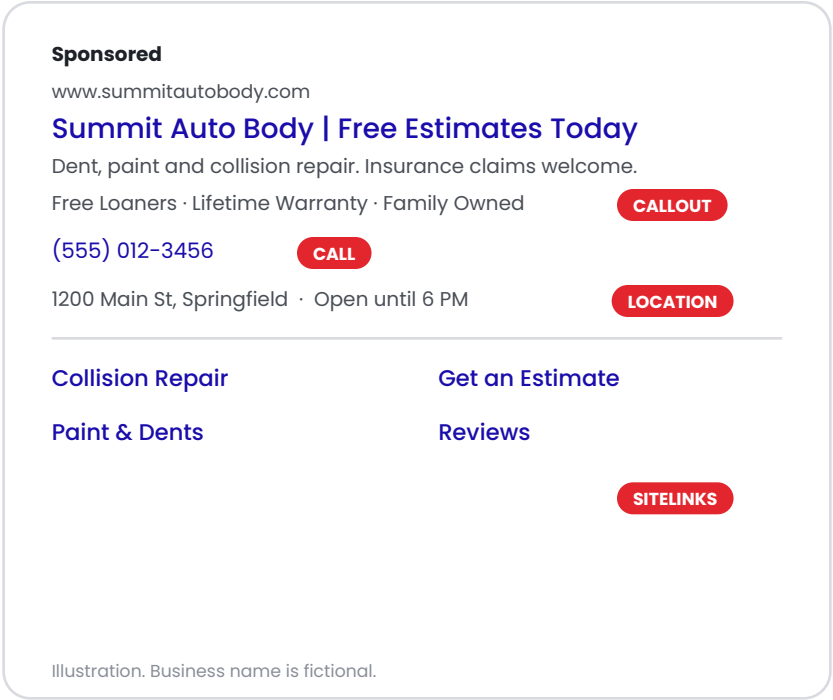


Ad Extensions (Assets)

Extensions add extra information to your ad, like your phone number, location, or links to key pages. That gives people more reasons to choose you, and makes your ad take up more space on the page.

Google now calls these **“assets.”** The search engine picks which ones to show for each search, so we add every one that fits your business.

Location	Callout	Call
Sitelink	Structured snippet	Message
Price	App	Lead form

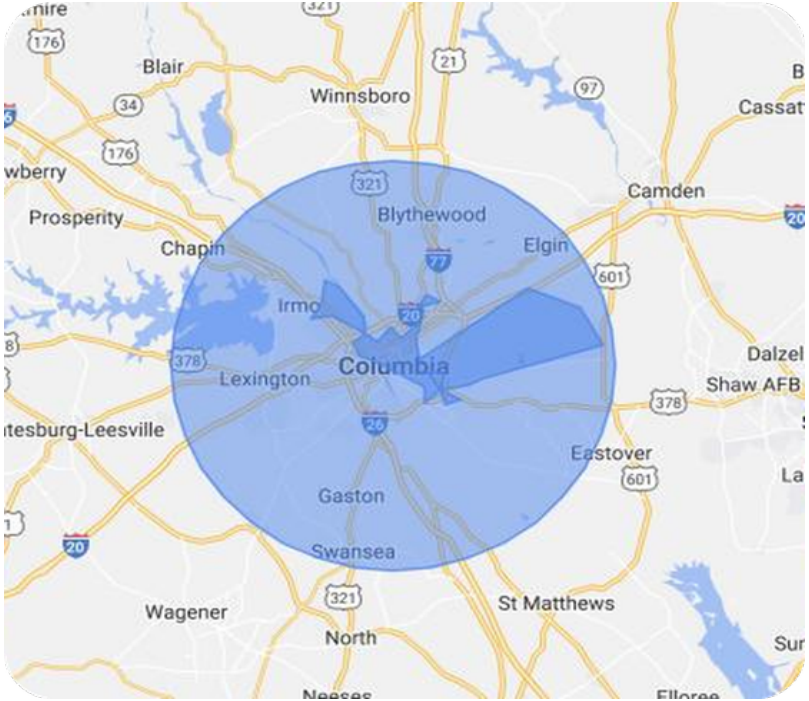


Targeting by Location

We can target as broadly or as precisely as your business needs:

- Country
- State
- Metro area (DMA)
- Congressional district
- County
- City
- ZIP code
- Radius around an address

Mix and match. In this example we target a 20-mile radius around Columbia, South Carolina. We could also add a ZIP code or a nearby city to the same campaign.



