

## SEO/PPC COMBO PACKAGE

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

Penton'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

### ADDITIONAL SERVICES

These additional marketing services compliment or work well with a SEO/PPC package:

#### LEAD LIFECYCLING

Nurture generated leads.

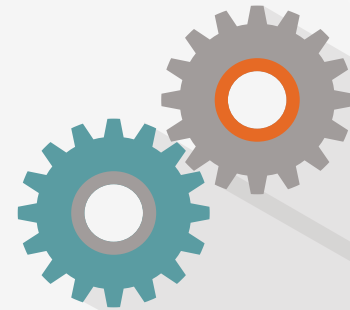
#### WEBSITE

Create a quality site to send traffic to.

#### STRATEGIC INSIGHTS

##### STUDY

Identify keywords and competitor information.



## Search engine marketing (SEM)

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