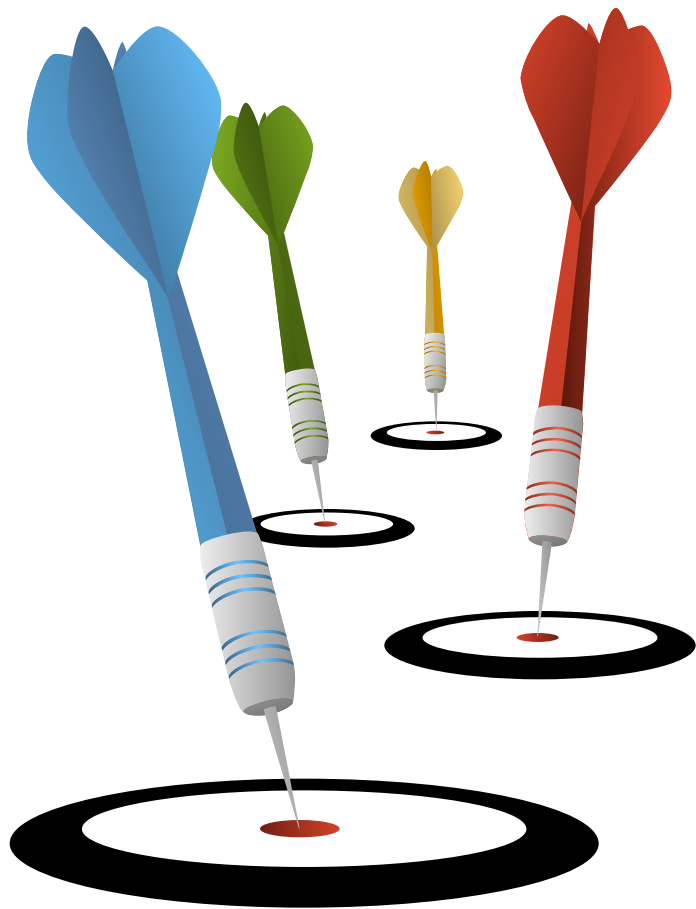


SEO IS TOO IMPORTANT... GET IT RIGHT!

Internet Marketing and  
Search Engine Optimization Explored

# INTERNET MARKETING COSTS EXPLORED



WHAT WILL YOUR INTERNET  
MARKETING CONSULTANT DO  
FOR YOU?

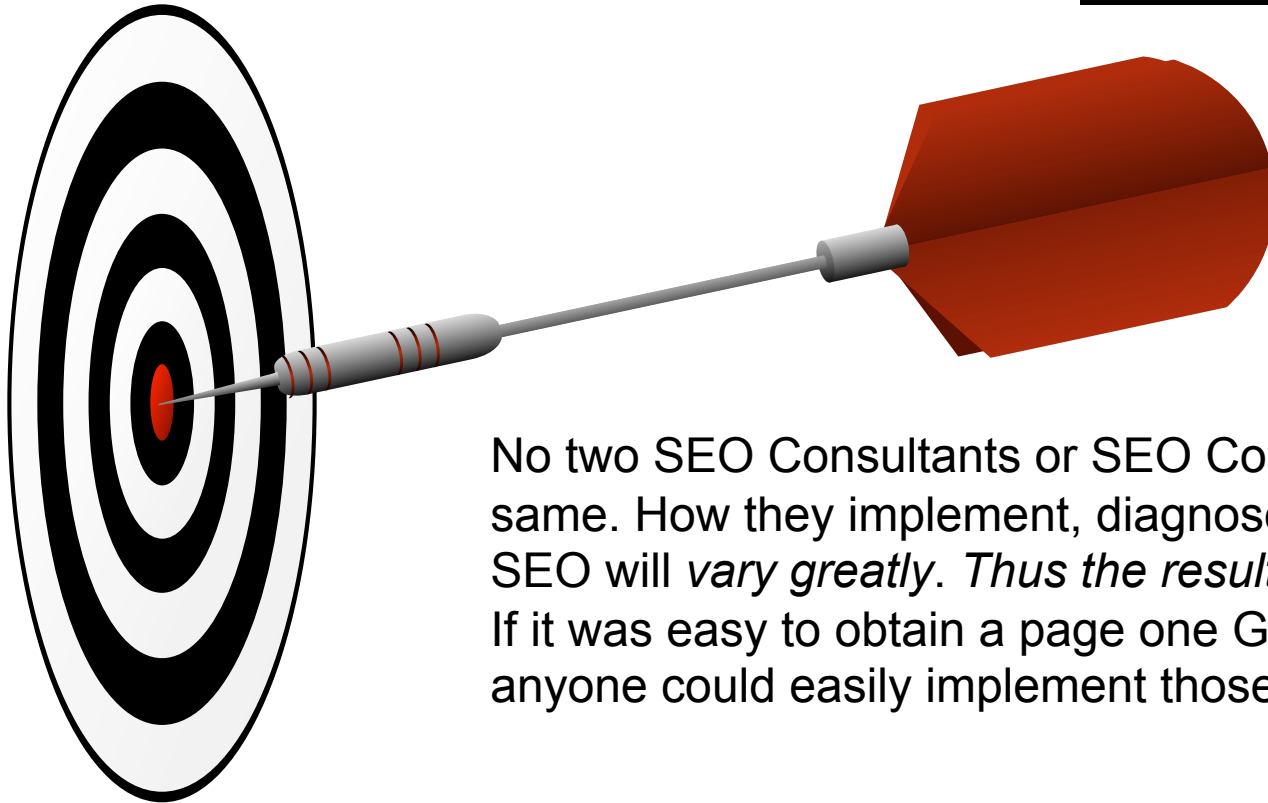
We hear it all the time.

