



11,345 searches
last month for

Veterinarian in Dallas

That's how she collared 25
new clients in 4 weeks.
Fetch.



- Attorney
- Auto Dealership
- Bridal
- Carpet Cleaning
- Day Spa
- Dentist
- Electrician
- Hotel
- Maid Service
- Plastic Surgeon
- Real Estate
- Restaurant
- Storage
- Veterinarian**

Reaching Local Customers



**Make More Dollars & Sense
Out of the Local Internet**

The Paradigm is Shifting

94,000,000
American adults use
the Internet every day



63%
access search
sites every day
and of those...



54% have substituted Internet/
search for the phone book



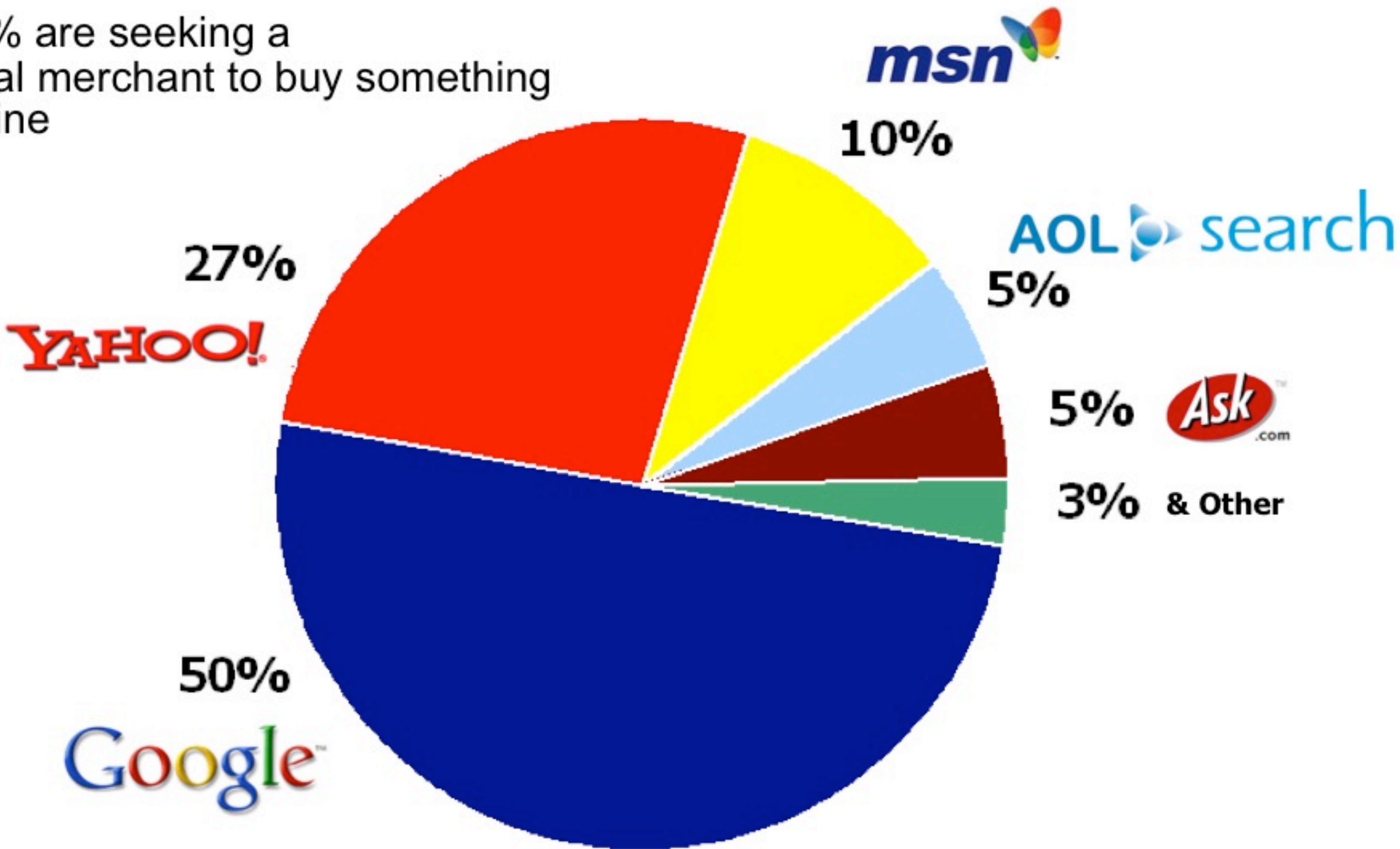
43% seeking a local merchant
to buy something offline

