



## **COMPANY OVERVIEW**

ClickThrough have developed a scientific process to both Search Engine Optimisation (SEO) and Pay Per Click Advertising campaigns. We are also web site conversion enhancement experts and focus heavily on improving your web sites ability to convert.

We use only safe strategies that are consistent with the guidelines provided by the search engines and the search engine marketing industry. Our credibility is a result of our deep commitment to providing ethical search engine marketing services that deliver traffic and ROI in the long term.

### **Mission Statement**

- To deliver an outstanding level of service that provides an unbeatable Return On Investment and helps international businesses take advantage of online sales opportunities
- To create the world's leading Search Engine Marketing service for both direct customers and outsourced agencies and become the leading name in the Search Engine Marketing industry.

### **Services Explained**

*Advanced Site Optimisation* - our internet marketing experts are specialists in their field and dedicate themselves to using ethical optimisation and safe SEO strategies consistent with the guidelines provided by the search engines and online marketplace.

*Pay Per Click (PPC)* - our professionally managed PPC campaigns must include a combination of click fraud tracking, bid management, landing page solutions, advanced conversion tracking and phone call tracking systems.

*Online PR* - as part of managed SEO campaigns we can create, optimise and distribute articles, press releases and news to your online media outlets.

*Website Conversion Enhancement* - Our web site conversion service ensures your site engages visitors and maximises the route to converting. Unless SEO & PPC is combined with an effective website conversion strategy over 99% of these visitors will leave your site without engaging.

*Multilingual Search Marketing* - Our web marketing managers are specialists in multi-country SEO and PPC campaigns. We can provide online advertising campaigns in over 100 languages.

*Web Analytics* - We recommend all clients using our services to install a quality traffic reporting service that enables us to track conversions, traffic sources and navigation paths.