



Search Engine Marketing

Google
AdWords

YAHOO!
Search Marketing

bing
Advertising

What Is SEM !!

Search engine marketing, (SEM), is a form of Internet marketing that seeks to promote websites by increasing their visibility in search engine result pages through the use of paid placement, contextual advertising and paid inclusion.



Benefits

- ✓ Increase brand awareness and brand equity of product.
- ✓ Increase Visibility - Increase in web site traffic.
- ✓ Advertise to an audience that's already interested in you.
- ✓ Increase in targeted leads.
- ✓ Greater ROI — Compared to other advertising media, paid search strategies are more efficient.



Reach

Choose your locations

The interface shows a world map on the left with a search bar and a 'Search' button on the right. The search results table is as follows:

Matches	Reach	
Burlington, Vermont, United States - city	140,000	Add Exclude Nearby
Burlington, Massachusetts, United States - city	45,000	Add Exclude Nearby
Burlington, North Carolina, United States - city	20,000	Add Exclude Nearby
Burlington, Ontario, Canada - city	128,000	Add Exclude Nearby
Burlington, Washington, United States - city	5,000	Add Exclude Nearby
Burlington, Wisconsin, United States - city	10,000	Add Exclude Nearby
Burlington, Iowa, United States - city	11,000	Add Exclude Nearby
Burlington, Kentucky, United States - city	3,000	Add Exclude Nearby
Locations that enclose: Burlington, Vermont, United States		
VT-AT LARGE, Vermont, United States - congressional district	575,000	Add Exclude Nearby
Burlington VT-Plattsburgh NY, United States - Nielsen DMA region	444,000	Add Exclude Nearby
Vermont, United States - state	360,000	Add Exclude Nearby
United States - country	189,000,000	Add Exclude Nearby
Related locations		
Burlington, New Jersey, United States - city	--	Add Exclude Nearby
⚠ Limited reach		

Buttons: Done, Cancel

Send feedback

Relevance

My Client Center | VIP 3 | VIP 3 (Client ID: 874-643-6140)

Google AdWords Home Campaigns Opportunities Tools Manager ID: 298-612-7040 zubairshah003@gmail.com

Search

KEYWORDS Edit Details Bid strategy Automate Labels

	Keyword	Ad group	Status	Max. CPC	Clicks	Imp.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through conv.
	+fence +distributors +manufacturers	Barbed Fence	group paused		1,461	3,804,356	0.04%	\$0.64	\$934.01	2.4	31	\$30.13	2.12%	
	+security+fence +manufacturer	Barbed Fence	Ad group paused	\$0.40	0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	
	+barbed +wire +manufacturers	Barbed Wire	Eligible	\$1.75	37	929	3.98%	\$1.03	\$38.19	1.5	0	\$0.00	0.00%	
	+barbed +wire +suppliers	Barbed Wire	Eligible	\$0.55	19	1,406	1.35%	\$0.43	\$8.09	3.0	1	\$8.09	5.26%	
	+barbed +wire +fence +suppliers	Barbed Wire	Eligible	\$1.40	2	44	4.55%	\$0.94	\$1.88	3.1	0	\$0.00	0.00%	
	+barbed +wire +fence +manufacturers	Barbed Wire	Eligible	\$0.65	0	3	0.00%	\$0.00	\$0.00	8.0	0	\$0.00	0.00%	
	+barbed +wire +china	Barbed Wire	Eligible	\$1.05	30	435	6.90%	\$0.62	\$18.62	1.8	1	\$18.62	3.33%	
	+barbed +wires +supplier	Barbed Wire	Eligible	\$0.40	1	31	3.23%	\$0.23	\$0.23	4.1	0	\$0.00	0.00%	
	+barbed +wires +suppliers	Barbed Wire	Eligible	\$0.40	0	3	0.00%	\$0.00	\$0.00	3.3	0	\$0.00	0.00%	