How It Works



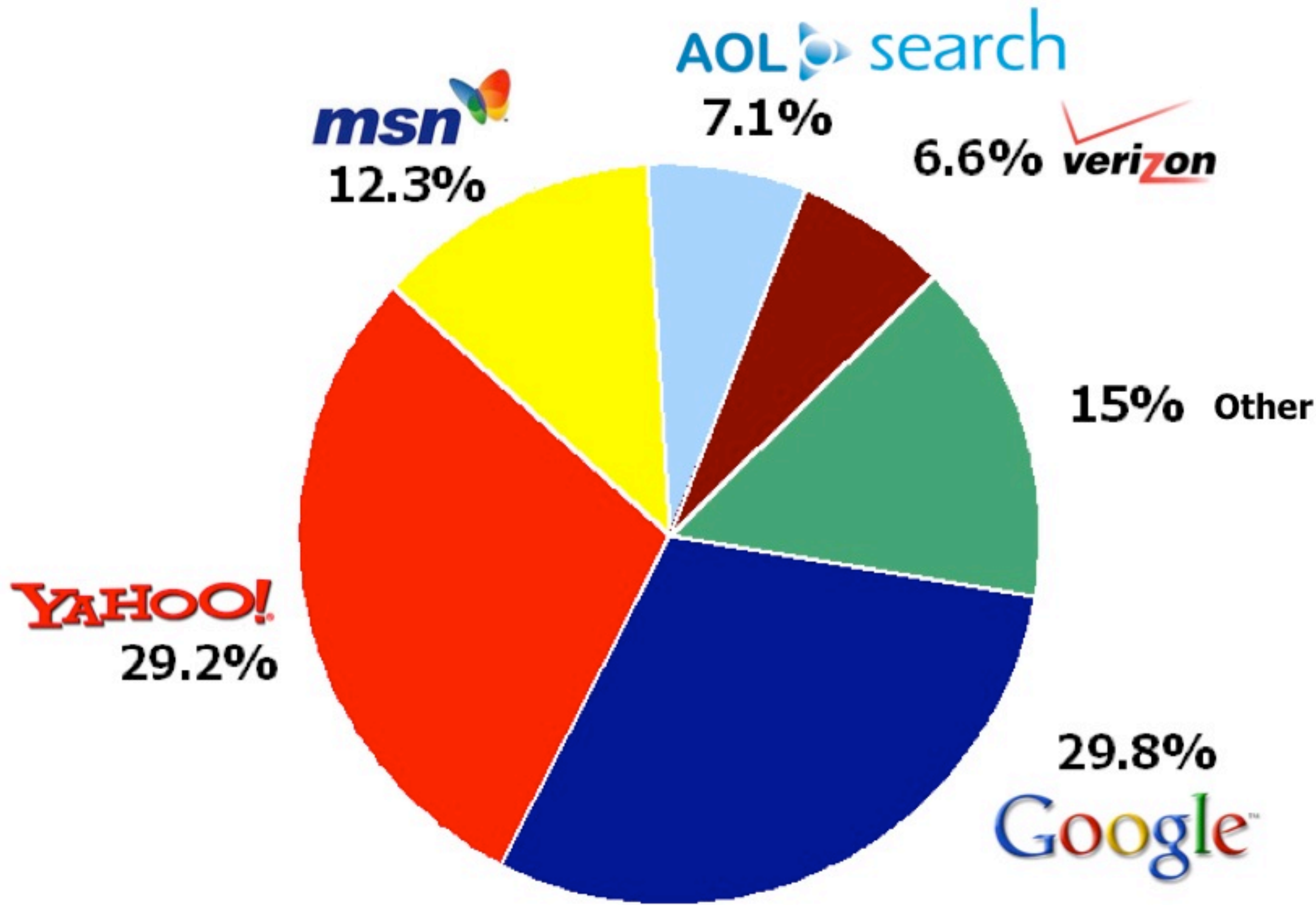
98% of Searches Occur Here

- 7.3 billion searches last month
- 43% are seeking a local merchant to buy something offline



Sources: Comscore April 2007, Verizon, ClickZ

Local Searches



Source: ComScore 2006



Paid Listings Get Noticed

Millions of possible pages



Web Results 1 - 10 of about 1,680,000 for personal injury attorney dallas. (0.40 seconds)

Personal Injury Experts Sponsored Links
www.RockyWaltonInjuryLawyers.com Certified **Personal Injury** Attorneys No Fees Unless A Recovery Is Made!

Serious Injury Law .com
www.seriousinjurylaw.com Board Certified Attorneys in an Arlington - Fort Worth Law Firm

Sponsored Links

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Injury, death and negligence cases. Call for a free case evaluation.
www.slackdavis.com
 Dallas-Ft. Worth, TX

Local results for **personal injury attorney** near **Dallas, TX**

- [Gulledge Jack Atty](#) - 7.1 miles E - 2031 John West Rd # 102, Dallas, 75228 - (214) 321-5056
- [Breeland Lyn T Atty](#) - 0.5 miles E - 100 N Central Expy # 900, Dallas, 75201 - (214) 742-8897
- [Fuqua Kenneth w Atty](#) - 0.8 miles NE - 3000 San Jacinto St, Dallas, 75204 - (214) 828-1900

Paid listings in primary positions

Personal injury help
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 Texas

Texas Personal Injury - Automobile Accident Lawyer Attorney Dallas
 Dallas attorney offering services for **personal injury**, malpractice, and criminal defense.
www.injuryrelief.com/ - 63k - [Cached](#) - [Similar pages](#)

Personal Injury Attorney
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 Law Office of Thomas P. Jackson in **Dallas**, Texas focus on Family Law, **Personal Injury**, and Business Litigation.
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Personal Injury Attorney
 Contact a lawyer in your area to learn about **personal injury**
www.InjuryLawyerShop.com

Texas Injury Attorney - The Rasansky Law Firm
 Dallas **Personal Injury** Law Firm - The Rasansky Law Firm: Dallas attorney Jeff Rasansky practiceS **personal injury** law including medical malpractice and ...
www.texasinjuryattorney.com/ - 27k - [Cached](#) - [Similar pages](#)

No guarantee on where you will show up in regular search

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 Whatever legal problem you have, a **serious injury** requires a lawyer.
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Keyword Bidding



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- [Breeland Lyn T Atty](#) - 0.5 miles E - 100 N Central Expy # 900, Dallas, 75201 - (214) 742-8897
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Texas Injury Attorney - The Rasansky Law Firm

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Stephens & Anderson, LLP

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Free Consultation
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Fort Worth, TX



