



Website Marketing & Design

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What We Do

81% of people search the internet before making a purchasing decision. We make sure that those people find our clients when they go online.

Google has the largest market share, but we also focus on the other major search engines.

So how do we make sure your prospects find you when they go online?

2 Ways to Show up in Google

These are the two ways to show up in Google (and the other search engines). Many companies put fancy names on these strategies and brand them under different terms, but make no mistake, **these are the only two ways to show up in the search engines.**

1. Search Engine Optimization (SEO)

2. Pay Per Click (PPC) Advertising

Read on to find out more about these two strategies and how we use them to give you an ROI that can be significantly higher than any other advertising method.

What is SEO? (Search Engine Optimization)

With Search Engine Optimization (SEO), you
Pay someone (like us) to rank your site in the main search results

You can see in the example below where your website will appear using Search Engine Optimization (SEO).

The image shows a search engine results page for the keyword "Antivirus". A red rectangular box highlights the search result for Symantec. A red diagonal watermark with the text "SEO puts you here" is overlaid on the highlighted result. The search results include organic listings and sponsored ads on the right side.

Organic Search Results:

- Norton™ Antivirus - Free - #1-Ranked Online Protection Suite.** | [norton.com](#) | +7 🔍
Download Latest Version for Free.
Fast Protection that does more to stop viruses and spyware.
Norton™ Ghost - Norton™ Utilities - Norton Antivirus™ for Mac
- 50% Off Kaspersky 2011 - Award-Winning Antivirus.** | [kaspersky.com](#) | +7 🔍
[www.kaspersky.com](#) - rated ★★★★★ 100 reviews
Official Store. Buy Now!
Best - 50% Off Pure Total Security - Better - 50% Off Internet Security
- Free Antivirus Download - 110 Million Users Trust AVG.** | [avg.com](#) | +7 🔍
[www.avg.com/Anti-virus](#)
Remove Viruses, Free Download!
- Symantec - AntiVirus, Anti-Spyware, Endpoint Security, Backup ...** | [www.symantec.com/](#) - Cached
Norton AntiVirus, Internet security, and anti-spyware products for the home. Solutions to manage IT risk and maximize IT performance for business. [Show stock quote for SYMC](#)
- Free Antivirus | Free Virus Protection Software | AVG Free** | [free.avg.com/](#) - Cached
Download the best free antivirus and anti-spyware security software for Windows 7, Vista, XP. Get free virus protection now! Free antivirus download.
Download - Download Free Trial - Support Center - Free Virus Protection
- McAfee—Antivirus, Encryption, DLP, IPS, Firewall, Email Security ...** | [www.mcafee.com/](#) - Cached
McAfee solutions deliver complete virus protection and Internet security. Download McAfee anti-virus and anti-spyware software to protect against the latest ...
[Show stock quote for MFE](#)
- avast! Free Antivirus - Download Software for Virus Protection** | [www.avast.com/free-antivirus-download](#) - Cached