Control panel and library

- Reports
- Custom alerts
- Audiences
- Negative keyword lists
- Rules

1

2

New negative keyword list

Negative keyword list name YouTube

Keywords
 youtube
 you tube
 you toub

3

4

Save Cancel

The Most Popular Platforms For Sem

Google™

YAHOO!®

bing™

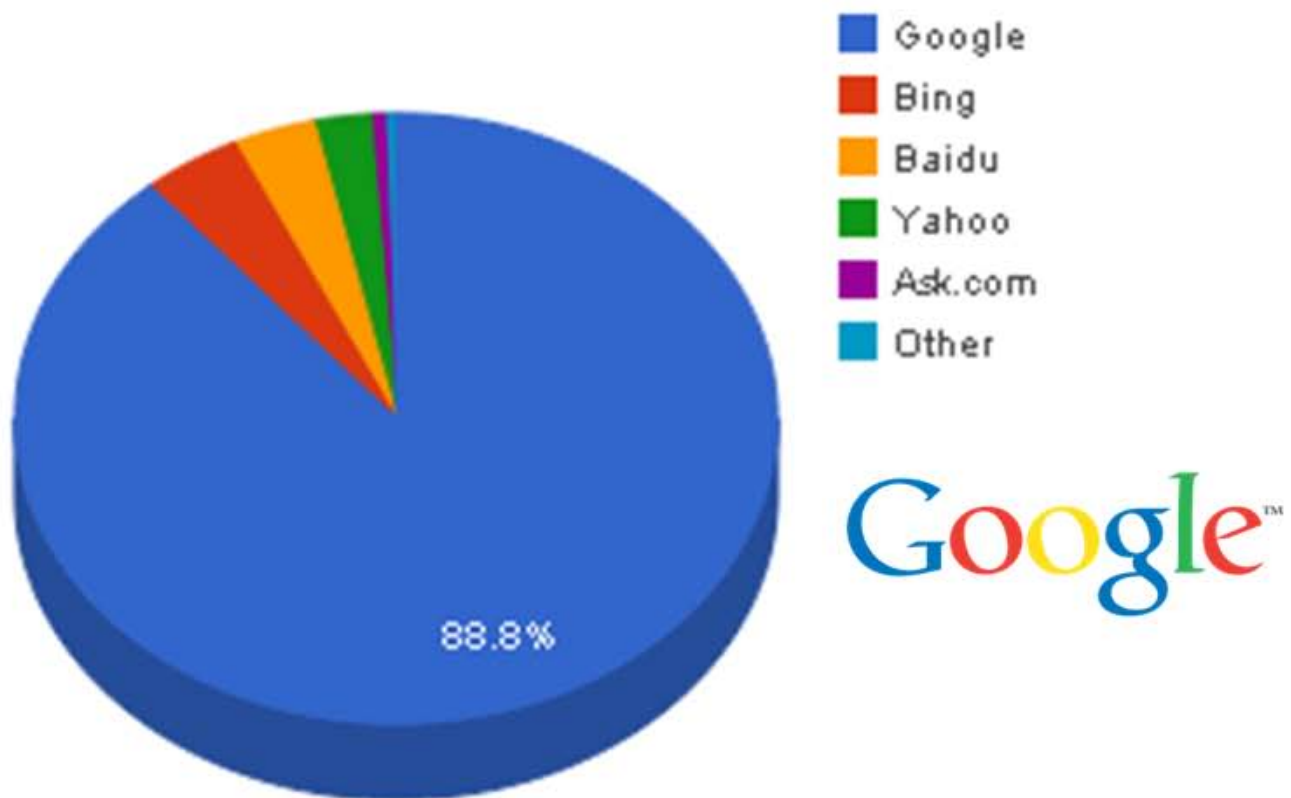
Pay
Per Click

DID YOU KNOW



- ✓ 47% of Internet traffic is driven from the search engines.
- ✓ 91% of Internet sales are first researched on the search engines.
- ✓ Search engine traffic is the best free way to position your business to target ideal sales leads and customers.

