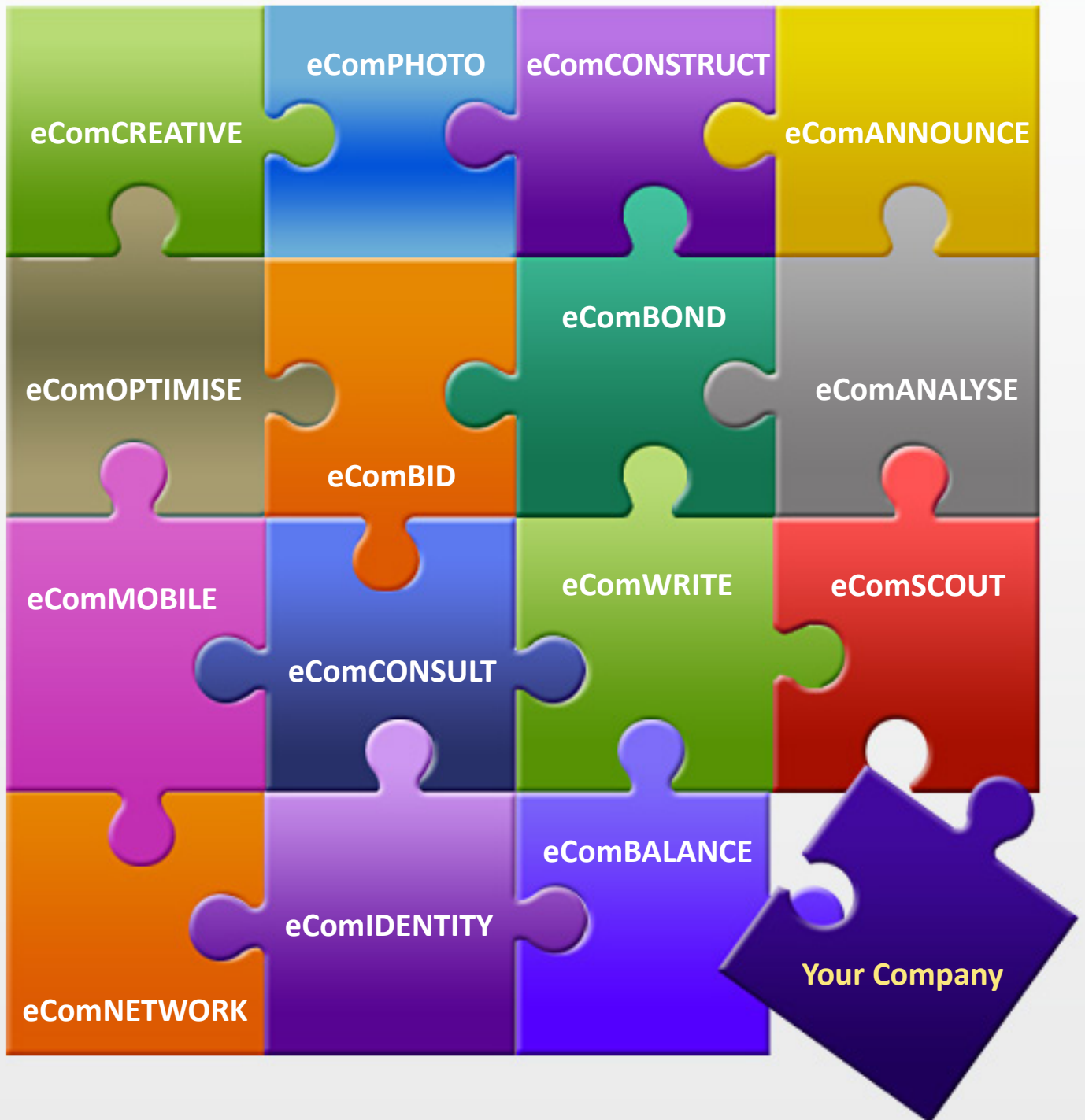


eCommerce Associates

Build your Success & Expand
your Market Share



 **e COMMERCEASSOCIATES**

Online Marketing Solution

email: info@eass.co.uk tel: 0845 644 1234



Search Engine Marketing

eCommerce Associates provides personalised, professional Search Engine Marketing (SEM) support and services. Our SEM teams are experienced professionals dedicated to providing optimum results.

Like all services of eCommerce Associates, our SEM strategies integrate a range of bespoke online marketing solutions, which are carefully tailored to create the ideal package for your needs.

Your Goal for Search Engine Marketing

Effective Search Engine Marketing (SEM) ensures that visitors, customers, and leads are able to locate your website amid the dense clutter of the Internet. The major search engines hold an almost exclusive monopoly on web traffic. These engines are the first place users visit and their results determine the flow of traffic.

eCommerce Associates' SEM experts will design a successful campaign to ensure that your website stands out to users and receives the highest level of market-appropriate traffic.

Paid Listings and Organic Search Results

In most instances it is appropriate to use a combined initiative that targets both Organic Search Engine returns as well as paid listings. This combined strategy ensures that your website will receive the highest flow of traffic from the appropriate market, with the smallest resource expenditure possible.

Depending on your needs and the nature of your business, our expert SEM consultants will advise you on the best strategy for balancing organic and paid listings.

