



Leverage the Power of Organic Search Marketing

Search engine marketing leverages search engines like Google, Yahoo! and MSN Live Search to obtain highly qualified visitors in a cost-effective manner.

In contrast to traditional media, search engine marketing enables your company to reach customers at the exact moment they are looking for information on your product or service. High rankings on the SERPs (search engine results pages) mean your target audience is only a click away.

With nearly a decade of search marketing experience, Catalyst will help you design and execute a successful organic search campaign that will enhance your company's website, improve rankings and attract your target audience.

Search Engine Optimization (SEO)

SEO is the process of modifying a website so that it delivers the highest ranking within the organic section of the SERPs based on the criteria of search engine algorithms. Unlike paid advertising that can guarantee a first place result within the sponsors section of the SERPs, you must continually optimize your site to achieve a first page ranking and then maintain that ranking within the organic section.

With Organic Search You Can...

- provide highly relevant information to searchers
- gain exceptional visibility on the search engine results pages (SERPs)
- drive qualified consumers to your website and landing pages
- increase website traffic cost-effectively and maximize ROI
- generate brand awareness and build brand recognition over the long term
- enhance your other marketing efforts
- gain a competitive advantage

The Value of Search Engine Optimization

Each search engine has its own unique algorithm for ranking websites. And each search engine continually monitors and adjusts its criteria based on Internet activities, events, trends and issues that arise on a regular basis online. Catalyst has the expertise to adjust and enhance your website to meet the requirements of these continually changing algorithms placing your site in prominent positions.

Improve Visibility

With a well-designed organic search campaign, your company's website will move into the top listings on Google, Yahoo!, MSN Live Search and many other search engines.

Connect With Consumers

When your brand is prominently displayed in search results on leading search engines, you connect with customers who are actively searching for your product or service -- at the exact moment they are searching.

Build Your Brand

A top listing in organic results improves consumer confidence in your campaign and your brand.

Gain a Competitive Advantage

With organic search, your brand can edge out competing organizations and promote your product or service to the customers you want to reach most.

Maximize ROI

Catalyst employs a cross-channel strategy in order to maximize the number of qualified visitors to your



site while minimizing cost for the highest ROI.



320 Nevada Street • Newton, MA 02460 • Phone 617.244.4972 • info@catline.com
Copyright © 2007 Catalyst online, Inc