Search Engine Market Share



Google shares around **88%**
of Search Market Share in **2012**

Online Search Drives Offline Transactions



64%+

of consumer electronics
purchasers research products
online prior to purchase



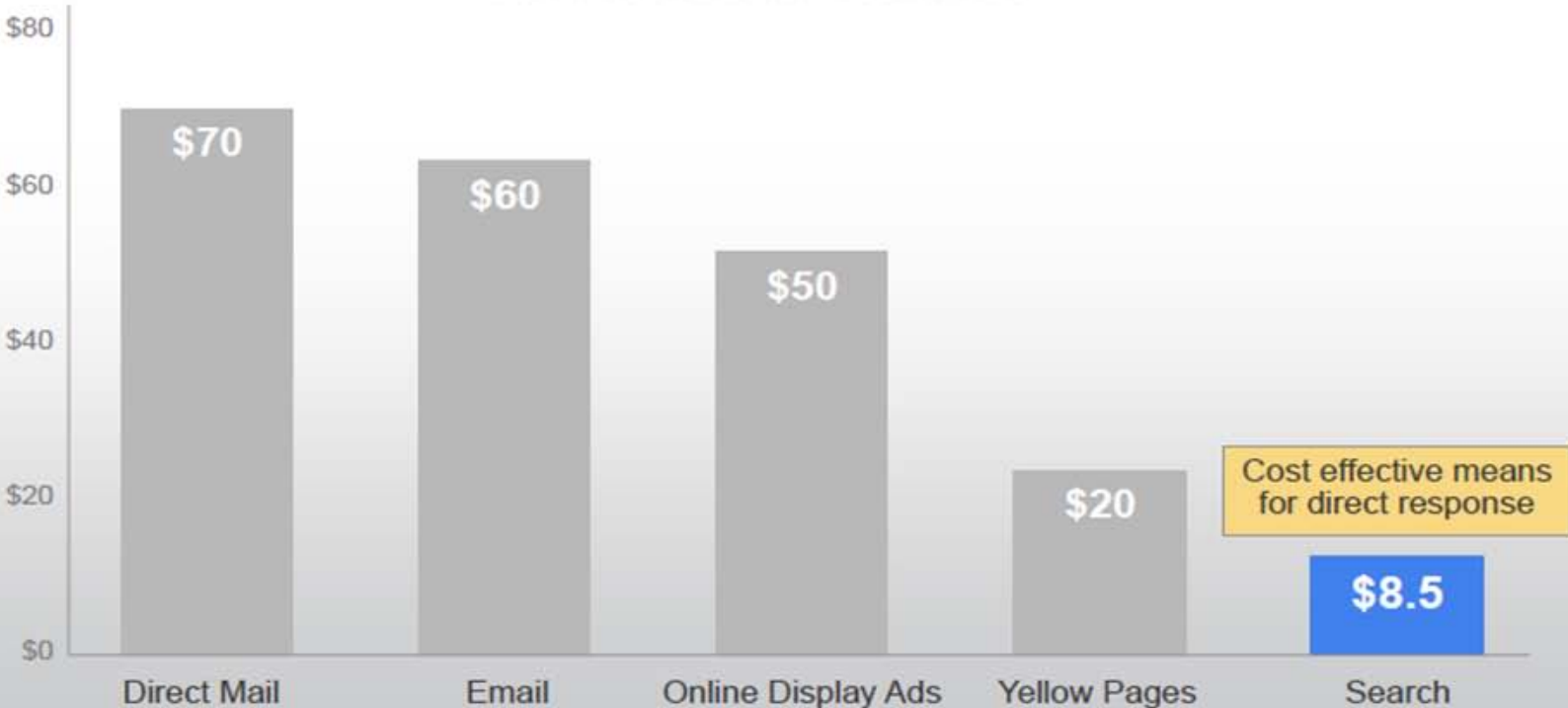
67%+

of in-store computer purchasers
conducted online research prior
to purchase

The web is the #1 destination for customers looking for product information, reviews, and price comparisons

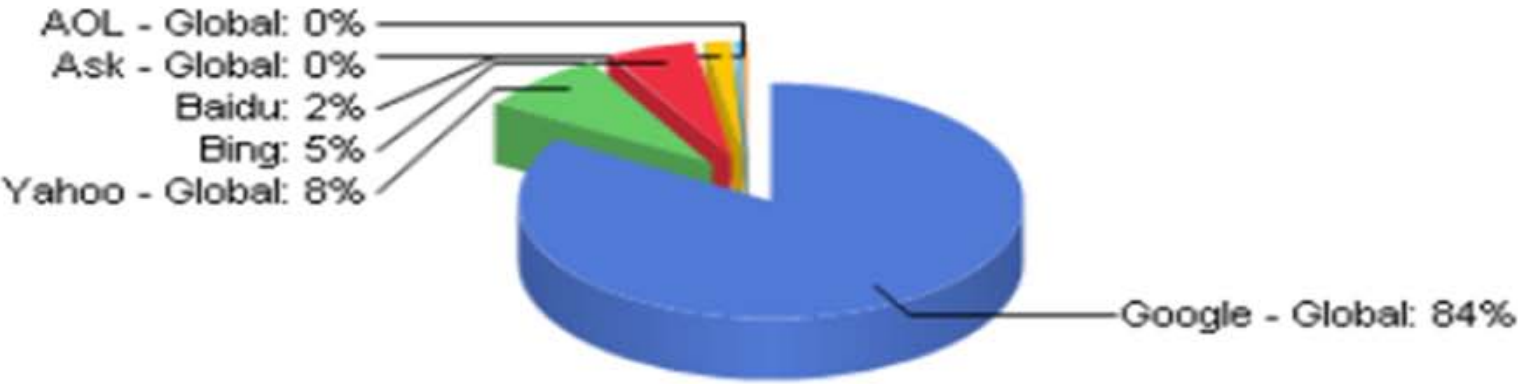
Search is the most cost-effective channel to drive purchase

Approximate Customer Acquisition Cost Across Various Channels



Search Engine Market Share 2013

Total Market Share



Why Google?

