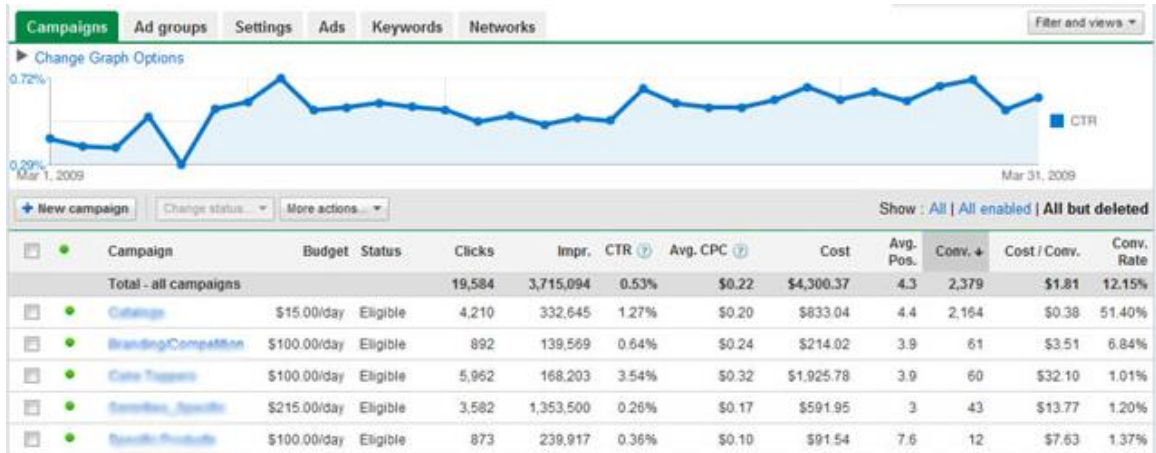


Zachary Wu – Paid Search Portfolio



Results

On average, our PPC advertisements maintained a 5% click-through rate which is 250% higher than the industry average of 2%. Within one year, we were able to help Serenity increase overall product revenues by 21.06%, average order prices increased by 62.62%, and sales volumes increased by an additional 80.62%. We identified, targeted and tracked 786 keywords; 15.6% of which became Top 3 organic keywords across Google, Bing, and Yahoo within one year, and 39% resulted in first page rankings on Google.