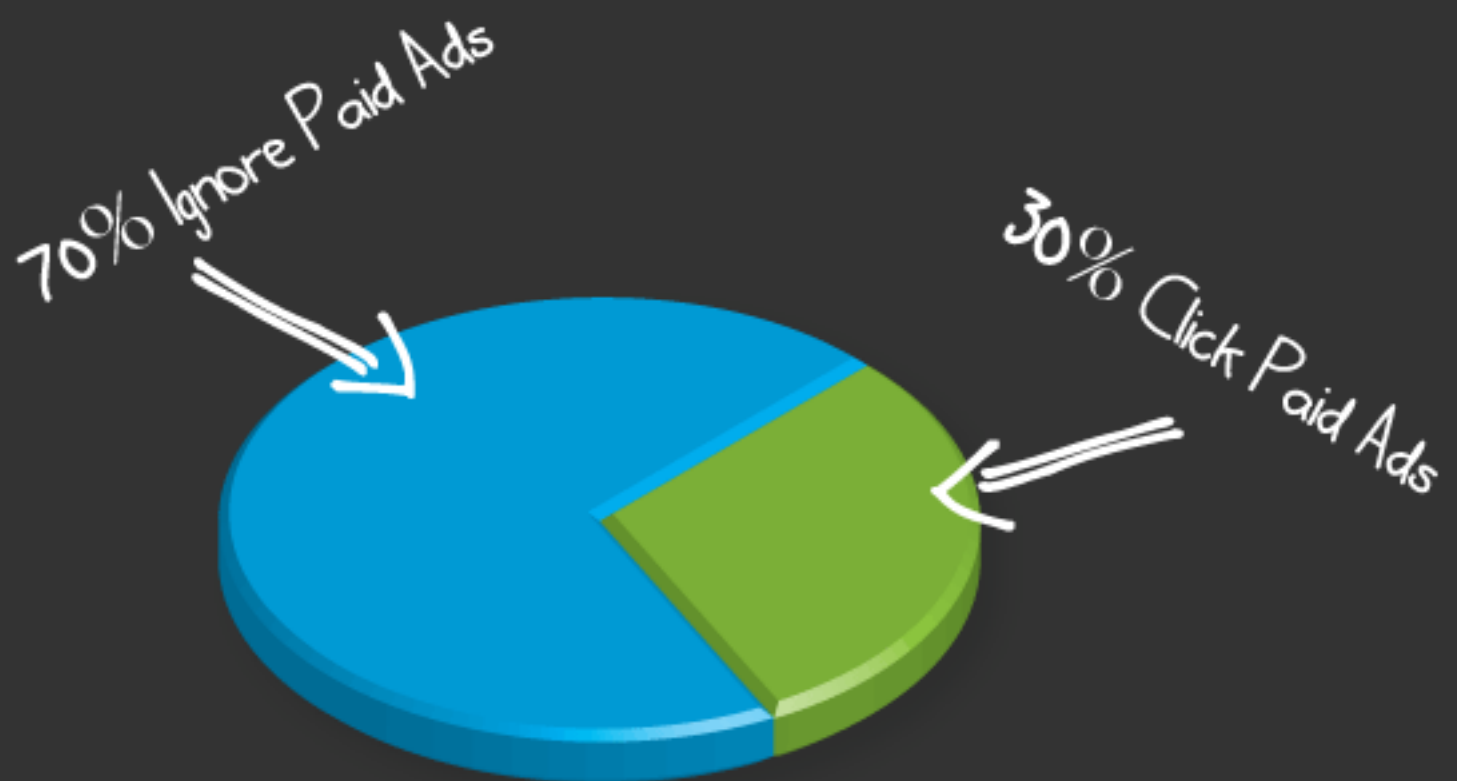
Ads (Sponsored Results):

- AVG Anti-Virus & Anti-Spyware 2011 3 User/1 Year** | +7 🔍
\$39.99 - Staples
Free Shipping on Orders \$75+
- Brand New Norton Norton Antivirus 2010 ...** | +7 🔍
\$19.99 - In And Out Computers
- AntiVirus - 50% Off** | +7 🔍
[www.trendmicro.com/OfficialSite](#)
trendmicro.com is rated ★★★★★
Award Winning AntiVirus. 50% Off!
Buy, Download & Get Protected Now.
- Windstream Communications** | +7 🔍
[www.windstream.com/Lifetime](#)
Safeguard your home network with Windstream's Security Package.
- Best Rated Anti Virus** | +7 🔍
[www.toptenreviews.com/Anti_Virus](#)
Compare the Best AntiVirus Software
10 Exp Reviewed Anti Virus products
- Anti Virus - 50% Off** | +7 🔍
[www.zonealarm.com](#)
All New 2012 PC Anti Virus Security
For Limited Time - Only \$24.95!

Why Use SEO?

