



**Advanced Marketing Consultants**

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[www.MarketingPrinciples.com](http://www.MarketingPrinciples.com)

1-866-TimWCohn

# **How To Get More Leads, Prospects and Sales**

**Without Hiring New Employees  
or Going Broke!**



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# **The Only 3 Ways To Grow Your Business**

- Increase the number of customers.
- Increase the average dollar amount of each transaction.
- Increase the frequency of repurchase.



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# Definition of Marketing

**"Marketing and innovation are the two chief functions of business. You get paid for creating a customer, which is marketing. And you get paid for creating a new dimension of performance, which is innovation. Everything else is a cost center."**

***- Peter Drucker-***



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# **Information Is The Currency of Global Business**

**Communication is how information is  
transferred from sender (seller) to receiver  
(buyer).**

**Information is either transferred  
electronically or manually.**



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# **The Communication (Information) Cycle**

Conventional wisdom by definition  
establishes a communication gap:

1. Message (*information*) sent.
2. Message (*information*) received.



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# **Action Is What Bridges The Communication (Information) Gap**

1. Message (information) sent.
2. Message (information) received.
3. Message (information) acted on.



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# **Types of Communication (Information) Bridges**

- **Employees**
- **Customers**
- **Media**



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# **Which Media (Information) Communication Platform Best Bridges The Communication Gap?**

- Delivers your sales message twenty four hours a day, seven days a week
- Reaches 114 countries
- Speaks 100 languages
- Can target up to 250 markets in the US.
- Is 100% accountable



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# Search Engines!

## Total Searches July-August, 2005

<u>July</u>	<u>August</u>	<u>Percent Change</u>
2005	2005	
(000's)	(000's)	
4,604,161	5,047,101	10%

Source: Nielson/NetRatings, September 2005



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# **5 Billion Searches Are Now Performed Monthly!**

- Across 65 search engines
- Average user carried out nearly 42 searches (7% gain over previous month)

Source: Nielson/NetRatings, September 2005



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# **Top 5 Search Engines Ranked by Search Share, August 2005 (%)**

<u>Provider/Vertical</u>	<u>Market Share</u>
Google	45.9
Yahoo	23.2
MSN	11.4
AOL	8.0
Ask Jeeves	2.1

Source: Nielson/NetRatings, September 2005



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# **Google Is The Global (Information) Search Leader**

- Google controls 45.9% of the global search market
- Google has more market share than it's four largest competitors (Yahoo, MSN, AOL and Ask Jeeves) combined - 44.7%



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# **Why Should I Care What Happens At Search Engines?**

What happens when a prospect or customer carries out a search for what you sell and they don't find you?



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# **If Searchers Don't Find Your Company, They Will Find Your Competitors!**

- 76% SMBs look to the web to produce leads.
- 57% made money either directly or via offline purchases influenced by their web sites.
- 82% said adding online payment options generated revenue online.

Source: Interland Summer 2005 Small and Medium-sized Business Barometer



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# **If Searchers Don't Find Your Company, They Will Find Your Competitors!**

- 54% deploy search engine optimization to make sure they are found online.
- 20% use pay per click advertising as a marketing tool.

Source: Interland Summer 2005 Small and Medium-sized Business Barometer



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# **Search Engines: Is Your Business In The Lost or Found?**

- Can your customers and prospects find your web site in the search engines under your company name?
- Can your customers and prospects find your company under searches for the brands or product lines you stock, carry or represent?
- Can your customers or potential customers find your company listed under generic searches for the product or service categories where they have multiple brand or company sourcing options?



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# **Search Engines: Is Your Business In The Lost or Found?**

- Are your competitors found under their company name, their brands or product lines?
- Are your competitors found under your company name or under your products lines or categories?