*“Another SEO Company will do it for less!”*

**A strong word of caution!**

# THERE ARE NO SHORTCUTS!

**IT TAKES TIME, ENERGY AND KNOWLEDGE TO GAIN LONG TERM RESULTS. THERE ARE NO SHORT CUTS.**



No two SEO Consultants or SEO Companies are they same. How they implement, diagnose and execute SEO will *vary greatly*. *Thus the results will vary greatly*. If it was easy to obtain a page one Google ranking, anyone could easily implement those changes.

# INTERNET MARKETING IS A SCIENCE

Google has over 200 different factors it considers when deciding if a website is worthy of a page one ranking. If you are not on page one your website will dramatically lose a huge revenue opportunity.

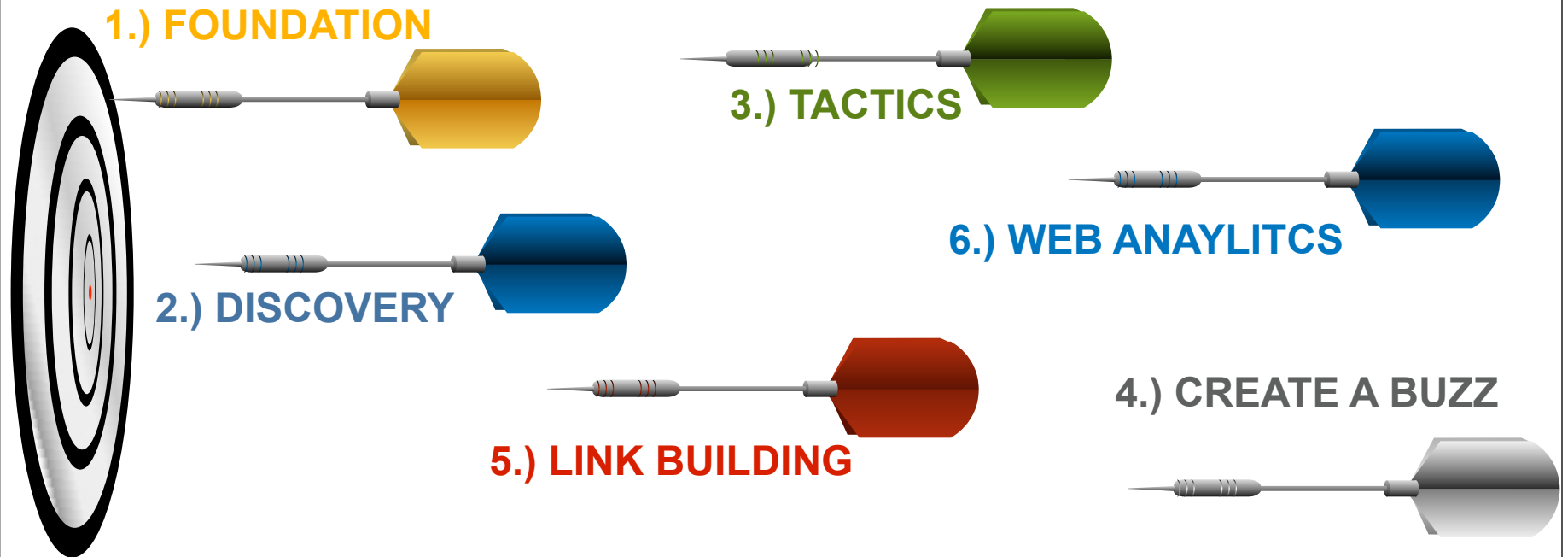
To compare apples to apples you need to fully comprehend what your internet marketing consultant or company is going *to do for you*.

Here are my [internet marketing services](#) tactics. Keep in mind **each of these steps are critical to the overall success** (or failure) of your internet marketing campaign.

