



## Web Marketing:

With so much competition on the Internet, visibility for your web site is critical. WRIS can help you optimize your site by focusing on the three components of a successful web marketing strategy:

**An Effective Website:** The keys to an effective website include a clear message, smart navigation and compelling imagery. WRIS can help improve the content and format of your site to align with SEO best practices.

**Search Engine Optimization (SEO):** With over 50% of traffic to websites originating from a Search Engine such as Google, it is important that your website is listed as one of the top results when someone searches on a topic. Search Engines use a variety of factors to determine which sites get listed first on a page including quality of the content, site structure and the number of links to a site. Our proven SEO services include: keyword research, website analysis and optimization, directory submission, monthly reporting, and link building.

**Pay Per Click (PPC) Advertising:** PPC are online ads that appear next to search results, on news sites, in your email program and many other online places. PPC has a huge advantage over traditional print media in that it better targets your audience, while providing many more impressions for a fraction of the cost. The important considerations when doing PPC include effective ad copy, a compelling landing page and comprehensive keyword selection. Our PPC services include: keyword research, ad development, campaign set up, analysis and optimization, and monthly reporting.

Whether you're starting from scratch or building on an existing foundation, WRIS can help make your web marketing effort a success. Our SEO and PPC packages were developed to meet the needs of all clients - both large and small, and include a one-time implementation fee followed by a monthly service fee to ensure your web site gets the attention it needs constantly.

### Your Effective Website:

- ✓ Clear Message
- ✓ Smart Navigation
- ✓ Compelling Imagery

### Search Engine Optimization:

- ✓ Quality Content
- ✓ Solid Site Structure
- ✓ Many Incoming Links

### Pay Per Click Advertising:

- ✓ Effective Ad Copy
- ✓ Compelling Landing Page
- ✓ Comprehensive Keywords

*These three components used in tandem are the key to a successful web marketing strategy.*