

Search Engine Marketing

drives more
business to
your website!

YAHOO!

Google™

msn.

Ask.com

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 **WebVisible™**

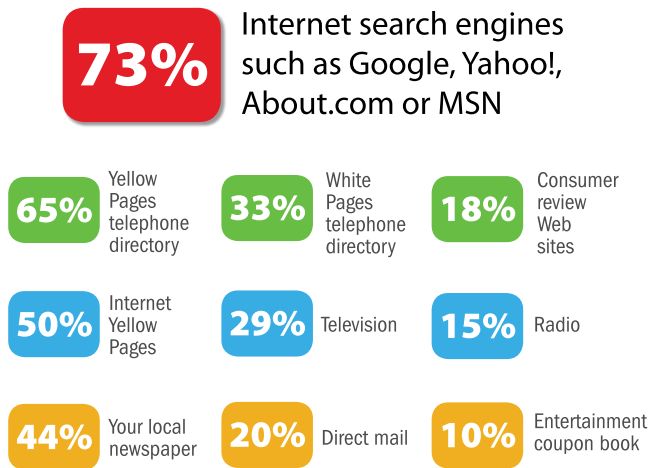
Why search matters to local business.

Data from Nielsen/NetRatings, 2007

Search Engines are now the #1 resource used by consumers looking for products and services from local businesses.

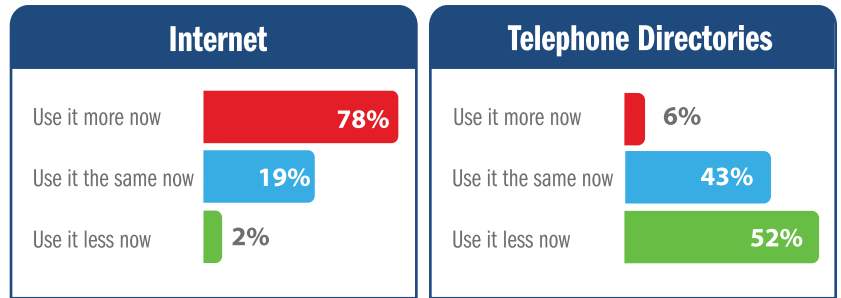
Nearly 9 out of 10 people use search engines to find local businesses from which to shop - more than 1 billion local searches every month. Local business owners who market themselves on search engines are in the best position to sustain and grow their companies. An entire generation has now grown up in the internet age, rarely considering traditional offline advertising resources for their local information needs. 85% of 18-24 year olds in this survey rely on search engines, and even 67% of those over the age of 65 look to search engines. **No matter the age of your business clientele, search engines are the primary resource used to find your business.**

When shopping for a product or service, consumers say they use the following sources to find a local business from which to buy:



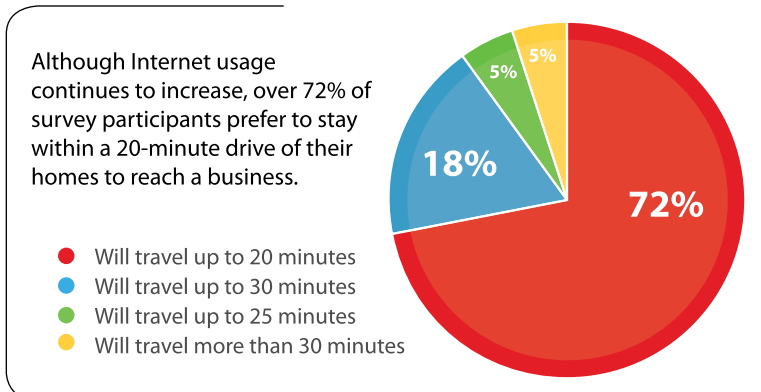
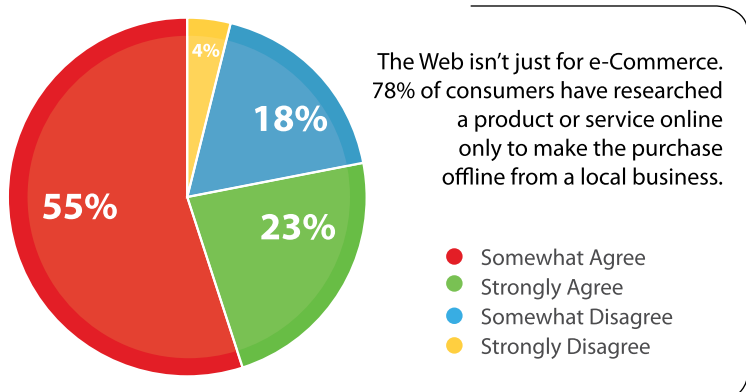
Telephone directory usage loses ground as Internet use surges ahead.

When finding a local business today, how do you use the following sources compared to 2 years ago?



Organic vs. Paid Listings
Paid listings from ResponseClix listings allow even the smallest business to get extra visibility! Organic listings show highest-ranked sites first.

Consumers use the Web to research purchases and then buy from local businesses.



Take the mystery out of search engine marketing with ResponseClix's ad campaign measurement tools.

Seeing is believing, and now you can see the results of your search engine marketing campaign online 24/7! As your ad campaign drives potential customers to your Landing Page, they will have plenty of tools from which to use to contact you, including a custom call tracking phone number, links to your Web site, maps, and email. When they contact you, their actions are recorded so that you can attribute the new lead to your ResponseClix campaign.

When you log into your easy-to-use Merchant Center, you can see how many phone calls, emails and other forms of contact your potential customers are making with your business.



LANDING PAGE

Each Landing Page includes these features:

- Call tracking phone number
- Prominently displayed contact information
- Highlighted call-to-action
- Tracking of specific usage taken on the page
- Key SEO elements build organic search value on the major search engines
- Intuitive layout for quick and simple navigation
- Customizable content featuring the business' products & services, specials, logos, and other pictures
- Embedded Microsoft™ Virtual Earth™ map and driving directions
- Multiple links to the business' Web site
- Supports embedded video

MERCHANT CENTER

Know the effectiveness of your ad campaign with the Merchant Center, an "always on" interactive desktop that allows you complete access to your ad campaign results.

The Merchant Center includes these features:

- Know how many customer phone calls your campaign has generated
- Track Landing Page and Web site visits
- Track effectiveness of your campaign across each search engine
- View your keyword list and ad text
- Make campaign change requests
- View monthly email reports

What is ResponseClix?

ResponseClix is a unique and powerful service that places a paid listing for your business website across a wide network of up to 25 major search engines, including Google, Yahoo!, Ask.com, MSN and more. Results are guaranteed, targeting shoppers searching for your product or services.

How does ResponseClix work?

We create an advertisement for your website based on the keywords and locations that are descriptive of your business. When consumers in your area search for words that match the keywords and location associated with your business, your ad appears in the search results. By clicking on the ad, consumers are taken directly to your website, where they are one step closer to becoming a paying customer.

Do I need ResponseClix?

Studies show that as many as 450 million commerce-driven searches occur on the web each month, and that number is growing. That makes ResponseClix the right product, right now, to increase sales and return on your advertising investment.

What you get from ResponseClix?

- We GUARANTEE you will get the number of clicks you purchased over the campaign term! Period!
- Ongoing advertising keyword optimization
- Unlimited keyword and ad changes*
- FREE customer service and support
- FREE 24/7 Merchant Center access featuring: FREE reporting and FREE email response tracking!

*Keyword change requests are reviewed by ResponseClix for effectiveness.

Ask about our Display advertising opportunities!

Increase your exposure by grabbing your customers' attention with visually dynamic display ads to deliver your message.



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For further information please contact your Account Executive

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