Keyword Bidding is Complex

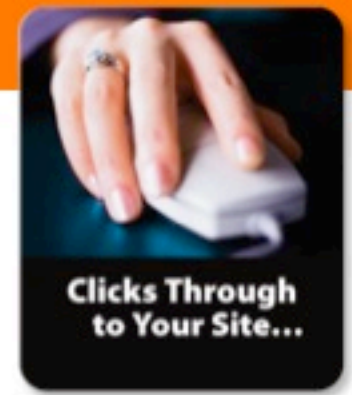


Hundreds of possible keyword combinations & geo-targeting options

Keywords: George Sanders, DDS Targeting: Dallas Metro		Start	End	Budget	Actual	Target	Pos.	%	Mo. 1	
Choose data to display: Cost and ad position		6/14/2006	7/14/2006	\$2,000.00	\$1,236.08	\$1,000.00	4.3	23.6	-13.1	
Reach Local		Google™			YAHOO!			msn		
Keywords (250-275 of 979) >>>>>	Traffic	CPC	Position	CTR	CPC	Position	CTR	CPC	Position	CTR
Cosmetic Dentist (Special Geo: 25 Mile Radius)	High	\$2.12	2.7	Avg				\$1.89	2.3	Avg
Cosmetic Dentist Dallas	High	\$1.87	2.1	High	\$2.09	2.3	High	\$1.75	2.1	High
Cosmetic Dentist Plano	High	\$2.52	2.9	Avg	\$2.42	2.5	Avg	\$2.09	1.9	Avg
Cosmetic Dentist Frisco	Med	\$1.87	2.5	High	\$1.75	2.7	High	\$1.45	1.7	High
Cosmetic Dentist McKinney	Low	\$1.27	1.8	Avg	\$1.25	1.7	Low	\$1.11	1.2	Avg
Cosmetic Dentistry (Geo-targeted: 25 Mile Radius)	High	\$1.46	2.5	Avg				\$1.31	1.9	Avg
Cosmetic Dentistry (Special Geo: 25 Mile Radius)	High	\$1.32	1.9	High	\$1.42	1.6	High	\$1.24	2.1	High
Cosmetic Dentistry Dallas	High	\$1.57	2.6	Avg	\$1.45	2.2	Avg	\$1.22	1.8	Avg
Cosmetic Dentistry Plano	Med	\$1.22	2.4	High	\$1.31	2.2	High	\$1.04	1.9	High
Cosmetic Dentistry Frisco	Med	\$1.06	3.1	High	\$1.06	2.6	High	\$0.89	1.3	High
Cosmetic Dentistry McKinney	Low	\$0.87	1.7	Avg	\$0.94	1.5	Avg	\$0.77	1.6	Avg
Dental Surgeon (Geo-targeted: 25 Mile Radius)	High	\$1.48	1.9	Avg				\$0.72	1.5	Avg
Dental Surgeon (Special Geo: 25 Mile Radius)	High	\$1.24	1.6	High	\$1.11	1.2	High	\$1.01	1.1	High
Dental Surgeon Dallas	High	\$1.72	2.1	Avg	\$1.60	1.8	Avg	\$1.42	1.6	Avg
Dental Surgeon Plano	Med	\$1.12	1.7	High	\$1.10	1.8	High	\$1.01	1.6	High
Dental Surgeon Frisco	Med	\$0.97	1.6	High	\$0.89	1.5	High	\$0.77	1.4	High
Dental Surgeon McKinney	Low	\$0.42	1.4	Avg	\$0.35	1.3	Avg	\$0.28	1.2	Avg

Amount charged on a "pay-per-click" basis





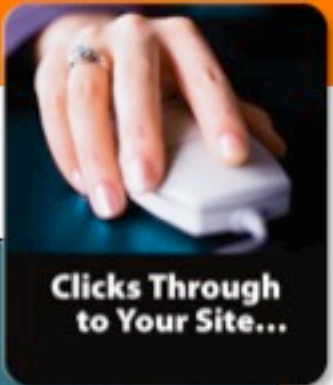
Your website should emphasize...

- Product/service
- Geographic service area
- Credibility in local market
- Contact information
- Key images
- Easy navigation

...because we track:

- Click throughs to website
- Telephone Calls
- Emails
- E-Commerce Sales
- Coupons Printed from Website
- Forms Submitted from Website

Proxy Site Tracks All Activities



Different Conversion Touch Points



Finds Out
What You Offer...