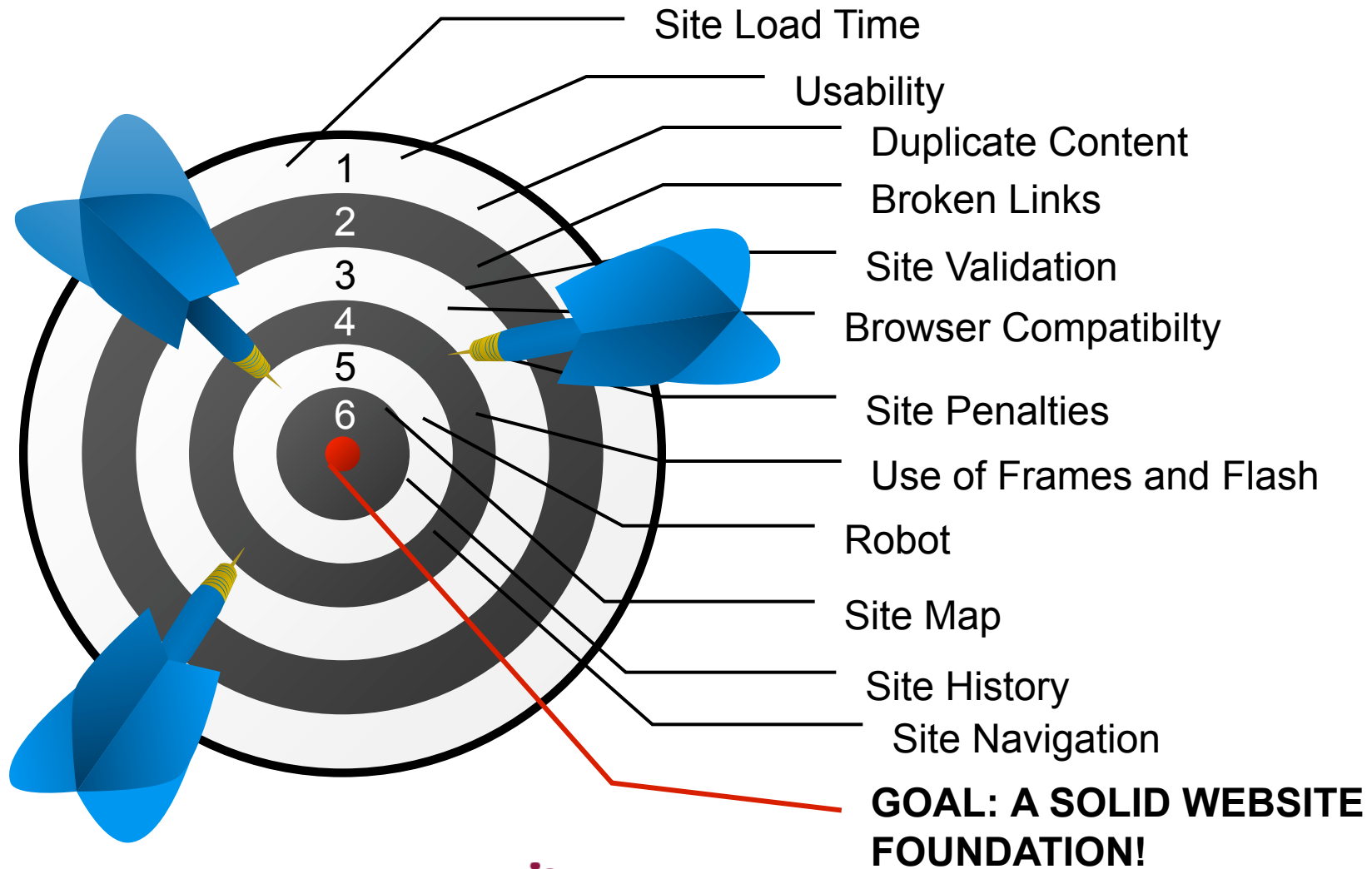


# THERE ARE 6 CORE FACTORS