More traffic

Many people purposely avoid the paid ads section of the search results and only click on the organic results. With SEO, you'll appear in the organic results and get the majority of clicks for most searches.



Better ROI Long-term

Once you get ranked at the top of Google, you generally stay there, meaning you don't have to continue paying once you're ranked.

Why NOT Use SEO?

Takes longer to reach the top

It takes longer to reach the top of the search results using Search Engine Optimization. Whereas with Pay Per Click (outlined later) you can appear almost immediately, SEO can take several months to see results.

Short-term costs are higher

The initial investment for SEO is generally a bit higher and the results come over time as compared to PPC (outlined later), where the results come quickly and the short-term costs are a bit lower (although long term costs are significantly higher with PPC).

Value We Provide (SEO)

Get you ranked on Google, Yahoo, & Bing

We've got a proven track record of ranking companies at the top of the search engines, generating more leads and sales, and providing incredible ROI unmatched by most other forms of advertising.

We've ranked local companies as well as national companies at all levels of competition. View the rankings we were able to achieve for a few recent clients here:

<http://www.rlmseo.com/services/seo/>

Continous Optimization to Keep Ahead of Competition

Just by reading this brochure, you're likely ahead of your competition already. It's important to get the jump on the competition because the bigger head start you get, the easier it will be to stay ahead of them.

In addition to getting you ranked, we monitor your competition and ensure that they don't outrank you.



Our SEO Process

3 Components (3 month+):

1. Keyword List

The first step is to identify the actual words your prospects are typing into Google (and the other search engines). We have several tools that allow us to do this accurately and we build the keyword list using those terms that will generate the most business.

2. On-Site SEO

We review your current website and optimize the site to ensure it's primed for high rankings. If you don't yet have a website, we can provide one for you at a very reasonable cost.

3. Off-Site SEO

This is where you see the biggest benefit. We spend time building links to your website, which builds credibility with Google (and the other search engines).

You see, Google basically views links as "votes" for your website. The more votes you have, the higher you rank. The higher you rank, the more sales / leads you get.



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What is Pay Per Click (PPC)?

With Pay Per Click advertising, you...

Pay Google to Appear at the Top of the Search Results

You can see in the example below where Pay Per Click ads show up. Each of those companies are paying Google a specific price everytime someone clicks on one of these ads.

The image shows a search engine results page with several advertisements for antivirus software. A red box highlights the top three ads, and a red arrow points to the text 'Pay Per Click ads' overlaid on the page. The ads include:

- Norton™ Antivirus - Free - #1-Ranked Online Protection Suite** (www.norton.com) - Download Latest Version for Free. Fast Protection that does more to stop viruses and spyware. Norton™ Ghost - Norton™ Utilities - Norton Antivirus™ for Mac
- 50% Off Kaspersky 2011 - Award-Winning Antivirus** (kaspersky.com) - Official Store. Buy Now! Best - 50% Off Pure Total Security - Better - 50% Off Internet Security
- Free Antivirus Download - 110 Million Users Trust AVG** (avg.com) - Remove Viruses, Free Download!
- Symantec - AntiVirus, Anti-Spyware, Endpoint Security, Backup ...** (www.symantec.com/ - Cached) - Norton AntiVirus, Internet security, and anti-spyware products for the home. Solutions to manage IT risk and maximize IT performance for business.
- Free Antivirus | Free Virus Protection Software | AVG Free** (free.avg.com/ - Cached) - Download the best free antivirus and anti-spyware security software for Windows 7, Vista, XP. Get free virus protection now! Free antivirus download.
- McAfee—Antivirus, Encryption, DLP, IPS, Firewall, Email Security ...** (www.mcafee.com/ - Cached) - McAfee solutions deliver complete virus protection and Internet security. Download McAfee anti-virus and anti-spyware software to protect against the latest ...
- avast! Free Antivirus - Download Software for Virus Protection** (www.avast.com/free-antivirus-download - Cached)
- AVG Anti-Virus & Anti-Spyware 2011 3 User/1 Year** (\$39.99 - Staples) - Free Shipping on Orders \$75+
- Brand New Norton Norton Antivirus 2010 ...** (\$19.99 - In And Out Computers)
- AntiVirus - 50% Off** (www.trendmicro.com/OfficialSite) - Award Winning AntiVirus. 50% Off! Buy, Download & Get Protected Now.
- Windstream Communications** (www.windstream.com/Lifetime) - Safeguard your home network with Windstream's Security Package.
- Best Rated Anti Virus** (www.toptenreviews.com/Anti_Virus) - Compare the Best AntiVirus Software 10 Exp Reviewed Anti Virus products
- Anti Virus - 50% Off** (www.zonealarm.com) - All New 2012 PC Anti Virus Security For Limited Time - Only \$24.95!