Website Visits

Phone Calls

Submitted Forms

Shopping Carts

Email Inquiries

Coupon Downloads



Reports Accessible Anytime



Finds Out What You Offer...

Campaign Name	Report Date	Budget	Spent	Impressions	Visits	Calls	Emails	Web Events
Auto Glass Repair Start Date: 12/07/2005	02/04/06-03/10/06	\$4500.00	\$4500.00	52806	4518	1664	41	5192
			(972)977-XXXX	(972) 555-2805 Emilee Smith 127 Oak Lane Skyleville, TX. 75254	0 m 31 s			
			(972)977-XXXX	(214) 555-0817 Dallas, TX 75244	5 m 3 s			
			(972)977-XXXX	(972) 555-0813 Dan G. Russ 1984 Windwood Pkwy Plano, TX 75091	4 m 20 s			
Auto Glass Repair	03/06/2006						1	73
Auto Glass Repair	03/05/2006			2006-02-18 10:30:26	csr1@XXXX.com	jeenlogins@XXXX.com	John Doe	43
Auto Glass Repair	03/04/2006			2006-02-16 21:13:36	csr1@XXXX.com	angler1@XXXX.com	John Doe	47
Auto Glass Repair	03/03/2006			2006-02-13 13:03:32	csr1@XXXX.com	erinbills@XXXX.com	John Doe	57
Auto Glass Repair	03/02/2006	\$46.13		2006-02-13 12:42:54	csr1@XXXX.com	traincon@XXXX.com	John Doe	
				2006-03-07 13:07:39		Store Locations: http://XXXX.com/stores.php		
				2006-03-07 12:58:12		Request Quote: http://XXXX.com/order.php?mode=Quote		
				2006-03-07 12:49:44		Request Quote: http://XXXX.com/order.php?mode=Quote		
				2006-03-07 12:50:49		Request Quote Submitted: http://XXXX.com/order.php		

Conversion-based Optimization



Finds Out
What You Offer...

Campaign A

Campaign Name	Report Date	Budget	Spent ?	Impressions ?	Visits ?	Calls ?	Emails ?
Start Date: 02/02/2006	01/30/06- 03/07/06	\$2500.00	\$2500.00	<u>55063</u>	<u>391</u>	<u>36</u>	<u>0</u>
Start Date: 04/04/2006	04/01/06- 05/06/06	\$2500.00	\$2500.00	<u>29049</u>	<u>375</u>	<u>47</u>	<u>6</u> <u>36</u>
Start Date: 08/09/2006	08/06/06- 09/11/06	\$2500.00	\$2500.00	<u>66304</u>	<u>340</u> ↓	<u>55</u> ↑	<u>5</u> <u>65</u>