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Conversions

Tracking the actions that matter to your business.

What Counts as a Conversion?

A conversion is any action you want to track on your website: a link or button click, an email, a phone call, a form fill, or a purchase. Together we pick the actions that matter most, set them up as conversion points, and track them every month.



Calls

Calls from your ads, plus calls from your website using dynamic number insertion.



Form fills

Every time a customer shares their contact information through a form on your site.



E-commerce sales

Online purchases, so we can work toward specific sales goals.



Link clicks

Any link a visitor clicks. We map out the path you want visitors to take and track each step.

Call Tracking

Call tracking records each call, where it came from, and how long it lasted. That shows us which campaigns, keywords, landing pages, and ads lead to longer, more valuable conversations.

1. **Calls from ads**
   Calls made directly from call ads or from the call and location extensions in your ads.

2. **Calls to your website number**
   Calls made after someone clicks your ad, visits your site, and dials the tracking number shown there.

3. **Taps on your mobile site**
   Calls made when someone clicks your ad, then taps a phone number, button, or link on your mobile site.

4. **Imported call conversions**
   Calls you already track in another system, imported so you control which calls count.

How Tracking Works

A **tracking pixel** is a small piece of code. We create it and send it to you with instructions to place on your website.

Once it's in place, we can track the actions people take on your site, like brochure downloads, link clicks, form fills, and online sales.

No pixel? We can still track impressions and click-through rate, but we strongly recommend a pixel so we can track and optimize for real conversions.

Google Tag Manager (GTM)

RECOMMENDED

- Added once to your site (or with a plugin), then manages all tracking in one place.
- No coding knowledge needed to add or change tags.
- Flexible, easy to test, and helps pages load faster.

Placed directly in your site code

- Added straight into your website's source code.
- Needs a separate pixel for each conversion.

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Optimization & Reporting

How we keep improving results, and how you see them.

Always Optimizing

We optimize your campaign continually toward the goals we set together. Each month you'll get an optimization report showing how your campaign is performing and what we recommend next.

Our optimization checklist:

- **Pacing.** Making sure your budget is spent efficiently.
- **Targeting.** Adjusting who and where we reach to hit your goals.
- **Keyword performance.** Keeping the keywords that work and cutting the ones that don't.
- **Search terms report.** Reviewing the actual searches that triggered your ads, so the right people find you.
- **Ad performance.** Impressions, clicks, and cost per click, so we can keep improving your ads.



Google Analytics and Live Reporting

Google Analytics

Google Analytics is yours, connected to your website, and especially useful for search campaigns. We can set it up and train your team to use it.

- Measure conversions with goals
- Build custom dashboards and reports
- Compare to past performance
- Use advanced segments and dimensions

Your live dashboard

A shareable link that shows your results any time:

- Impressions
- Clicks and click-through rate
- Conversions and conversion rate
- Spend
- Cost per conversion
- Average cost per click
- Impression share
- Period-over-period comparisons
- Location results (Google)

Case Study: Tire Shop



Client	Tire shop
Campaign length	One year
Objective	Generate more sales revenue.
Solution	A search campaign built to drive conversions, with automated Google Ads bidding set to maximize conversions and full reporting.

MONTHLY CONVERSIONS

621 → 5,982

Nearly 10x more conversions

Results from a single advertiser; individual results vary.

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Why **Max Media?**

- Certified Google Ads and Microsoft Advertising search partners.
- Every campaign built from scratch around your goals.
- A dedicated team that optimizes every month.
- A live dashboard so you always see your results.

Let’s get you found.

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