Why Use PPC?

Immediate Traffic and Sales / Leads

Pay Per Click is fast to set up and you'll appear at the top almost immediately. Once a campaign is setup, you can appear at the top of Google within 24 hours.

This is great for generating sales and leads quickly.

Extremely Detailed Data and Statistics

Another great benefit of Pay Per Click advertising is all the juicy data that's automatically collected.

We can see exactly what keywords people are typing into Google, which of those keywords triggered clicks, and which resulted in sales and leads.

Not only that, but we can find out which ads were the best performers.

We use all this data to continuously improve your campaigns, resulting in continuously decreasing costs and increasing ROI.

Higher Conversions When Combined with SEO

You can actually generate more sales and leads when you combine SEO & PPC. In other words, using Pay Per Click in combination with high rankings from Search Engine Optimization can actually get you more sales and leads than either one of those strategies individually.

Why NOT Use PPC?

Disappear altogether if you stop paying

Google (and the other search engines) will only show your ads as long as you pay them, as opposed to Search Engine Optimization, where once you get ranked, you generally stay there.

Long-term costs are high

Because your ad only appears as long as you pay Google, over the long-term, this strategy will cost more than Search Engine Optimization.

Prohibitively expensive for high-competition industries

Certain high-competition industries, legal services and plastic surgery for example, can be prohibitively expensive for companies without a huge starting budget.

Value We Provide (PPC)

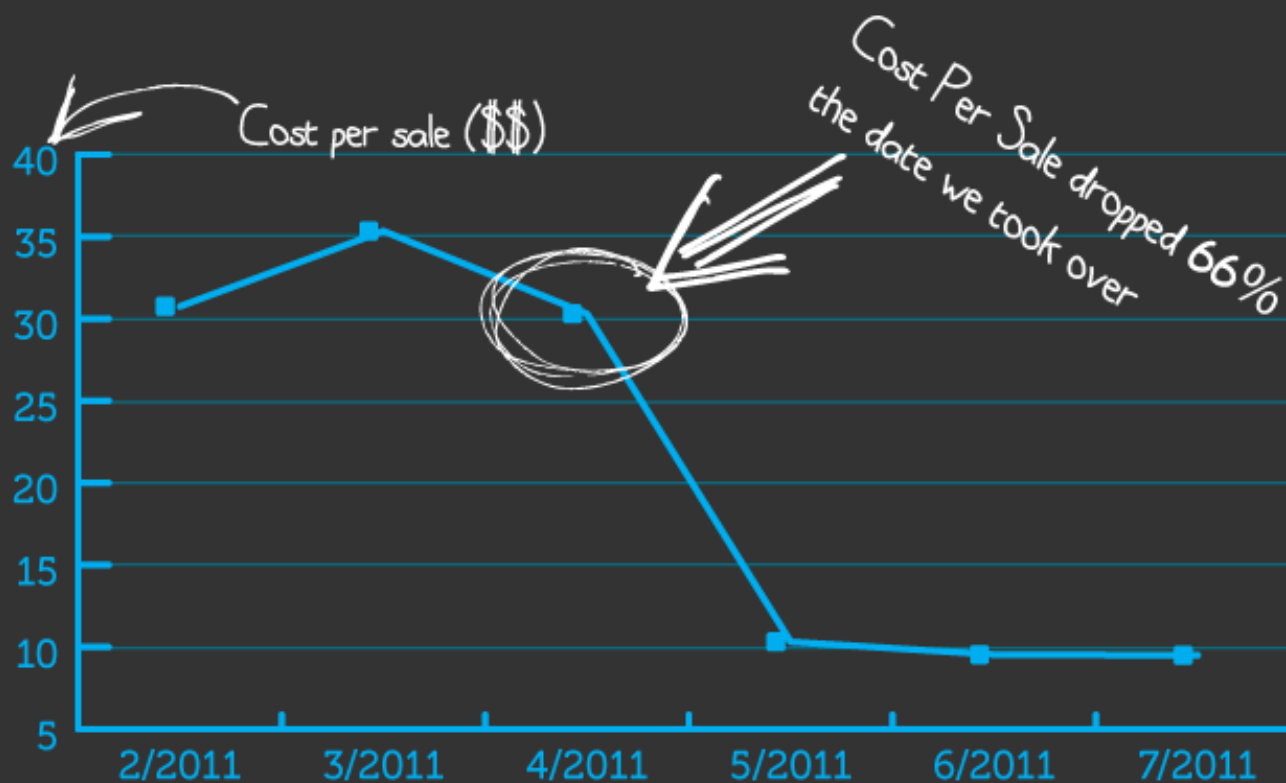
Optimize PPC campaigns on Google, Yahoo, & Bing