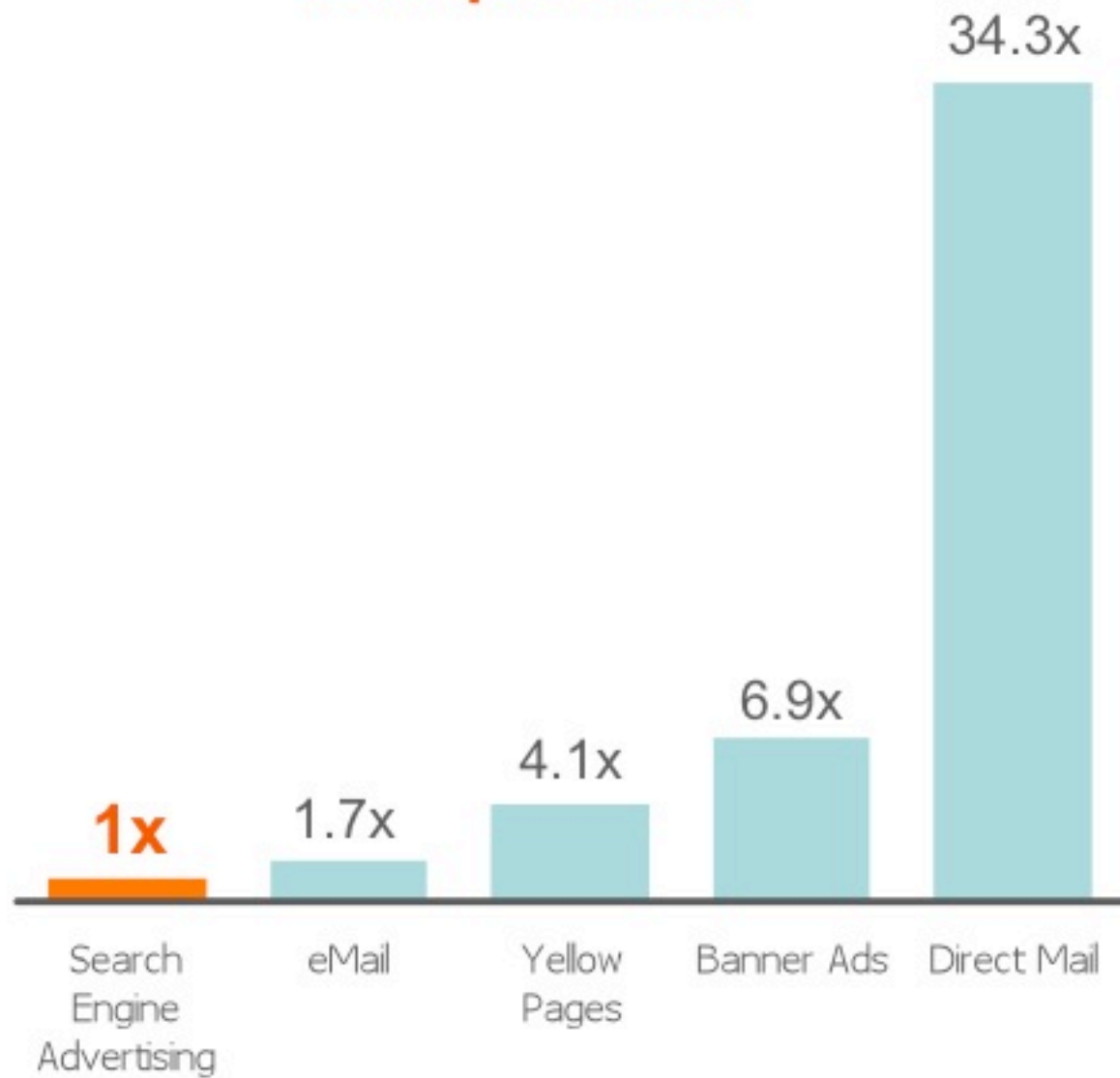
More leads for your
money over time.