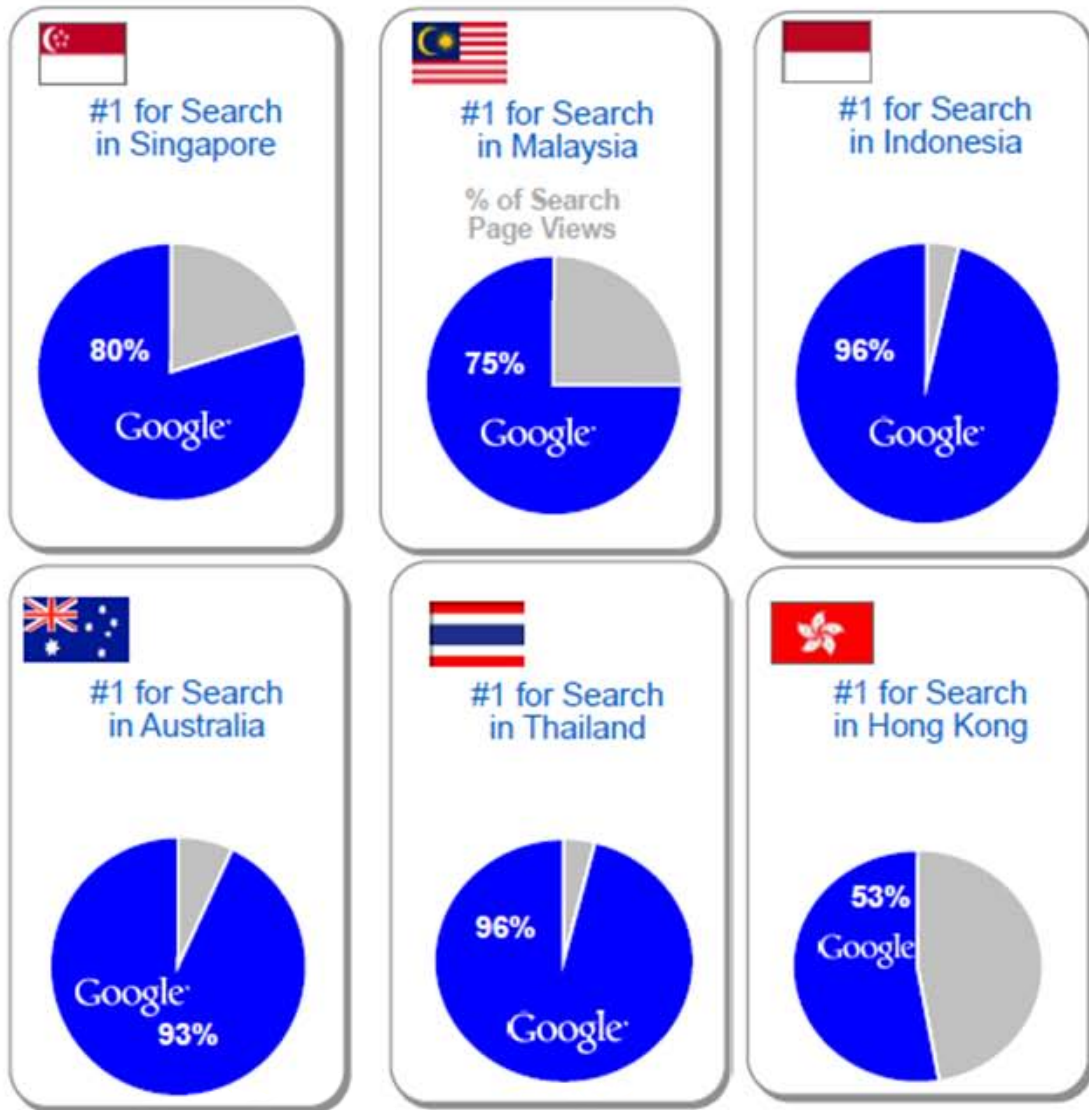
GOOGL

Google Search

I'm Feeling Lucky



Google's Search Leadership in Asia Pacific



Reach 80% of internet users globally

Search



Preview

Search results for "tickets to malaysia" (About 59,600,000 results (0.25 seconds))

User's search

Everything
Images
Videos
News
Shopping
More

Any time
Past hour
Past 24 hours
Past week
Past month
Past year
Custom range...

More search tools

AdWords ads

- Malaysia Airlines | MalaysiaAirlines.com**
www.malaysiaairlines.com
Fly Asia's Leading Business class Airline. Enjoy Malaysian Hospitality
Exclusive MH Experience - Malaysia Airlines Enrich - Explore Our Destinations
- Travel in Malaysia | Streetdeal.sg**
www.streetdeal.sg/Malaysia
Great discounts on all travel deals in Malaysia for a limited time!
- Travel To Malaysia | Tourism.gov.my**
www.tourism.gov.my
Find Travel Ideas For Planning The Perfect Malaysian Holiday.

Organic results

- Welcome to Malaysia Airlines - 5-Star MH | Malaysia Airlines**
www.malaysiaairlines.com/ - Cached
Processing...
Deals of the Day - Flight Status - Malaysia Airlines - Experience 5-Star ... - Contact
- Malaysia Travel - Discount International Airfares on Malaysia ...**
www.emalaysiaitravel.com/airfares.asp - Cached
Malaysia Travel offers discount international airline tickets for Economy, Business and First class service with nonstop flights from Los Angeles to Taipei and ...
- Find cheap flights to Malaysia - airline or airfare tickets with Opodo**
www.opodo.co.uk/uk/flights/country-malaysia.html - Cached
Blessed with golden beaches and idyllic islands, Malaysia is one of the most relaxing and hassle-free countries to visit in Southeast Asia. To experience it for ...
- Malaysia Airlines Flights Booking, Malaysia Airlines Air Tickets at ...**
www.makemytrip.com > International Flights > International Airlines - Cached
Malaysia Airlines flight ticket booking available at lowest airfares. MakeMyTrip offers Malaysia Airlines cheap flights reservation in easy & simple steps.

