



Catalyst online - Your Search Engine Marketing Partner

Search Engine Marketing (SEM) leverages search engines like Google, Yahoo! and MSN to obtain highly qualified traffic in a cost-effective manner.

With successful Search Engine Marketing your company can:

- Increase qualified website traffic
- Track meaningful market data about your target audience
- Establish a formidable competitive advantage online
- Increase sales and maximize ROI
- Acquire new customers
- Generate leads
- Build brand awareness

SEM Attracts Highly Qualified Traffic

Search engine traffic is very qualified because users initiate the search with a purpose, making these visitors targeted and more valuable than those from the "broadcast advertising" methods used by traditional media.

SEM Builds Brands

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.

SEM Increases Sales

Case studies have shown that search engine traffic is equal to or better than traffic from more expensive sources. A properly executed SEM campaign will produce meaningful results at a much lower cost and within a shorter time period compared to traditional marketing methods.

SEM Maximizes ROI

The ROI for SEM is excellent compared to other marketing methods. With SEM, you get better conversion rates, lower cost-per-click, and lower acquisition costs.

Professional SEM is Cost-Effective

SEM has proven cost-effective compared to banner ads, direct mail, email marketing, and print advertising, and SEM provides specific measurable results.

Leverage the Power of Search Engine Marketing

With nearly a decade of Search Engine Marketing experience, Catalyst online is the best choice for your business. Catalyst online offers Search Engine Marketing expertise in Paid Search, Organic Search, and integrated campaigns.

Paid Search – Quick Turnaround, Targeted Results

Paid search, or paid placement, uses a bidding process to ensure top positioning within the sponsored results of search listings for targeted key phrases. When the key phrase is searched for using a search engine such as Google, Yahoo! or MSN, the listing will return as a result to that query.



Paid search is unique from more traditional forms of advertising. Rather than working on a cost per impression (CPM) model, it is based on a cost per click (CPC) basis. This means that advertisers only pay when consumers visit their websites through the paid ad.

- Listings can be posted quickly, within a matter of days
- The term with the highest bid is guaranteed top placement on all major search engines.
- Advertiser retains total message control via listing creative and web site landing page.
- Cost-per-visitor (CPV) is controlled by the advertiser; advertiser can place a hard limit on the maximum CPV.

Organic Search – Long-Term Brand Building

Organic search, also referred to as natural search, refers to listing results that are produced by search engine algorithms rather than sponsored links. Search Engine Optimization (SEO) is the process of enhancing a website so that it meets the criteria of search engine algorithms. The higher a site scores against these requirements, the higher ranking it will receive in organic results.

- Visitors view organic results as more credible than sponsored links.
- Brand awareness builds over the long term as customers continue to view your listings.
- Higher rankings result from synergies with PR and advertising in other media.
- ROI is maximized as top rankings result in increased traffic.

Organic and Paid Search services work together, resulting in a higher volume of qualified traffic at a lower cost-per-visitor.

The screenshot shows a Yahoo! search for 'high blood pressure treatment'. The search bar is at the top with navigation links for Web, Images, Video, Audio, Directory, Local, News, Shopping, and More. Below the search bar, there are two columns of results. The left column contains sponsored results (paid search) and organic results (natural search). The right column contains more organic results. A red box highlights the top three organic results, and a yellow box highlights the sponsored results. A legend at the bottom indicates that yellow boxes represent Paid Search and red boxes represent Natural Search.

Web | Images | Video | Audio | Directory | Local | News | Shopping | More >
YAHOO! SEARCH high blood pressure treatment

Sponsored Results

- **High Blood Pressure and Sex**
www.mensfacts.com High blood pressure may affect your sex life.
- **High Blood Pressure and Headaches?**
www.tylenol.com If you're on high blood pressure medication, Tylenol may be the best pain reliever for you.
- **Blood Pressure Management**
hearhorizons.com Learn how beta-blockers can be used to treat high blood pressure.
- **Do You Have High Blood Pressure?**
www.fewerpills.com And have high cholesterol? You may be able to treat both conditions with fewer pills.

1. Diovan (Valsartan)™
High blood pressure medication from Novartis.
Category: [Drugs and Medications > Diovan](#)
www.diovan.com - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)

2. High Blood Pressure Treatment and Medication - BP Success Zone™
Information about high blood pressure, including medication and treatment with lifestyle changes. Learn about the BP Success Zone, a program guaranteed to lower your blood pressure in four months or your money back ... Why High Blood Pressure Matters. Working With Your Doctor ...
www.bpsuccesszone.com - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)

3. Lotrel (Amlodipine Besylate/Benzapril HCl)™
Medication for high blood pressure. Site features information on hypertension symptoms, risks, and treatment. From Novartis.
Category: [Drugs and Medications > Lotrel](#)
www.lotrel.com - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)

Lower Blood Pressure - No Side Effects
FDA-cleared medical device to lower high blood pressure without...
www.resperate.com

High Blood Pressure Treatment
Learn about treatment options and get a free trial of medication.
bpsuccesszone.com

Lower Blood Pressure Fast - Hyprava™
20, 30, even 50 points without drugs or harmful side effects...
www.hyprava.com

High Blood Pressure Treatment
Treat high blood pressure with the Acu-Comb for \$39.95 from the...
www.bio-institute.com

Blood High Pressure Treatment

Paid Search Natural Search

Benefits of an Integrated Campaign

A comprehensive Search Engine Marketing campaign with both paid and organic search produces optimal results:

- Increased visibility on the Search Engine Results Page (SERPs)
- Broader reach -- customers are 32% more likely to click on a listing if it appears in both organic and paid listings
- Higher volume of qualified traffic at a lower cost-per-visitor.
- Immediate impact from paid search and long term exposure with organic listings
- Greater efficiency in implementation
- Minimized resource commitments and maximized ROI while targeting audience segments appropriately
- Enhanced branding and reinforced messaging from multiple listings per page

Call Catalyst For More Information