Campaign B

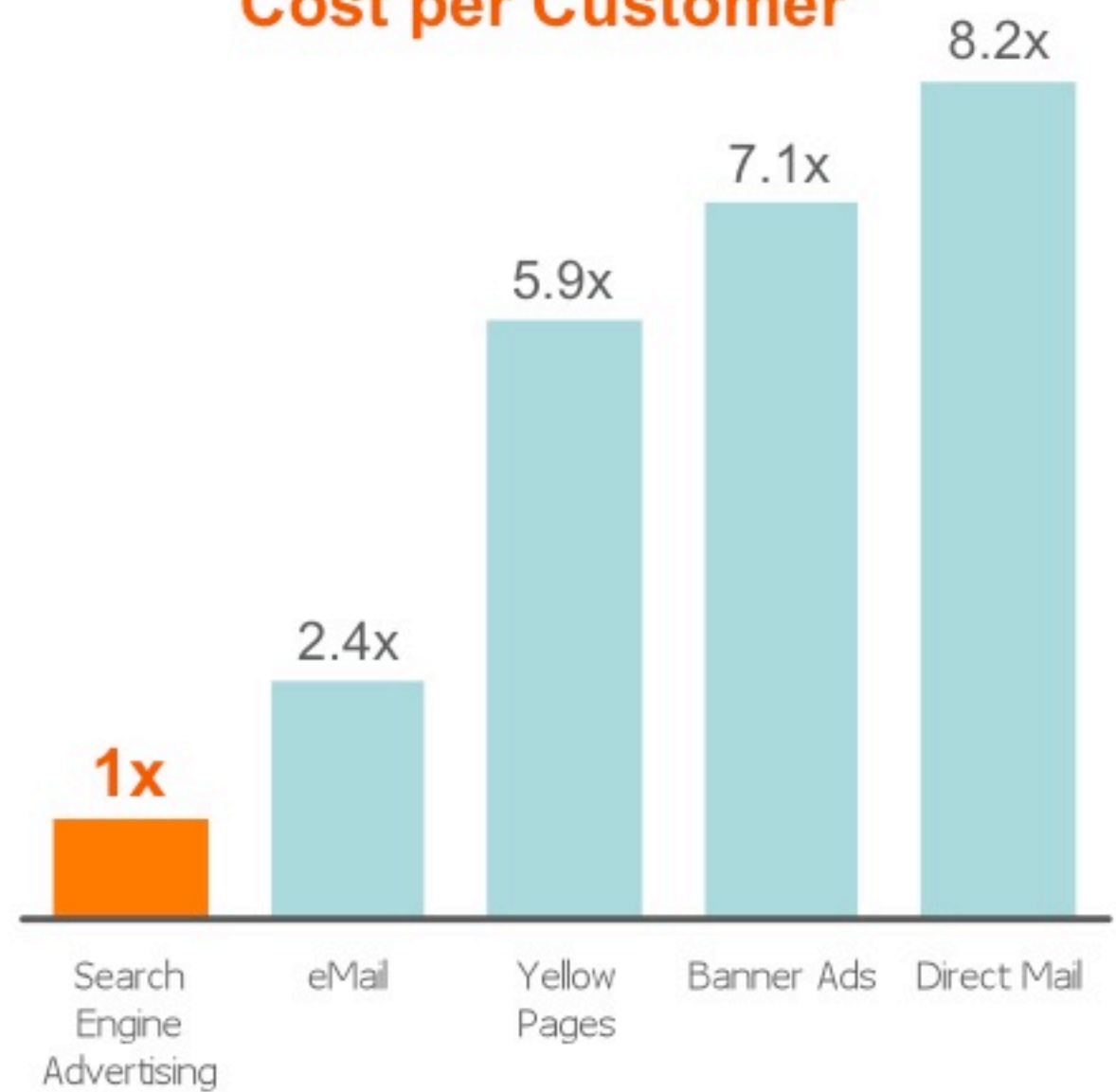
Campaign Name	Report Date	Budget	Spent ?	Impressions ?	Visits ?	Calls ?	Emails ?	Web Events ?
Start Date: 04/25/2006	04/22/06- 06/03/06	\$3000.00	\$3000.00	<u>39368</u>	<u>664</u>	<u>55</u>	<u>4</u>	<u>382</u>
Start Date: 05/31/2006	05/28/06- 07/07/06	\$3000.00	\$3000.00	<u>33594</u>	<u>607</u>	<u>69</u>	<u>7</u>	<u>317</u>
Start Date: 08/04/2006	08/01/06- 09/09/06	\$3000.00	\$3000.00	<u>30023</u>	<u>655</u> ↓	<u>75</u> ↑	<u>11</u>	<u>374</u>



Cost per Lead



Cost per Customer






Sources: U.S. Bancorp; Piper Jaffray 2005

Measurable Returns



Makes Purchase Offline.

