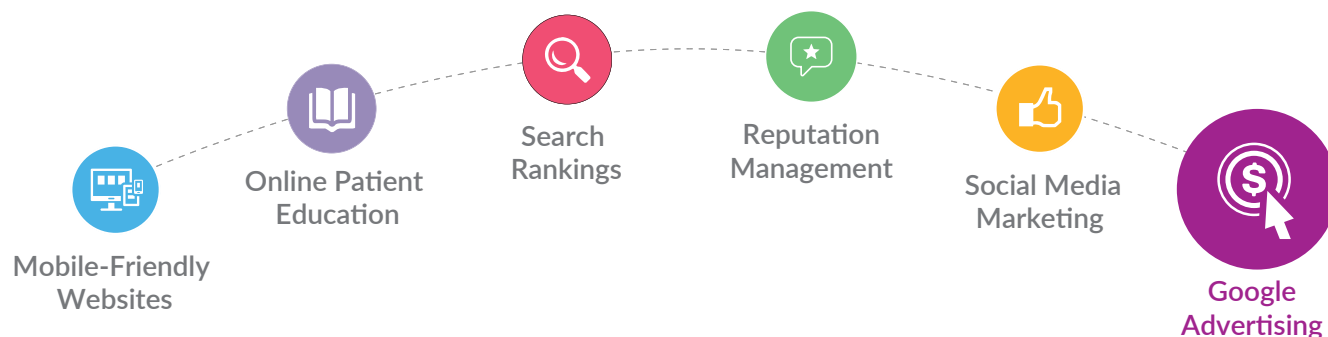


Google Advertising



Officite's Google Advertising Includes:

- » Officite campaigns are designed to increase the volume of clicks to your website through Google paid ads
- » Officite helps drive relevant traffic to your website when patients are specifically looking for your types of services and are ready to schedule an appointment
- » Campaigns can be targeted by most profitable services
- » Flexible budget options - Campaigns starting at \$200/month
- » Dedicated search specialist helps to drive down the Cost Per Click
- » Campaign transparency reporting through our Dr. Portal
- » Call Tracking – Call Recording
- » Campaigns include Tailored Ad Copy and Custom Landing Pages to improve conversions
- » Pay-Per-Click Budgets can be allocated toward mobile and/or desktop searches based upon how patients are searching
- » Average targeted radius is generally 10 miles

Ad Group Example: "Cosmetic Dentist"

Keyword Examples: Smile Make-overs, Cosmetic Dentistry, Cosmetic Dentist, Cosmetic Dentists



Ad Group Example: "Acne"

Keyword Examples: Skin Acne, Adult Acne, Teen Acne, Blemishes, Pimples, Blackheads



93% » of online experiences begin with a search.

65% » of people click sponsored ads when searching for a service or product online.

Questions about your campaign email us at Search@Officite.com

Access your Ranking Report through our Dr. Portal at <https://login.officite.com>

Google Advertising

54% >> success rate for leads generated by online marketing Pay-Per-Click.

69% >> of searches that are mobile, call a business straight from Google search.

Our Campaigns generally receive:

- >> Avg # impressions = 7,000-8,000
- >> Avg CTR = 1.55%
- >> Avg # Clicks = 100-150
- >> Avg # of calls = depends on area & spend level



Pay-Per-Click Campaigns – Recommended investment based upon average search volume, population and industry standards (inclusive of ad-words budget, maintenance and dedicated search specialist):

- >> Metro \$1,500/month
- >> Suburban City \$800/month
- >> Rural City \$400/month

BUSINESSES MAKE AN AVERAGE OF \$2 IN REVENUE FOR EVERY \$1 THEY SPEND ON GOOGLE AD WORDS.



46% >> page clicks are from top 3 paid advertising spots.

10% >> Less than 10% of people advance to the second search results page.

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