Ads

- Fly to Malaysia from \$149**
www.lowfares.com/Malaysia-Tickets
Malaysia Ticket Rates Just Dropped!
Book Now to Lock In the Best Deals.
- Flight from Malaysia**
www.cheaptickets.sg/Fly-Cheap-Intl
Find all Flights Departing from Malaysia and Get Big Savings
- Kuala Lumpur Packages**
www.zuji.com.sg/package-specials
Great Deals on Holiday Packages.
Book Flight + Hotel = \$100* Rebate!
- Cheap Malaysia Airfare**
www.priceline.com.sg/Malaysia+Airfare
Bargain Malaysia Airfare
Priceline.com.sg: More Ways to Save
- Tickets the easy way**
www.tripadvisor.com.sg
Trusted Hotels, Great Deals & Real Reviews. Get the Truth. Then Go.
See your ad here >

What can PPC do for you?

Be seen - your brand and advertising copy can be seen for any audience you choose to target

Deliver almost instant traffic to your website

Get qualified leads

Make immediate sales

A much higher (and more immediate) Return On Investment (ROI) than traditional advertising methods

Limit your daily budget to as little as you want

Add, change and delete the keywords you bid on and the ad copy you display

Test the profitability of different keywords and ad copy

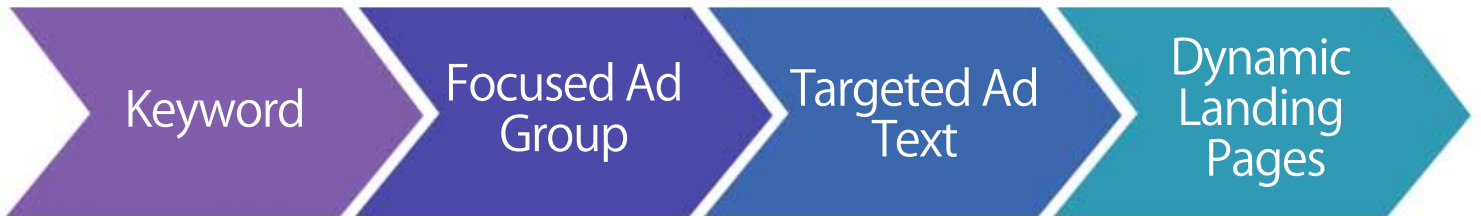
Target different languages, regions and cities in most countries

Landing Page= “ A visitor will assess a page in 5 seconds”

- ▶ Focus On Getting Visitor Take One Specific Action(i.e buy,download,fill a form).
- ▶ Make Use of Strong sub Headings
- ▶ Make a Prominent Form or Checkout Option
- ▶ Use Bullet Points To make content Easy to Read



SEM Mechanism

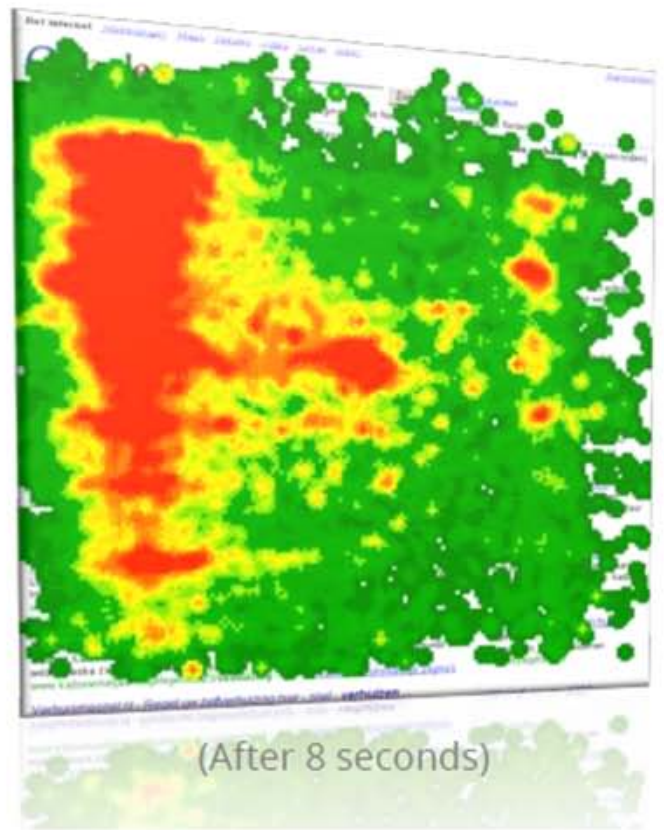
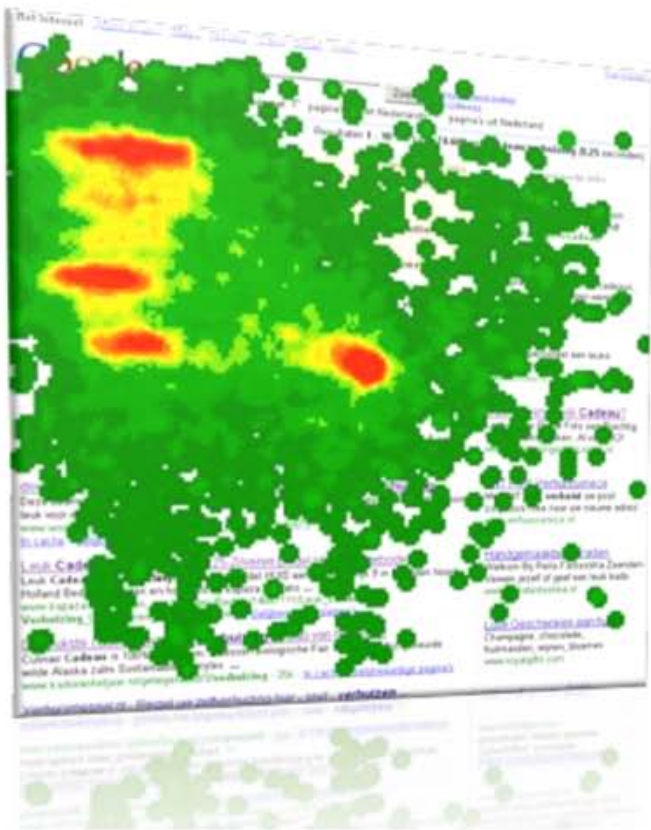


