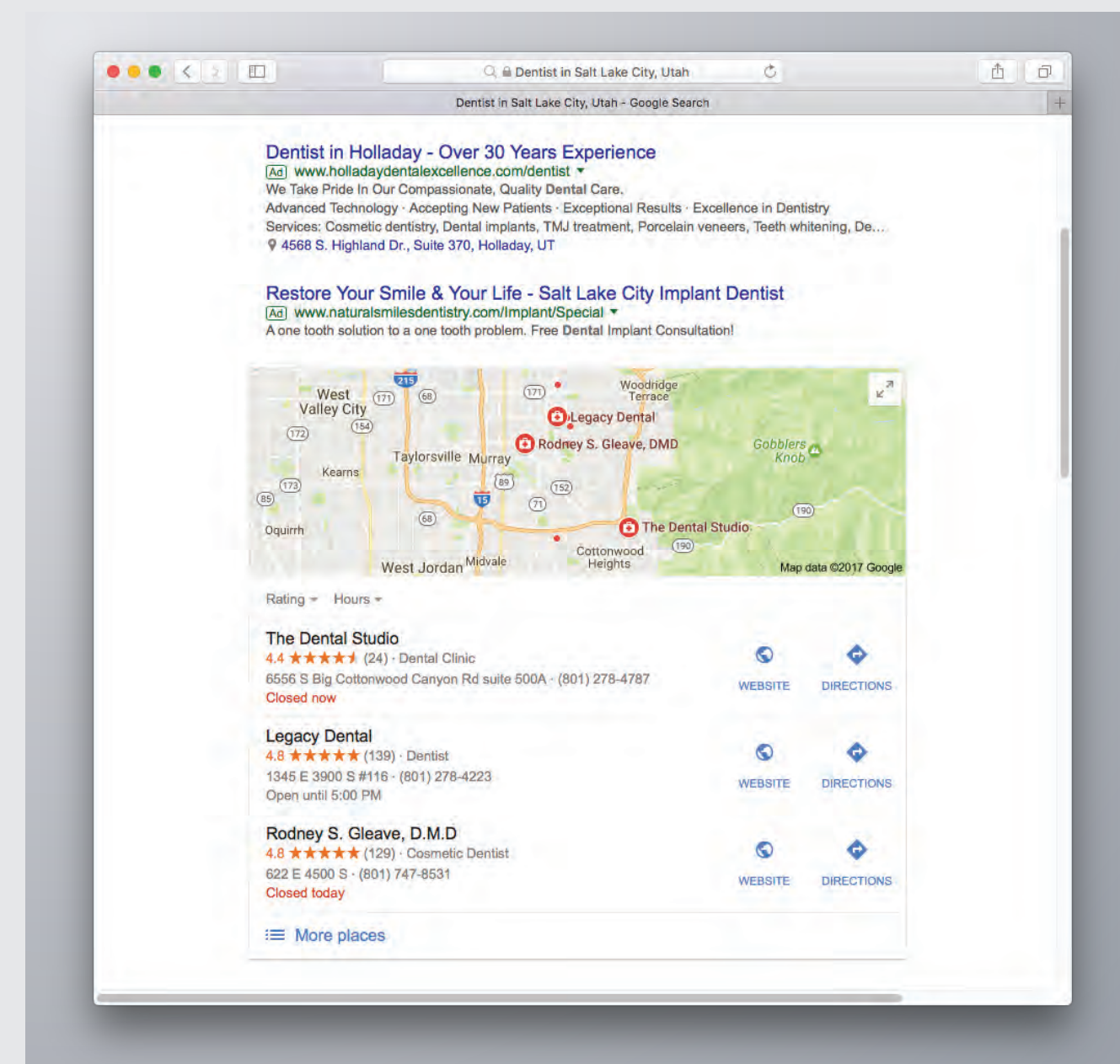


# ADWORDS (SEM) OVERVIEW -

AdWords also known as Search Engine Marketing (SEM), accomplishes two important functions; First, it helps to improve your rankings by moving more traffic through your site. Secondly, it drives traffic to your site, increasing new patient flow. It can especially be useful to jump-start a new website or a poorly ranked website.

Choose between \$500, \$1,000 and \$1,500 monthly budgets. The larger the budget, the more frequently your ad appears in keyword searches. Additionally setup and management costs are the same regardless of budget amount so larger budgets tend to be a better value.



## WHAT'S INCLUDED:

- Set up
- Management
- Continual Keyword Adjustment
- Ad Placement in: Search Ads, Retargeting Ads, Display Ads, Display Retargeting Ads
- Dashboard That Displays Real-time Statistics

## GROWTH IMPACT

- Increase new patients
- Create brand awareness
- Improve search engine rankings