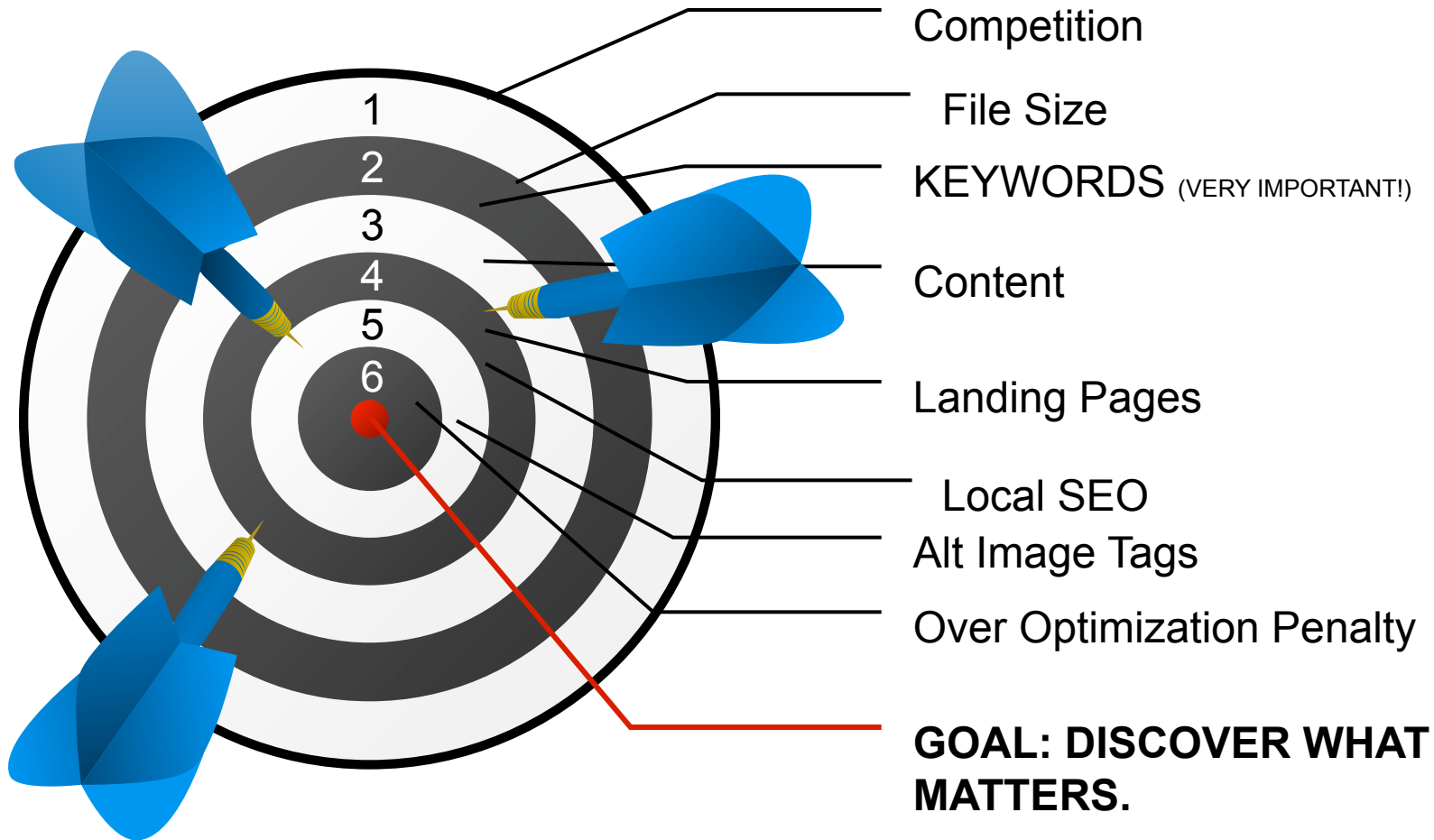
Are you willing to skip one of these? We are not.