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Your Customers Expect to Find You

Search Engine Results Page Heat Map



SEM Snapshot

The screenshot shows a Google search results page for the query "jumping castle supplier". The browser address bar shows the URL: <https://www.google.com.au/#q=jumping+castle+supplier&spell=1>. The search bar contains the text "jumping castle supplier". Below the search bar, the "Web" tab is selected. The results show "About 195,000 results (0.20 seconds)".

Ads related to jumping castle supplier

- Jumping Castles for Sale - JollyJumps.com.au**
www.jollyjumps.com.au/Jumping_Castles
Huge Range of Jump Castles to Buy Commercial Grade jumping Castles
- Jumping Castle Supplier - Import Jumping Castle from China**
www.tradekey.com/Yuhong-Inflatable
OEM supplier. Get instant Quote now!
Tradekey has 228 followers on Google+
- Party Suppliers - Jumping Castles & Bouncers - Colyton - NSW**
www.kidspot.com.au/BouncyCastleHire
Find Kids Bouncy Castle Hire Options & Suppliers Here. Visit Now
Kidspot has 12,575 followers on Google+

Shop on Google

- Bouncy Castle Party Invite (10-pack)**
\$26.50 - Zazzle.com

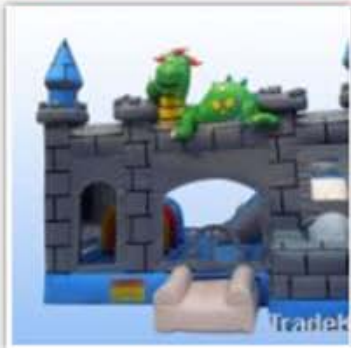
Ads

- Kids Bouncing Castle**
www.soldsmart.com.au/Bouncing
Our Price \$74 Rrp \$154 Cheap Shipping
140cm, Inflatable, Durable, Fun

SEM Snapshot

www.tradekey.com/index.html?action=specialproducts_list&si=4885339&term=castles&view=5&filter=1&ct=1&cu=48

Member Area Home Menu For Our Valued ... VIP SEM Reports SEM Reports My Client Center SEM Sign-Ups Details ... Weekly Scr



Inflatable Jumping Castle

Inflatable castle Material: 0.55-0.6mm Plato PVC, waterproof and fireproof, passed EN-71, lead-free, SGS Size: Can be customized Color: Can be customized Warranty: 3-5 years

Supplying Ability: 400 Piece Min Order: 1 Piece
Payment Type: T/T, Western Union, Money Gram

[Get A Quote](#)

Featured Product

Guangzhou Yuhong Inflatable Products Co., ...

China

Trust Points: 8888

GoldKey Member

Related Products



Top Products of Castles



[View enlarge](#)

Castle Bouncer

Specifications Inflatable bouncer (1) MOQ: 1pc (2) Size: 4.5*4.5M (3) Material: 0.55mmPVC (4) Price: factory price

Supplying Ability: 100 Piece Min Order: 1 Piece
Payment Type: T/T, Western Union, Money Gram, Other

Guangzhou Yuhong Inflatable Prod...