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# **Search Engine Results Pages (SERPS)**

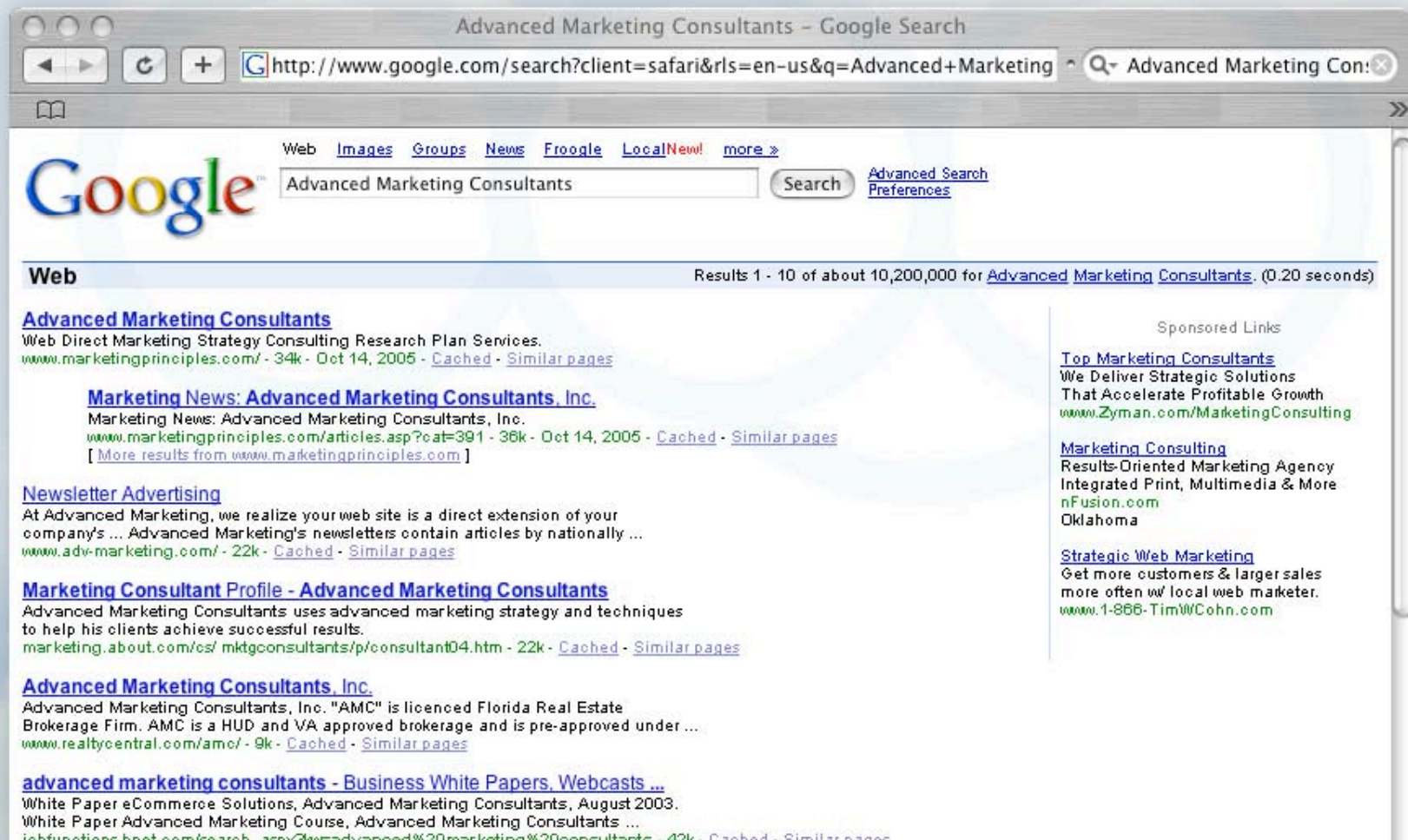
- SERPS are the real estate of the new millennium.
- Online search is where buyers begin their information gathering process.
- Two types of results within a search engine page:
  - Organic (Free)
  - Paid (Sponsored Search)



