



RAINMAKER PARTNERS®



eReach Search Engine and Pay Per Click Optimization

B2B Customer Acquisition and Relationship Management

RAINMAKER *e*Reach SEO SOLUTIONS

*e*SEO

ORGANIC OPTIMIZATION OF YOUR WEBSITE FOR ENANCED GOOGLE, YAHOO, MSN, ASK RANKINGS AND MORE.

*e*PPC

FORMATION, DEVELOPMENT AND EXECUTION OF PAY PER CLICK CAMPAIGNS TO “FILL IN THE GAPS”.

*e*MANAGE

ON GOING MONTHLY ANALYSIS AND MAINTENECE OF SEO AND PPC CAMPAIGNS.

SEARCH ENGINE CAMPAIGNS FOR CUSTOMER ACQUISITION AND RETENTION

RAINMAKER **eREACH** SEARCH ENGINE OPTIMIZATION

TARGETED INTERACTIVE SALES AND MARKETING TOOLS FOR BUSINESS TO BUSINESS PROFESSIONALS

RAINMAKER PARTNERS' eSEO AND ePPC COMBINE THE BEST APPROACH FOR ON-GOING ORGANIC VISIBILITY WHILE UTILIZING A SURGICALLY PRECISE PAY PER CLICK ADS STRATEGY TO FILL IN THE GAPS

WHY ORGANIC SEARCH IS MORE IMPORTANT THAN PPL AND LESS EXPENSIVE

Natural ("Organic") Search Engine Optimization

Recent studies show that up to 77% of search engine clicks are on "natural" search results. Furthermore, nearly 80% of search engine users abandon their query if the first three pages of results do not yield a result that they feel is relevant to their search. And, 33% of search engine users believe that companies with websites listed in top positions within natural search results are the leaders in their specific product/service categories. For these reasons, your website must be found prominently within the natural search results of all the major search properties in order to capitalize on the behaviors of people searching for your products or services.

Natural search engine optimization (SEO) focuses on enhancing the relevancy of your website's content, which is the most important factor used by search engines in positioning your Web pages in their results. It's also critical to understand that utilizing the best techniques available for driving qualified visitors to your website does not guarantee those visitors will "convert" (buy, register, download, request more information, etc.).

You must focus part of your marketing efforts on making sure visitors perform the actions you intend them to perform once they arrive on your site. Typical website conversion rates fall somewhere between 1-5%, and it follows that you waste 95-99% of the money you spend to drive visitors to your website. Double the amount of traffic to your website, and you still waste 95-99%. Double your response rate, and you've immediately doubled your ROI. Clearly, implementing a conversion strategy is crucial to the success of your online business.

RAINMAKER PARTNERS FOLLOWS A PROVEN METHODOLOGY OF ORGANIC SEARCH COUPLED WITH JUDICIOUS USE OF PPC ADS.

The Rainmaker Difference

Rainmaker's approach to SEO includes each of these services:

- Keyword Research and Selection
- Heading and Meta Tag Development and Implementation
- Linking Strategy Development and Implementation
- Directory Listing Development and Submission
- Search Engine Submission
- Content Development Consulting
- Visibility Gap Analysis
- Website Conversion Audits
- Competitive Analysis and Strategy
- Campaign Results Reporting

To empower your SEO strategy, Rainmaker customizes industry leading tools such as WebTrends specifically to meet the needs of your SEO and PPC campaigns. Rainmaker identifies which key variables influence the algorithms of each of the major search engines and their page ranking systems, and most importantly, how pages achieve high rankings.

Findings are translated into best practices that empower a staff of search specialists to make data-driven recommendations for improvements to your website. After recommendations are made, Rainmaker continues to collect data and analyze it to proactively observe any changes in search engine algorithms. Subsequent best practices and ongoing recommendations are modified accordingly.

[Inquire about Rainmaker's eReach Solutions today!](#)

FEELING LEFT OUT OF THE FIRST THREE PAGES OF RANKINGS?

IF YOUR COMPETITORS ARE THERE, CAN YOU AFFORD TO NOT BE?

ePPC PAY PER CLICK

Bidding on keywords in Google and Yahoo! offers you an immediate way to drive qualified traffic to your website, and you can utilize pay per click programs (also known as PPC, paid search advertising or paid placement) for both short and long-term online marketing initiatives.