China

Trust Points: 8888

GoldKey Member

[Send Inquiry](#)



[View enlarge](#)

Jumping Bouncer Castle

Specifications inflatable Castle 1. Material: 0.55-1.0mmPVC 2. Certificate: EN14960, SGS, ASTM, ROHS 3. Blower certificate: CE, UL

Supplying Ability: 400 Piece Min Order: 1 Piece
Payment Type: Other, Money Gram, Western Union, L/C, T/T

Guangzhou Yuhong Inflatable Prod...

China

Trust Points: 8888

GoldKey Member

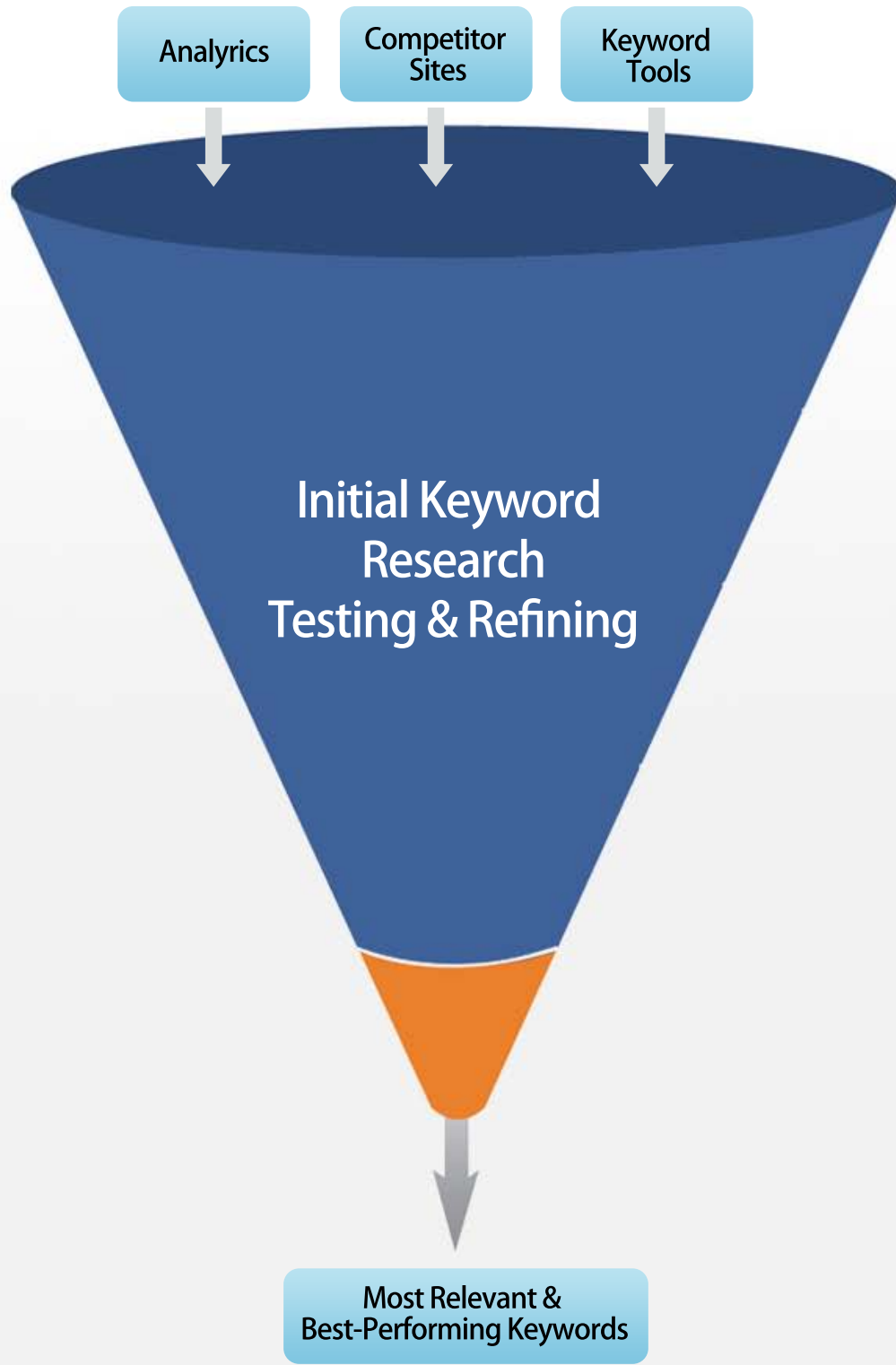
[Send Inquiry](#)

The right
audience

**MAGIC
MOMENT**

The right ad

How we can funnel best keyword for potential lead





Major Achievements of Tradekey SEM Team

\$140000 order closed on County Pioneer Conveyor Belt from Canada

\$42000 order closed on Fuel Dispenser from Pakistan.

\$28000 order closed on automobile wheel alignment U-seek.

\$25000 another closed on Fuel Dispenser from Pakistan.

\$19000 order closed on chivari chairs and event chairs from Dominica Republic.

