



**SMARTSEARCH**  
marketing

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## Why hire SmartSearch Marketing?

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### Comprehensive solutions

We take a holistic approach to search marketing. We assess your needs and test various methods. We determine the right blend of search engine optimization, pay-per-click advertising, paid inclusion and website conversion improvement. Each client receives a customized solution that delivers maximum results.

### Market focus

We are first and foremost a *marketing* firm... not a technology company. Our solutions are driven by customer response, and are integrated into your overall marketing strategy. We use technology to *support* marketing solutions... not drive them. We understand how to build brands and position companies online.

### Business results

Getting people to your website is only half the battle. We work with our clients to ensure that prospects take the desired actions *after* they click. Improving website "conversions" is an integral part of our solutions.