

**SEO/PPC COMBO PACKAGE**

# When you want to attain immediate search engine traction and results.

Penton's Search Engine Marketing program attains search engine traction through paid-search advertising (PPC), while garnering lasting value by achieving higher natural search engine (SEO) rankings around keywords that are core to your business.

**SIMPLE DETAILS**

- 3 month minimum commitment
- 3,6,or 12 month packages
- SEO & PPC component mapping by month
- Keyword research, campaign kick-off, audits, management of spend and reporting included

**USEFUL FOR**

- Achieving higher search engine ranking faster
- Positioning your value in front of customers at their moment of relevance
- Generating leads
- Driving website traffic

**ADDITIONAL SERVICES**

These additional marketing services compliment or work well with a SEO/PPC package:

**LEAD LIFECYCLING**

Nurture generated leads.

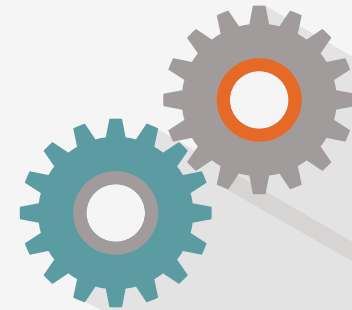
**WEBSITE**

Create a quality site to send traffic to.

**STRATEGIC INSIGHTS**

**STUDY**

Identify keywords and competitor information.



## **B2B marketers site web traffic**

as their top content marketing metric for the last three years.