



## **Search Engine Synergy Performance Statistics**

### ***Onimod Global - Internet Marketing:***

Is a Chicago based Internet Marketing & Consulting firm. Our search engine marketing strategies increase your online reach, strengthen your brand equity, help achieve stronger business results and generate greater profitability.

Our approach is based around working with your company on an ongoing basis to continue to adapt and stay ahead of your competition in an ever-changing Internet marketplace. We combine experienced talent with world-class technologies to efficiently create internet marketing programs that truly perform.

### ***Obtaining Search Engine Synergy by Integrating Search Engine Marketing:***

Users of search engines experience a search results page as a singular experience. We have proven that we can drive lift in clicks, interactions and conversions. We'll deliver greater value for your campaign by developing a search strategy that integrates natural optimization efforts with paid search services.

Onimod Global will learn your business process and objectives, developing a custom search strategy that integrates organic search engine optimization (SEO), paid media advertising (PPC), and Local Search (Google Local Business, Maps, etc.)

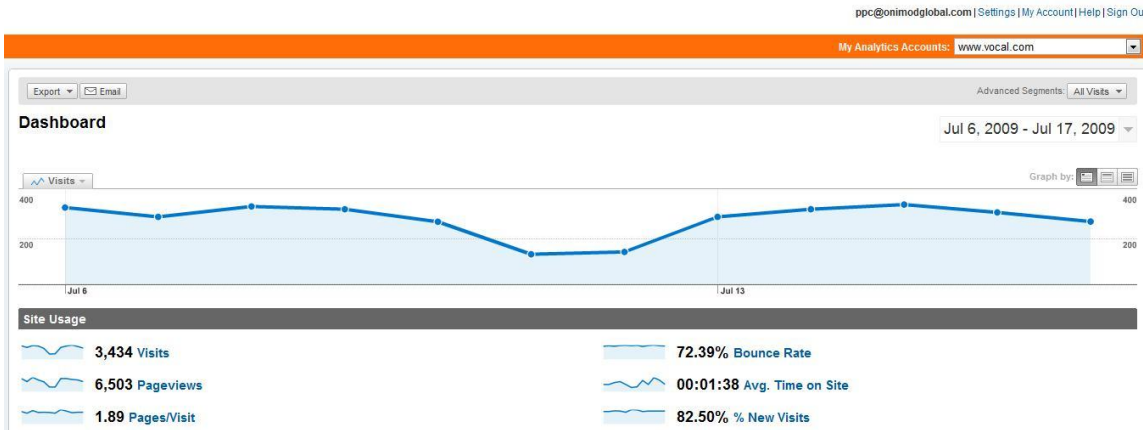
### ***Results:***

Our search marketing is measured by the traffic increases to your website. Each website is unique in its maturity in regards to existing traffic and search marketing efforts.

Onimod Global will analyze your existing traffic and current search engine presence at the beginning of our Search Engine Synergy Campaign. We use this information to create the goals and focus of the search marketing campaign. We provide detailed reporting and are continually reviewing and analyzing the data behind the traffic of your site to gauge performance.

Below you will find statistics on a client of ours looking back to early July 2009. This website is over 10 years old, had a fairly strong organic search engine presence and was utilizing a marketing firm to manage their PPC account.

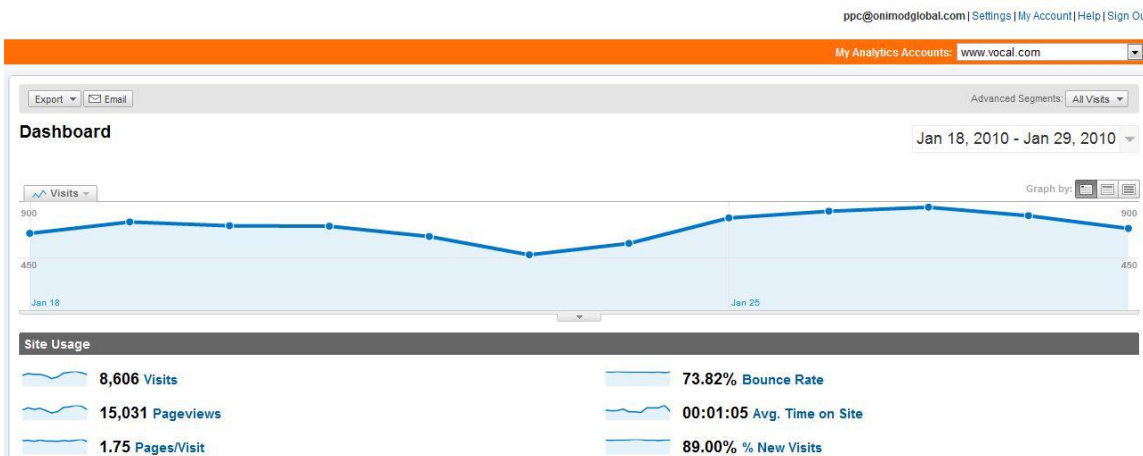
This is a snapshot of all traffic to the website for the 2 week period of 7/6/2009 – 7/17/2009. \*Google Adwords budget was \$100.00 per day.



Onimod Global was contacted at the end of July about creating a Search Engine Synergy Campaign for this website. Client wanted to continue with their current PPC budget, and increase their organic search engine presence through SEO.

We have proven that we can drive lift in clicks, interactions and conversions; delivering greater value for the Adwords campaign, increasing organic placement, and increasing overall site traffic.

This is a snapshot of all traffic to the website for the 2 week period of 1/18/2010 – 1/29/2010. \*Google Adwords budget was \$100.00 per day.



Over a 6 month period looking at 2 week averages our campaign has produced:

- 5,172 more visits every 2 weeks  
+ **151% increase**
- 8,528 more page views every 2 weeks  
+ **131% increase**

**Conclusion:**

This particular campaign has more than doubled traffic to the website on a daily, weekly, bi-weekly, and monthly average all while keeping the same exact paid search budget.

Onimod Global's Search Synergy Campaigns produce results that increase traffic to your website. Our search engine marketing strategies are proven to increase your online reach, strengthen your brand equity, help achieve stronger business results and generate greater profitability.

You can rely on Onimod Global to utilize our experienced talent and world-class technologies to efficiently create internet marketing programs that perform for your website.

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