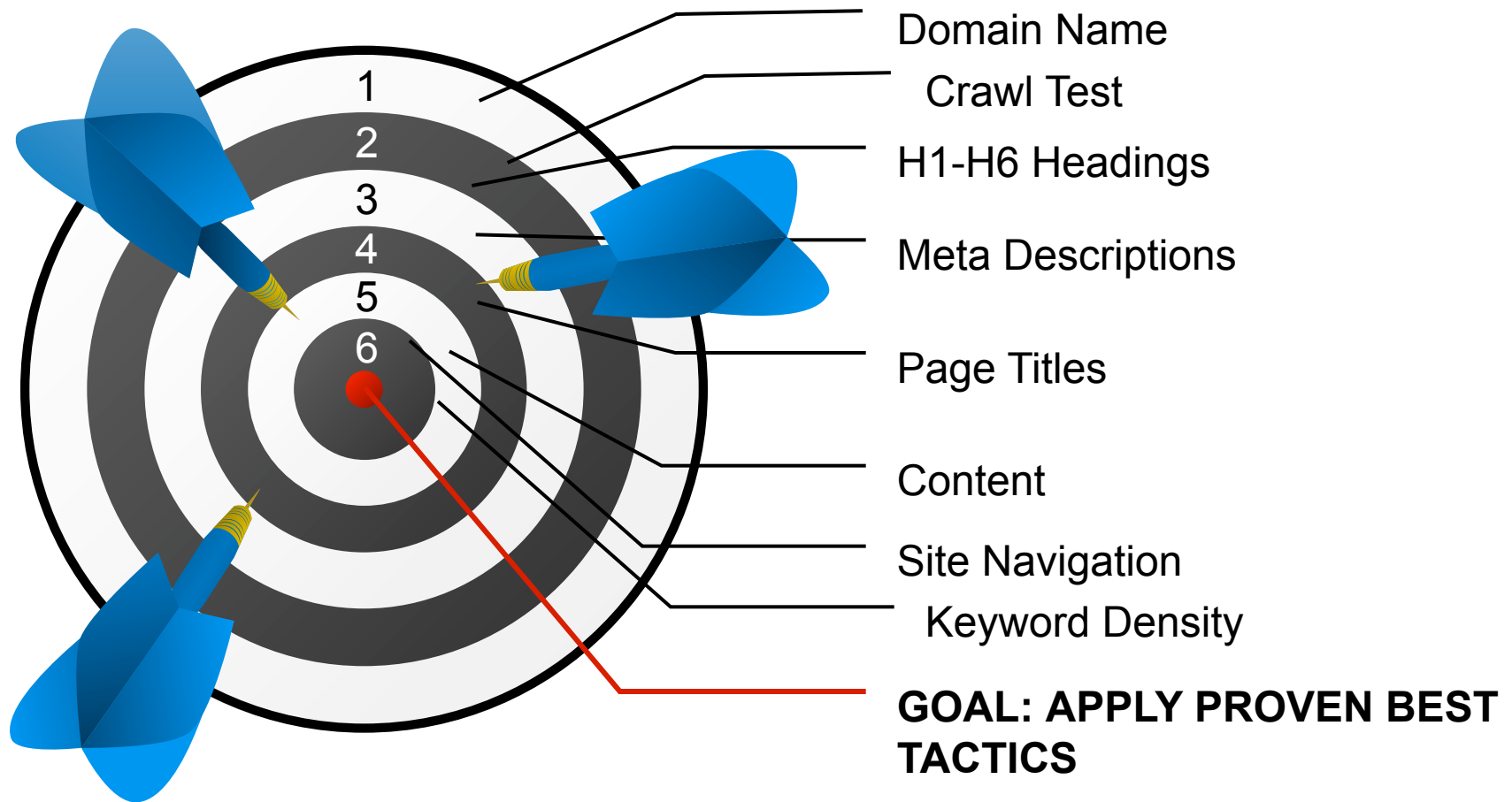
# FOUNDATION



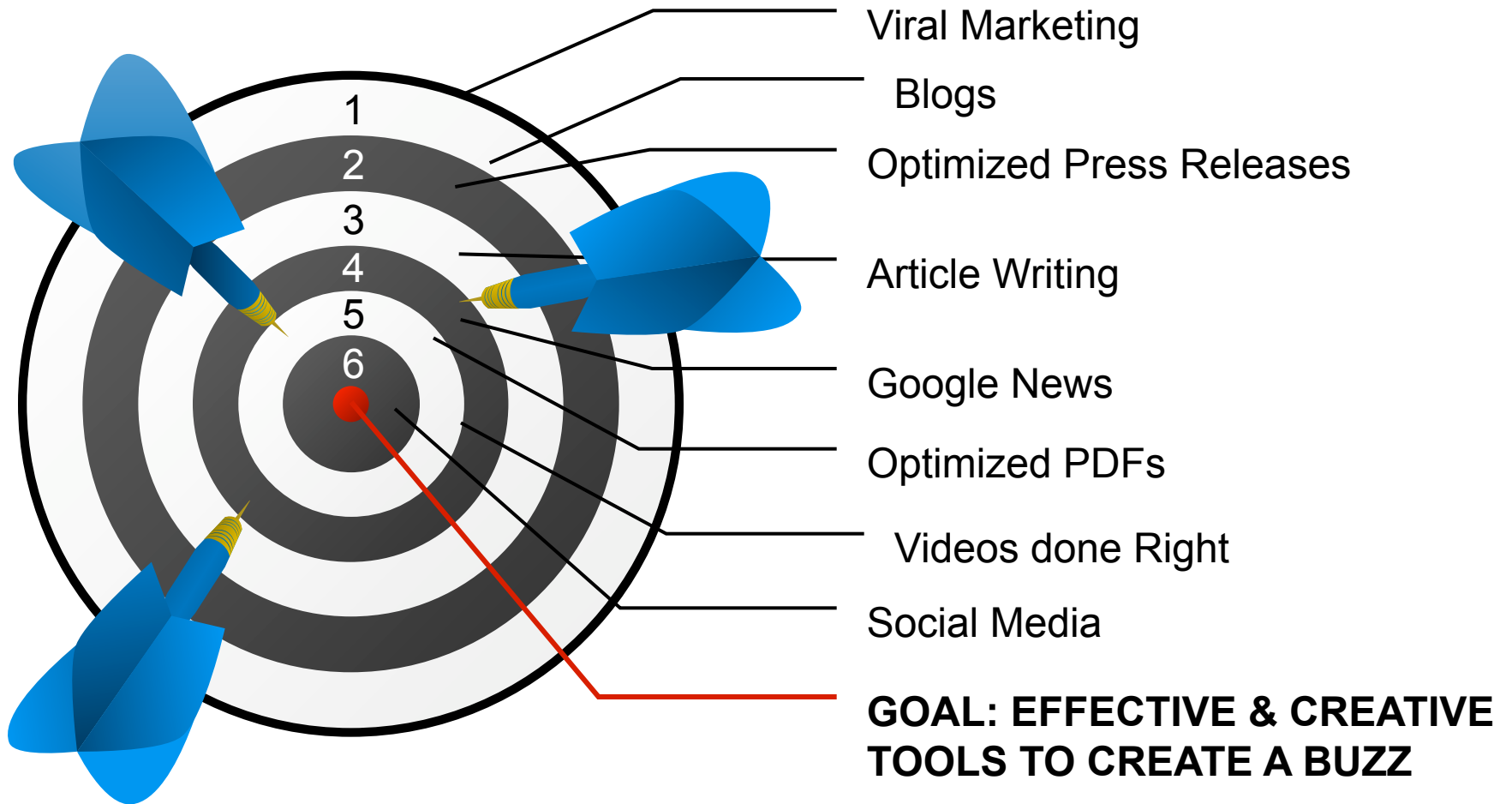
# DISCOVERY



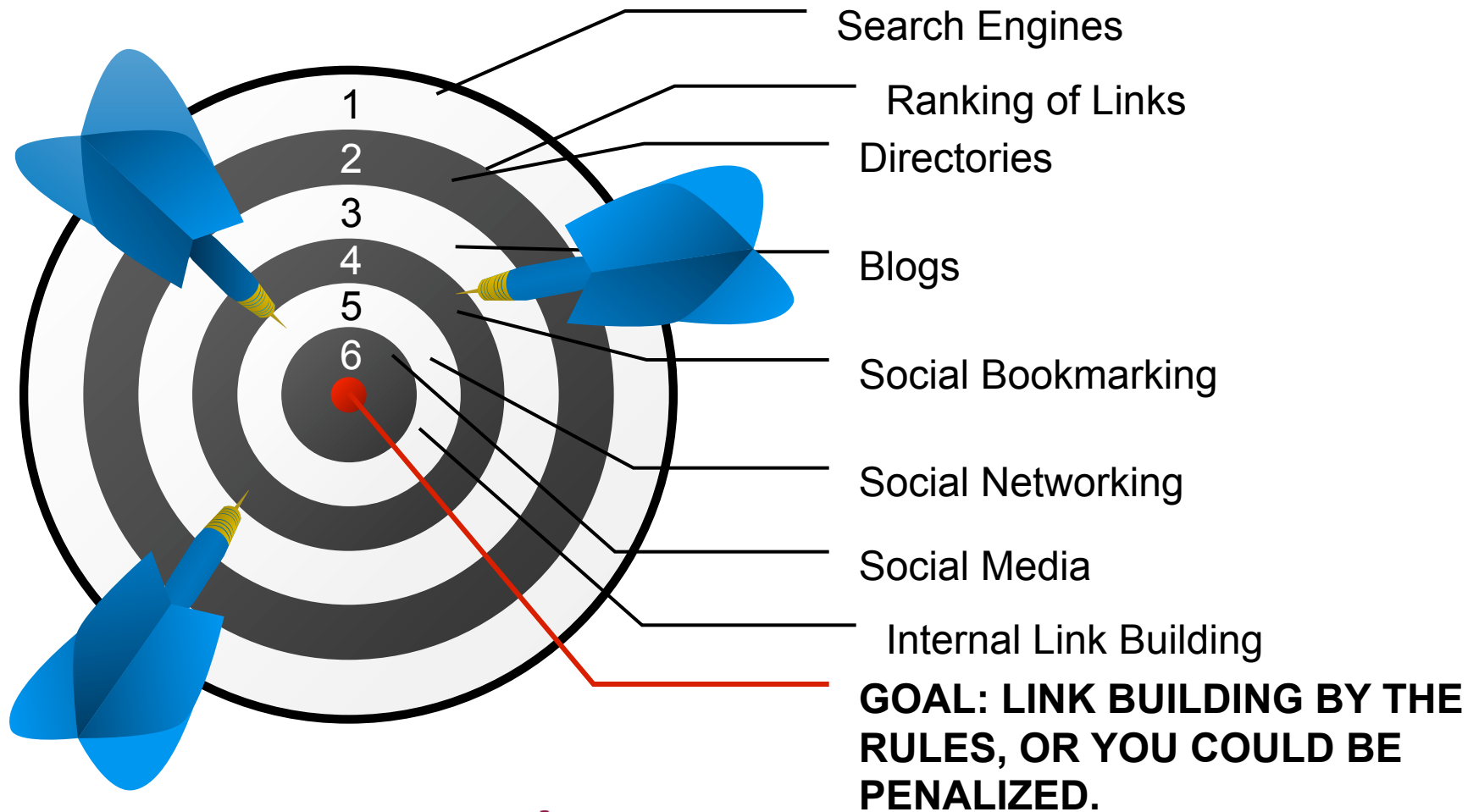
# TACTICS



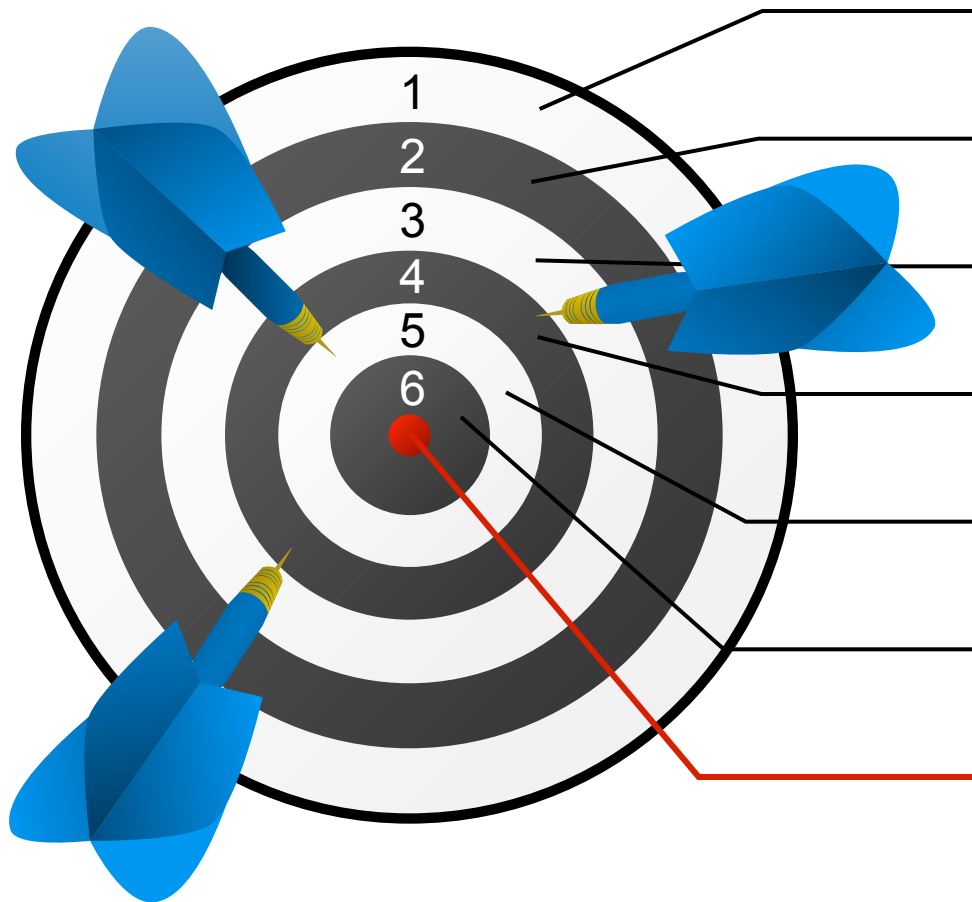
# CREATE A BUZZ



# LINK BUILDING



# WEBSITE ANALYTICS



Increased Targeted Traffic

Keyword Rankings

Missed Opportunities