The key to running a successful Pay Per Click campaign is continuous optimization. The longer the campaign runs, the more data we collect on user behavior, and the more data we have, the better we can optimize the campaign, reducing your costs and increasing your ROI.

We're so confident in our ability to effectively optimize a campaign, that if you're currently running a PPC campaign on any of the 3 major search engines, **we guarantee we can improve performance by at least 15%** or you don't pay a thing. In most cases we improve performance by significantly more than that.

Recent project:

The graph below shows how we were able to reduce the client's cost-per-sale by 66% after we took over management of their paid advertising campaign.



Our PPC Process

5 Components (1 month+):

1. Data Review

If you've already run a PPC campaign, we'll review your existing data and optimize the account based on that data.

2. Landing Pages

We create and/or review landing pages for the campaign. These are the pages on your website where someone lands when they click your ad. It's important that these pages be optimized to encourage visitors to submit their info, call, or complete a sale.

3. Campaign Targeting

We make sure the campaign is targeting the right audience. We can target people in a specific city (or groups of cities), nationwide, or even globally. We can also target by demographics such as age, income level, sex, and even based on the other websites your prospect visits.

4. Quality Score Improvement

Google's paid advertising platform is setup in such a way that you can actually have your ad appear above your competition, even though you're paying less than they are. We optimize your campaign's quality score, which gets you a discount on your advertising costs.

5. On-going Optimization

If you choose to have us manage your advertising campaign on an on-going basis, we review the data collected each month and tweak all of the above components which results in your ad costs dropping every month.



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Contact Us Today For a Free Consultation

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Let our Web Marketing Superheroes transform your marketing strategy!



Why Razorlight Media?

- We're a **Google Certified Partner**
- Unsurpassed value & effective results
- Proven ability to **drive traffic & leads**
- **Affordable pricing** for any size business
- We don't lock you in - **No Contracts!** ¹
- Talented designers & marketing experts
- Ask about our **Guarantees**
- **Google Loves Us!** ²



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1 - Unlike our competition, we don't lock you into any contracts, so it's up to us to prove that our service is effective.

2 - By this we mean we practice what we preach. Our own website is ranked extremely high in Google, we have over 150,000 links, and a PageRank 6. If we can do it for us, we can do it for you!