



## Pay Per Click Management & ROI Tracking *New!*

1. Generate a comprehensive geo-targeted keyword list for you. We estimate your list will contain approximately 1000 keywords phrases.



2. Set-up accounts with the major search sites and allocate budgets across them, including Google, Yahoo, MSN, AOL and Ask.

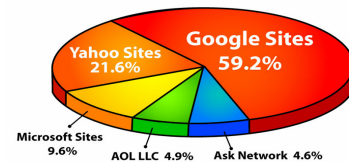
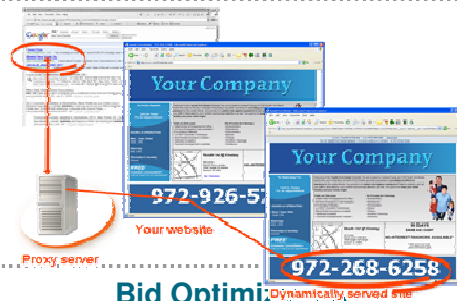


Chart shows % of local searches: Comscore, February 2008 >>>

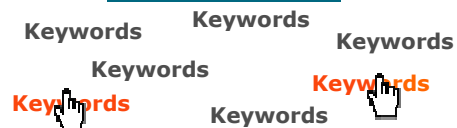
3. Create online text ads that will grab attention and generate the traffic for your business.

Your Company Ad  
Snappy copy goes here to grab searchers attention.  
[YourCompany.com](#)

4. Use patent-pending solution to display a proxy version of your website and phone number so we can track the phone calls, emails, e-commerce sales, coupons printed and forms submitted as a result of your online campaign.



5. Perform daily monitoring of your keywords and use our bid management software to give you the best visibility on the search sites in relation to your budget.



6. Because we can uniquely follow clicks as they become offline leads, we can maximize your return over 3-6 months by focusing your budgets on the keywords that create the best leads.

### Conversion-Based Optimization

Best Keywords \$\$\$\$  
Better Keywords \$\$\$  
Good Keywords \$\$  
Keywords \$

7. Publish a daily, weekly, or monthly email (your choice) summarizing the campaign activity and provide password-protected online reports and lead history.

Activity	Daily Activity	Keywords	Web Leads
Impressions	Visits	Calls	Emails
1000	70	25	5
500	10	4	0
250	5	2	0

**Discounted pricing available only to NJ Apartment MLS members. Call (973) 954-2787.**

NJ Small Business  
Award Winner