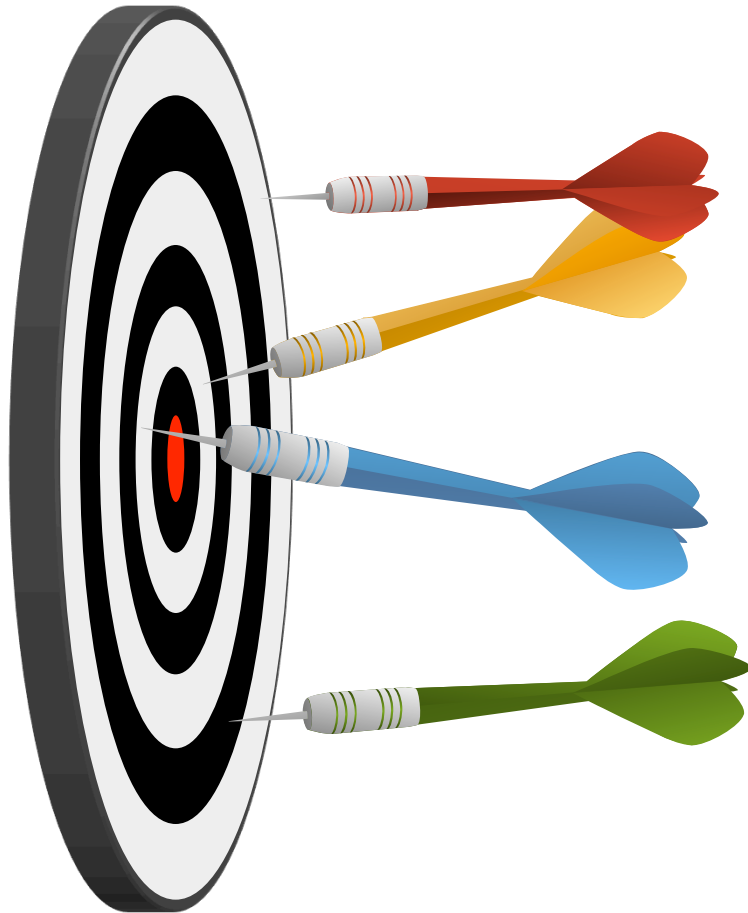
Bounce Rate

New Verses Returning Visitor

User Behavior

**GOAL: BURIED IN YOUR ANALYTICS IS CRITICAL INFORMATION.**

# WE ALL HAVE CHOICES



## **MISSED STEPS MEANS**

missed revenues, sales, leads, goals and opportunities.

## **SINK OR SWIM TIME**

With every downturn means an opportunity.

