



Search SERVICES

PAY-PER-CLICK (PPC) • SEARCH ENGINE OPTIMIZATION (SEO) • SOCIAL MEDIA OPTIMIZATION (SMO)

If your company's website lacks optimal search engine visibility you could be losing a significant amount of revenue. Yet like many companies you might not have the internal expertise or technical resources to build an ongoing Search Marketing practice that delivers winning campaigns. LinkShare Search Marketing Services can help.

Achieve Your Campaign Specific Goals

IMPROVE QUALITY SCORE – Increased relevance of keywords and ad text for higher positions at lower cost

MAXIMIZE ROI – Advanced tracking and analysis that identify profitable trends

LOWER CPCs – advanced bidding algorithms to find ideal balances between positions, revenue and costs

AVOID DOUBLE COMMISSIONS – Ensure last referring channel is credited with sale

TRADEMARK (SEM) MANAGEMENT – Optimize your search policies and maximize ROI for branded terms

EXPAND KEYWORDS – See exact queries that convert to sale through continuous keyword optimization

Search Services

Paid Search (PPC)

Determine your optimal level of investment, maximize ROI, and pay for performance

- **AVOID PAYING DOUBLE COMMISSIONS USING LINKSHARE TRACKING TECHNOLOGY**
- **EXPERT CAMPAIGN MANAGEMENT**
- **ADVANCED TRACKING AND REPORTING**

Search Engine Optimization (SEO)

Ensure that your website meets SEO industry best practices

- **COMPREHENSIVE SEO AUDIT SERVICES**
- **FULL STRUCTURAL REVIEW OF YOUR SITE**
- **CODE, LINK AND CONTEXT REVIEW**
- **ROADMAP FOR THE FUTURE**

Paid Inclusion

Guarantee that your website is indexed in Yahoo!

- **MANAGED LISTING SUBMISSIONS**
- **PROMOTE HUNDREDS OF PRODUCTS**
- **ADVANCED TECHNOLOGY TO MAXIMIZE PAID INCLUSION ROI**

Social Media Optimization (SMO)

Ensure that your website meets SEO industry best practices

- **COMPREHENSIVE SMO AUDIT SERVICES**
- **DEFINE YOUR "R" IN ROI**
- **MAXIMIZE ONLINE SOCIAL PRESENCE**
- **BUILD ONLINE PROFILES FOR SOCIAL NETWORKING SITES**



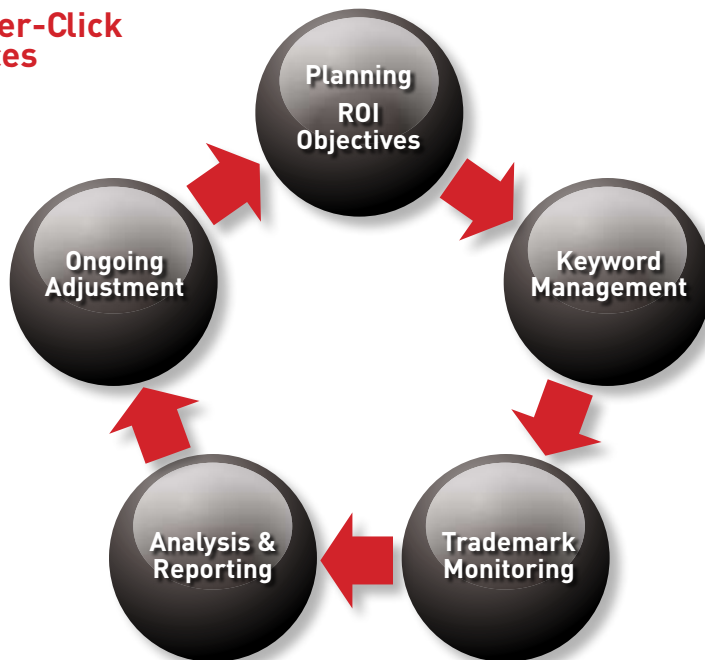
Search SERVICES

AVOID DOUBLE COMMISSIONS • OPTIMIZE SPEND • FIND NEW CUSTOMERS • MAXIMIZE ROI • DIVERSIFY TRAFFIC

Leverage Our Experience

As an extension of your marketing team, your LinkShare search marketing specialists work as your collaborative partner to ensure your search marketing strategy is synchronized with your overall promotional strategy. Our goal is to reach your target audience and to continually increase conversion rates to achieve your campaign goals while staying within your budget requirements.

Pay-Per-Click Services



Maximise SEM ROI

AVOID PAYING DOUBLE COMMISSIONS:

LinkShare tracking will attribute a sale only to the last click source

WORK WITH EXPERTS:

Our campaign experts work directly with major search engines on your behalf to maximize ROI

ADVANCED TECHNOLOGY:

Sophisticated tracking and analysis help identify trends

COMPETITIVE ANALYSIS:

Monitor competitive strategy and paid search presence

Call Us for Your Search Marketing Evaluation

Search Engine Marketing is a complex, time-consuming process that needs continual optimization. LinkShare works with you to tailor to your Search Engine Marketing solution in a way that meets your specific needs. We can determine if you might be missing revenue opportunities. Call us for a free evaluation of your current Search Marketing strategy.

Call us today at: 646-943-8200.

Global Capabilities



LinkShare is a division of Rakuten, one of the world's largest and most comprehensive Internet service companies, providing leading services in e-commerce, portal & media.