Short-term strategies can provide you with a overall visibility improvement until the organic SEO work we perform takes effect (60-90 days for web crawlers to fully re-spider). Or you may wish to use PPC placement for seasonal or new product launch boosts, Longer term initiatives may focus on gaps in visibility if your site does not gain sufficient prominence on specific keywords within the natural search results.

You may also choose to make long-term investments on specific keywords for which you also enjoy significant visibility in the natural search results, if such an investment in PPC advertising continues to be profitable. Because studies show that 30-40% of clicks on search result pages are on paid search results (also referred to as sponsored listings), PPC advertising programs should be a judiciously utilized ongoing component of your search engine marketing campaign.

The screenshot shows the Google AdWords Campaign Management interface. At the top, there are tabs for Campaign Management, Reports, Analytics, and My Account. Below this, there's a navigation bar with 'Campaign Summary', 'Tools', and 'Conversion Tracking'. The main content area displays 'All Campaigns' for the period 'Jan 1, 2006 to Jan 17, 2006'. A table lists two campaigns: 'Campaign #2' and 'Campaign #1', both with a 'Current Status' of 'Active'. The table columns include 'Current Budget', 'Clicks', 'Imps.', and 'CTR'. The total for all 2 campaigns shows a budget of \$6.00/day, 7 clicks, 14,631 impressions, and a 0.0% CTR.

The screenshot shows the Yahoo! Search Marketing Account Summary page. It includes a navigation bar with 'Account Summary', 'Account Set-Up', 'Edit Profile', 'Change Password', 'Edit Account Name', and 'Personalize Pages'. The main content area is titled 'Account Summary' and features a 'Sponsored Search Summary' table. The table has columns for 'Date', 'Total Impressions', 'Total Clicks', 'Cost Per Click', 'Total Cost (\$)', 'Click Rate (%)', 'Total Conversions', 'Conversion Rate (%)', and 'Cost Per Conversion (\$)'. Below the table, there's a 'Content Match Summary' section. On the right side, there's a sidebar with 'Account Status' and 'Sponsored Search/Content Match' statistics.

eMANAGE MAINTENANCE

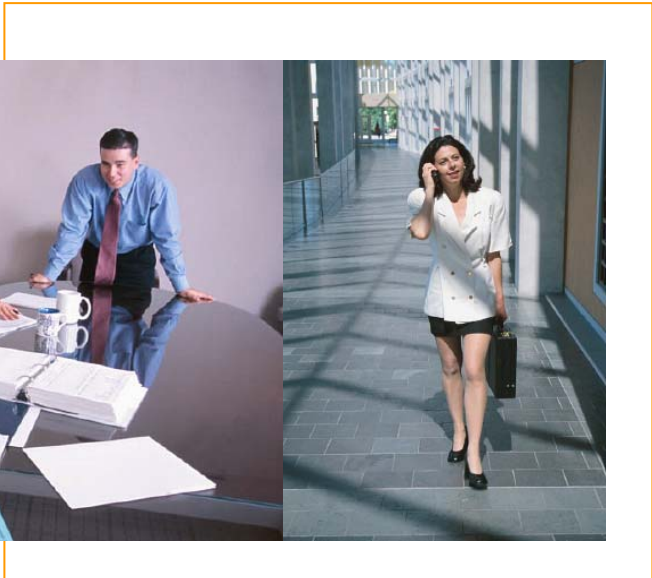
Rainmaker will perform the following each month:
Ongoing monthly maintenance includes the following

- You will receive a monthly report of your web site's current ranking within the major search engines for all identified search terms.
- Adjust and optimize metatags and content to tweak rankings but only where necessary.
- We will check your site for broken links, both internal and external, and provide a report giving exact details of any broken links including the URL and line number of each broken link.
- Utilizing Web Trends 7, we will provide you with detailed analytics
- We will suggest additional methods to drive traffic to your site, including affiliates, pay per click, additional directories submissions, paid links, and other sources

Rainmaker's eSEO program to get great rankings AND KEEP THEM!

The screenshot shows a Yahoo! search results page for the query 'b2b email marketing'. The page includes the Yahoo! logo, search filters, and a list of search results. The first result is 'ClickZ Experts on B2B Email Marketing' with a snippet about ClickZ Network. The second result is 'B2B eMail Marketing' from Rainmaker Partners, providing details about their B2B Interactive Marketing services. The third result is 'Best Practices in B2B Email Marketing' from a blogspot.com site, discussing best practices for B2B email marketing campaigns.

CONTACT RAINMAKER TO BOOST YOUR RANKINGS TODAY!



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