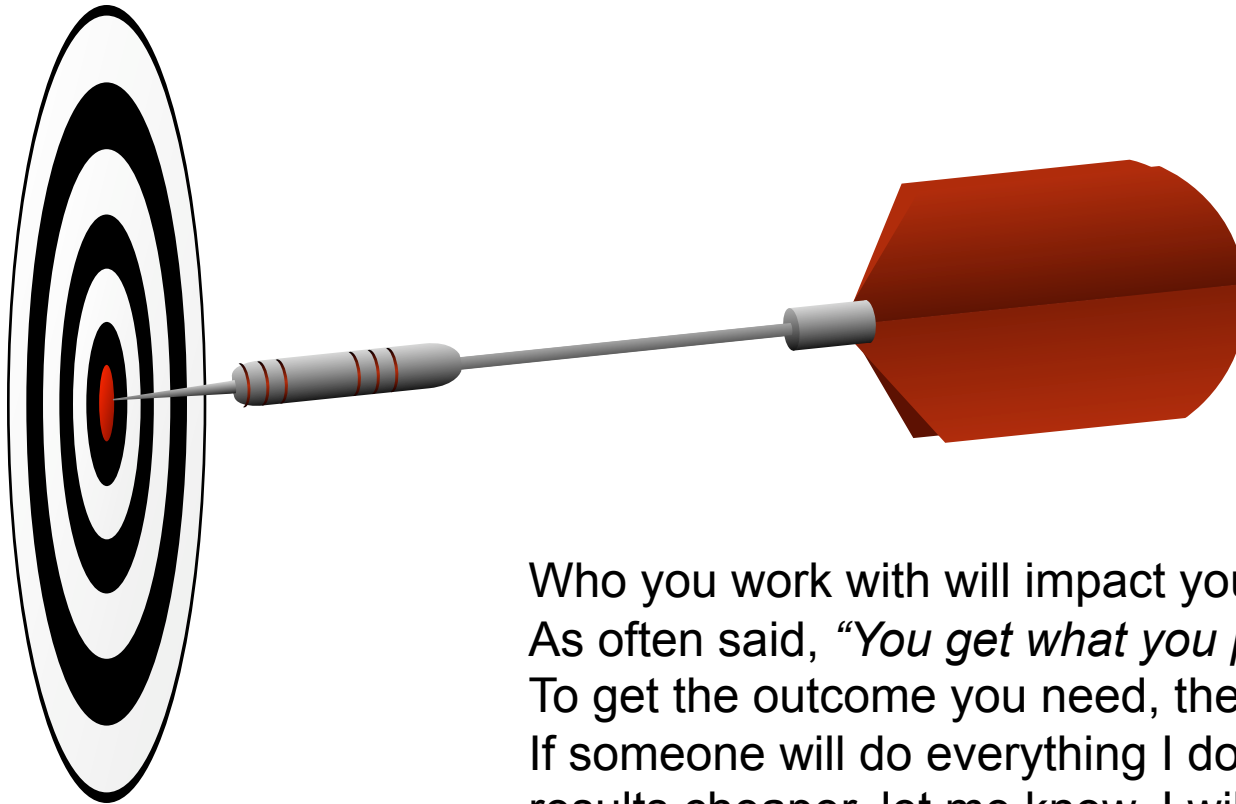
## **TODAY, YOU NEED TO BE SMART**

with every dollar you spend. Are you getting the highest ROI for *your* advertising and marketing?

## **YOUR COMPETITORS**

will get the business *if you don't!*

# SUMMARY



Who you work with will impact your results.  
As often said, *“You get what you pay for.”*  
To get the outcome you need, there are no short cuts.  
If someone will do everything I do to ensure your best  
results cheaper, let me know. I will hire them!

Embrace change

REinvent yourself!

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[www.campreinvent.com](http://www.campreinvent.com)