\$17000 order closed on Plumbing Pipe and fittings from Trinidad & Tobago.

\$12000 order closed on chivari chairs and event chairs from Spain.

The list goes on...

SEM Snapshot

Google led downlight manufacturer

Web Images Maps More Search tools

About 9,680,000 results (0.31 seconds)

Ads related to **led downlight manufacturer**

LED Downlights - Looking For Quality LED Lights?
www.envirowatt.co.za/
We're Unbeatable - Call Now!
About Envirowatt - Products - Why LED?

LED Downlight Manufacturer - TradeKey.com
www.tradekey.com/Ustar-Downlight
LED Downlights in bulk from top Chinese Supplier. Get Free Quote!

5w LED Downlights Special - clearskyleds.co.za
www.clearskyleds.co.za/Down_Lights
Buy @ Wholesale for R75 (incl VAT)! Replace 40-50W Halogens & Save

LED Downlights GU10 and MR16 - Johannesburg - Home ...
johannesburg.olx.co.za > For Sale > Home - Furniture - Garden Supplies >
3W MR16 LED DOWNLIGHTS NOW AVAILABLE IN SA. THE FUTURE OF DOWNLIGHTING IS HERE. WE IMPORT DIRECT FROM THE MANUFACTURERS ...

Low-Carbon Lighting&Technology Co.,Ltd.: LED Tube Light | LED ...
www.lowcarbon-led.com/
Low-Carbon has become one of the largest led tube light,led downlight and led high bay manufacturer in China. Especially for the LED tube,COB and High ...

LED downlight - Manufacturer for MR16 LED, GU10 LED, LED ...
www.jledlight.com > products >
Jimmy LED, The high quality led downlight manufacture. The led downlight series include 3-30W high power led downlights, nice offer, Welcome to inquiry our led ...

LED Panel Light, LED Downlight-Professional LED lighting ...
www.sheenly.com/
Sheenly Lighting is the professional LED lighting manufacturer for LED panel light, LED downlight, LED T8 tubes, and LED bulbs. Sheenly only makes high ...

Ads

LEDs for Downlights
ledlight.osram-os.com/farther
Get The Best Products and Solutions From OSRAM Opto Semiconductors

Mr Power LED downlights
www.mrpower.co.za/
Saves 90% of your LIGHTING costs!
Powerful 5 watts and cost effective

LED downlights manufacturer
www.yicailighting.com/
professional led downlight supplier
competitive price

LED Manufacturer
www.szabsen.com/LED+Manufacturer
Exported To 100+ Countries. 12 Year R&D Experiences Of LED Display Tech

LED Down Light Manufacturer
www.tradekey.com/broadview-tabletPC
Import LED Spot Lights from China Supplier. Inquire Now!

LED Downlight Manufacturer
www.tradekey.com/Led-Down-Lights
Import High Quality LED Downlight . Buy from Chinese Manufacturer. Ask!

Led Light Manufacturer
www.wbh-light.com/
We Offer High Quality Led Light Oem Service.meet Your Needs!

What Our Customers Say

In just short spending of \$384 on SEM in two months we had closed an order of \$19000 at Dominica Republic and also got connected from dozens of potential buyers from all around the globe and now my expectations from SEM is on peak because of its previous results "

Guanzghou IPL Beauty Machine – China

" Tradekey SEM team has helped us in good inquiries and closing a sample order of \$ 1060 from with a buyer from Liechtenstein "

Michelle-Jimo City Haidong Iron & Wood Factory)- China

" When we changed our industry products from Crude Oil to Electricity and Gas Renewals, it was really difficult to make deals but with one of the inquiry through SEM, we have closed another business deal this year Thanks to you and to your team for this aggressive approach towards quality of inquiries and customer satisfaction "

Guanzghou IPL Beauty Machine – China



Why TradeKey SEM

Experienced with 6 years of presence in
the digital world of Search Engine Marketing

⌚ We are Google Partner Agency Program Engage

The only agency in Pakistan that have
the most number of Google Certified professionals

- ⌚ Extensive Industry Knowledge
- ⌚ Client from all over the world
- ⌚ Proven Record business lead generation through SEM
- ⌚ Dedicated team of Google and Microsoft, Bing & Yahoo Certified Professionals
- ⌚ We will advertize your product to 240 countries domain of Google Search & its search partners.



Google®
Partner



Summary

- ✓ TradeKey.com SEM team provides you that platform where you can not only find local and international buyers for the shops/stalls in your mall but also you can establish your brand as well through the worldwide visibility
- ✓ It enables your mall to get the exposure of local and international brands as well.
- ✓ It is the best cost strategy for your business to get maximum reach through advertizing on Google having the certified and experienced professionals of TradeKey.com
- ✓ In short, you can achieve all the goals of advertising that are relevance, reach and return on investment by spending your money on Google SEM advertisement through us.
- ✓ TradeKey.com SEM team has belief that your confident is our success.