Pay Per Click (PPC)

eCommerce Associates will provide a team of experts including PPC analysts, online marketers, and copywriters. These experts work together, on your behalf, to design targeted and successful Pay Per Click (PPC) advertisements.



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Since PPC advertisements are cost-calculated based on use, it is essential that these adverts carefully target qualified visitors. The expert services of eCommerce Associates is able to ensure a low cost-per-click ratio and high conversion rate.

Our PPC experts will also be able to provide years of combined experience in online bidding and cost-benefit analysis to help you get the best rates from the PPC auction system and reduce the cost of your PPC campaigns.

Search Engine Optimisation

eCommerce Associate's SEO experts implement deliberate strategies to improve your website's rank within the results of the most popular search engines. Working closely with copywriters and web design professionals, our SEO team will ensure that all SEO strategies blend discretely into the overall function and feel of your website.

Unlike PPC results, the organic search results are intended to be egalitarian and do not allow for paid favour. In an effort to ensure that users receive the most relevant results for their search queries, Search Engines design complex algorithms by which websites are ranked. Successful sites, the ones that achieve the coveted first page results, are those that are best able to market themselves to Search Engines through these algorithms.

Although Search Engines carefully protect their secret algorithms to ensure that they are not exploited, experience and skill can provide a competitive advantage. eCommerce Associates' SEO professionals will ensure that your website receives the best ranking possible.

Our SEO experts will work with your website, positioning it within the SEO market for optimal results. This means not only achieving the highest search rank possible, but also ensuring that the keyword strategy targets qualified users, those who are within your target market and can be quickly converted to leads, clients, and repeat customers.



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Data Analysis

Our SEM team will gather, manage, and analyse the contextually relevant data to ensure that your customised strategy is providing optimal results with the most efficient management of your resources. eCommerce Associates' experience and expertise are put to work for you, analysing data to evaluate the efficacy of each campaign. This process involves cost-benefit analysis and deliberate calibration of your paid listing strategy.

Market Targeting

eCommerce Associates SEM experts are skilled professionals that will carefully target your SEM strategy to your desired market. Our consultants will work with you to understand your business and your objectives, ensuring that the hundreds and thousands of visitors that are drawn to your site are qualified visitors for successful conversion.

The Consult

eCommerce Associates works in close consultation with you to ensure that the Search Engine Marketing strategies match your objectives. Our expert consultants guide you through the SEM process, ensuring that you receive the most efficient and effective service possible.

Your Effective 4 Step Process

eCommerce Associate's Search Engine Marketing campaigns rely on an effective 4 step process for their success.

1. Consultation. You will have the opportunity to discuss your business, the required objectives of your SEM campaign, and all specific requests. Our consultants are experts in SEM and online marketing; they will be able to guide and educate you to ensure that the consultation phase is simple and productive.

2. PPC Campaign Launch. After completing keyword analysis and research, a team of PPC experts, copywriters and marketing professionals will work in conjunction to create well-targeted and highly successful PPC advertisements.



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3. SEO Campaign Launch. Depending on your website's specific needs our SEM experts may recommend the launch of a concurrent SEO campaign. Working with web design professionals, our SEO experts will integrate deliberate strategies to improve your websites ranking without interrupting the website users' experience.

4. Ongoing Analysis. Our SEM experts will conduct ongoing and thorough analysis of key word competition, conversion rates, and other empirical data. They will use this data analysis to advise you and make timely adjustments to your key word bids, ensuring the lowest cost and strongest results.

Your Bespoke Services

Successful Search Engine Marketing requires detailed attention and deliberate strategies. Optimal SEM results cannot be achieved unless the strategy has been custom designed. eCommerce Associates provides a range of bespoke services to compliment our SEM solutions. These services include:

- Website Construction
- Website Design
- Website Support
- Photography
- Copywriting
- Short Message Service (SMS) Marketing

These services can be integrated with SEM to create a personalised online marketing solution. An expert consultant will help advise you on the selection of additional bespoke solutions.



eCommerce Associates

Founded in 2004, eCommerce Associates is a diverse team of highly experienced marketing professionals. We are best known for delivering exceptional results with innovative solutions that maximise campaigns.

eCommerce Associates is a global online marketing firm specialising in lead generation. We operate as strategic coordinating marketers, providing customised and intelligent solutions that will expand your reach, allowing you to connect with a broader client base than ever before.

Our bespoke products and services enable you to Enhance Brand Recognition, Build Customer Trust, and Encourage Dialogue. We believe in the companies we work with and stand behind the campaigns we build.

Your success is our success.

Contact our Search Engine Marketing Experts Directly for an Exclusive Consultation

Our SEM team is waiting to create a unique and targeted online marketing strategy that will provide optimal search results.

A Note About Ethical SEM Strategies

eCommerce Associates does not support, advocate or condone unethical SEO and PPC practices. Our SEM experts are respected for sustaining the highest level of integrity in their campaigns and strategies. As an esteemed customer you can be assured that eCommerce Associates values your reputation, as well as our own, and trust that we would not jeopardise the standing of your website with dishonest or black-hat techniques. Thanks to skill and experience, our professionals achieve optimal results without resorting to questionable practices.



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