	Plastic Surgeon, Dallas	Medical Spa, Boston	Auto Glass, Denver
			
Web Presence	Existing website	No existing website offer page created	Existing website
Budget	\$1,000	\$3000	\$4,500
Website Visits	438	994	5870
Phone Inquiries	68	107	2492
Leads by Phone	42	30	1420
Emails	10	11	38
Coupons/ Online Forms	7	6	2607
ROI	12 New Patients \$42,000	18 New Customers \$30,000	Sales from Campaign \$150,000



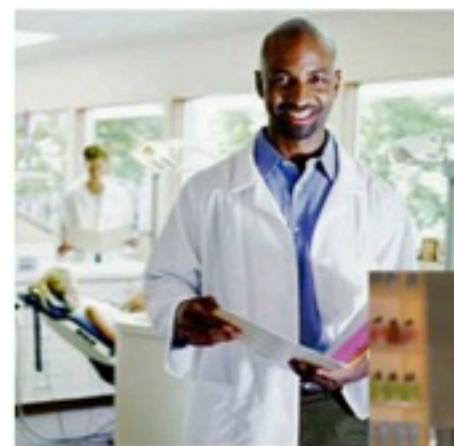
- **The Industry Leaders & Pioneers**
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Patent-pending Technology

- Represent all the major search engines
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- Able to track in real-time



We Handle It All

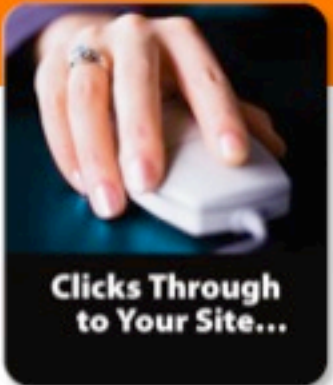


- Spend about 15 minutes to get started
- Access and review online reports
- Monitor and improve other marketing activities

- Set-up and manage your local Internet advertising campaign
- Automatically optimize campaigns based on results realized
- Report on clicks, visits, emails, downloads, forms filled and phone calls (which can also be recorded)



No Web Site? No Problem!



Key Features

Local Focus

Contact Info

Downloadable Coupons

Business Description

Hours of Operation

Robin Gordon, D.D.S. - Frisco, Texas
Service With A Smile, For Your Smile

ABOUT US
At our practice, we provide patients quality & convenient care that isn't beyond their means. Your needs, your schedule & budget matter. We want everyone to have straight teeth, healthy smile, high self esteem & have a good experience.

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City: Frisco
State: TX
Zip: 75034
E-Mail: [Send E-Mail](#)

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Valid through December 2008

Robin Gordon, D.D.S. - Frisco, TX, 06-Jul-2008 12:56:27 PDT-70 100 191 124-ReachLocal.com

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From your first visit to your last, you'll know everything you need to know to get the most out of your smile. No surprises, just exceptional care that is tailored around your needs.

Your first consultation is complimentary. This is your chance to meet our staff, learn about our environment and ask questions. This no obligation visit helps us discover your goals and find the most suitable options for your budget and lifestyle.

You'll take one x-ray to help our specialists recommend a course of treatment and you'll learn everything you need to know about length of treatment, cost, payment plans and care for your teeth, along with our policies and procedures.

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- Veneers
- Root Canals
- Oral Surgery
- Tooth Replacement
- Braces
- Laser Whitening

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Monday - Thursday
8 am - 4 pm

Friday
8 am - 2 pm

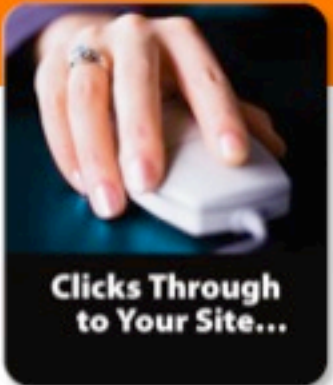
Walk-in's are welcomed.

Before and After Images

Sample instant offer page



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Residential

A Local Move is a move that is within a 100-mile radius, and within your current state.

Local Move involves less current state for Local Move based upon the number of moves your time better.

Other Factors: 1. Packing pack your labor, time

Around The Block Moving

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LINKS

Our Address



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Thursday & Sunday Closed

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South 1st @ Kinsley

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