

# Search Engine PPC

Pay-Per-Click Marketing  
Lindsey Walsh



## Consulting Background

I am a results oriented search engine marketing consultant with over six years of experience managing large volume keyword pay-per-click campaigns for companies. I specialize in online lead generation campaigns spending \$15,000 or more on click costs per month.



I am a Google Qualified Professional, having passed their exam to demonstrate expertise in the AdWords system. It is my goal to optimize to the fullest through keyword generation, engine expansion, ad copy and offer testing, site optimization, and even 3rd party bid management tools if the scope of the campaign calls for it.

More information can be found at <http://www.SearchEnginePPC.com>. Below are some examples of my work, followed by testimonials from some of my clients.



## Statistics from Past & Current Clients

This is a graph from actual campaign data, showing a 1250% growth in leads for one of my clients.

Can you imagine what your business would do with that type of growth? Contact me to find out how you can leverage pay-per-click marketing for similar results.



### A Publicly Traded Company

- ◆ Lowered cost per lead (CPL) by 57%, including 26% in the first month
- ◆ Increased leads generated by 1,632% per month
- ◆ Used landing page testing to improve conversion rates by 50%, providing more leads at no additional cost

### An Enterprise Software Company

- ◆ Decreased costs by 28%, saving over \$20,000, in first 3 months
- ◆ Increased conversion rates by 182%
- ◆ Lowered cost per lead by 85%

### A Professional Services Company

- ◆ Lowered cost per lead (CPL) by 49%
- ◆ Increased conversion rate by 84%
- ◆ Tripled leads generated in less than 2 months

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## Client Testimonials

While I believe the statistics above speak for themselves, my clients have had a number of good things to say about working with me. These, and other, clients are available to contact for references.

*"In less than 3 months Lindsey tripled our click-thru rates and quadrupled our conversation rates while reducing our overall SEM costs by half! Her analytical skills and in-depth understanding of how pay-per-click 'really' works has paid big dividends for Savvion. I highly recommend Lindsey to anyone looking to improve sales, lead generation and market awareness."*

—Don Nanneman, VP of Marketing



*"Lindsey Walsh has been a great asset to our paid search program. She has dramatically improved our results while closely managing our overall spend to comply with our budget constraints. Her approach is quantitative, constantly measuring tests to improve overall campaign results. I would heartily recommend Lindsey in any paid search campaign."*

— Larry Stein, Director of Marketing

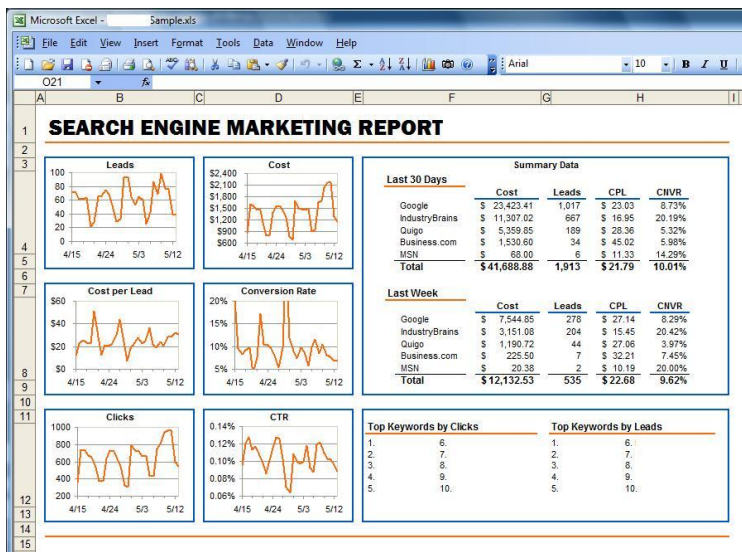
*"Lindsey revolutionized the way we approached our online presence, helping us to dominate our competition and double our deal flow while drastically lowering our costs. I certainly would not want Lindsey working for a competitor!"*

- Matt Fleming, VP of Operations

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## Dashboard Reporting



This screenshot shows a sample dashboard style report that I send to clients on a weekly basis. This report represents the data visually, meaning you can stay on top of the numbers without have to delve into the details (that's what I'm there for).

**If you like what you've seen here, give me a call for a free consultation. Isn't it time to see how much better your pay-per-click marketing could be performing?**

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