PRODUCT INFO

Search Engine **Marketing (SEM)**

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



Our Google Ads and Microsoft Advertising certified specialists follow industry best practices on every campaign. Nothing is cookie-cutter: each campaign is built around your business, your market, and your goals.

WHAT'S INCLUDED

Every campaign goes through a thorough setup process so it fits your business and is optimized for results.

- Keyword research and ongoing optimization
- Professionally written ads, refined over time
- Bid and budget management
- Competitor analysis and conquesting
- A/B/C ad copy testing and ad group optimization
- Negative keywords to cut wasted spend

Why search? Your ad appears at the exact moment someone is looking for what you offer, and you only pay when they click.

YOUR CAMPAIGN TEAM

Dedicated, certified specialists

Every campaign gets its own management team of experienced Google Ads and Microsoft Advertising (Bing) certified professionals.

Conversion tracking, ROI focused

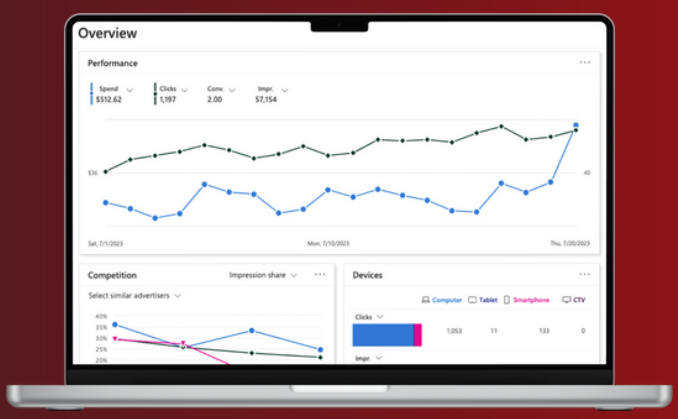
Paid search can track exactly what each click turns into. We track every applicable conversion through Google Analytics and your live Max Media reporting dashboard.

Call tracking

We track, record, and share insights on every phone call your campaign brings in.

See where every dollar goes.

Your live dashboard shows spend, clicks, conversions, calls, and the exact searches that triggered your ads, updated daily.



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