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# Search Engine Results Pages Are Defined by Keyword and Key Phrase Queries





# Search Engine Results Pages Are Defined by Keyword and Key Phrase Queries

The screenshot shows a web browser window with the title 'advanced marketing consultants - Yahoo! Search Results'. The address bar displays the URL 'http://search.yahoo.com/search?p=advanced+marketing+consultants&sm=Yahoc'. The search bar contains the text 'advanced marketing consultants' and a 'Search' button. The page header includes links for 'Yahoo!', 'My Yahoo!', 'Mail', 'Welcome, Guest', and 'Sign In'. The main navigation bar features links for 'Web', 'Images', 'Video', 'Directory', 'Local', 'News', 'NEW', and 'Shopping'. The search results section shows 'Results 1 - 10 of about 8,880,000 for advanced marketing consultants - 0.02 sec. (About this page)'. The results are organized into two columns. The left column contains a 'SPONSOR RESULTS' section with two links: 'Find Marketing Consultants on Elance' and 'Advanced Marketing at CNET'. Below this is a list of three search results: 'Newsletter Advertising', 'Small Business Marketing News', and 'Advanced Marketing Consultants, Inc.'. The right column contains another 'SPONSOR RESULTS' section with four links: 'Advanced Marketing: In-Depth Info', 'Marketing Software', 'Advanced Marketing Strategy', and 'Downloadable Papers'. At the bottom of the right column is a link for '100% Online Marketing Degrees'.

advanced marketing consultants - Yahoo! Search Results

http://search.yahoo.com/search?p=advanced+marketing+consultants&sm=Yahoc

Advanced Marketing Con:

Yahoo! My Yahoo! Mail Welcome, Guest [Sign In] Search Home Help

Web Images Video Directory Local News NEW Shopping

**YAHOO! SEARCH** advanced marketing consultants Search

My Web BETA Search Services Advanced Search Preferences

Search Results Results 1 - 10 of about 8,880,000 for advanced marketing consultants - 0.02 sec. (About this page)

**SPONSOR RESULTS**

- [Find Marketing Consultants on Elance](#) Get competitive bids for free from U.S. and offshore professionals. Hundreds of marketing services listed with their profiles and feedback ratings.  
[www.elance.com](http://www.elance.com)
- [Advanced Marketing at CNET](#) Find Advanced Marketing at CNET Shopper.com, a comprehensive pricing guide that will help you find the latest tech products at great prices.  
[www.cnet.com](http://www.cnet.com)

- [Newsletter Advertising](#)  
The Your Business Web Page is the source of information for those that work at home, or an in Multi-Level Marketing. Many articles for those trying to start their business. ... Advanced Marketing Web Design/ Web Hosting. Advanced Marketing has provided businesses with ... At Advanced Marketing, we realize your web ...  
[www.adv-marketing.com](http://www.adv-marketing.com) - 21k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
- [Small Business Marketing News](#)  
offering marketing strategy and information, and business building tips for small business owners.  
Category: [Management Consulting](#) > [Small Business](#)  
[www.marketingprinciples.com](http://www.marketingprinciples.com) - 34k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
- [Advanced Marketing Consultants, Inc.](#)  
... Advanced Marketing Consultants, Inc. ...  
[www.realtocentral.com/amc](http://www.realtocentral.com/amc) - 8k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)

**SPONSOR RESULTS**

- [Advanced Marketing: In-Depth Info](#)  
Call now for a Free Company Report. Hoover's provides in-depth company info provided...  
[www.hoovers.com](http://www.hoovers.com)
- [Marketing Software](#)  
Business software information guide for marketing solutions. See how it will help...  
[www.softwaresolution.org](http://www.softwaresolution.org)
- [Advanced Marketing Strategy](#)  
In her book "Rivers Of Revenue," marketing expert Kristin Zhivago shows you how to...  
[www.riversofrevenuebook.com](http://www.riversofrevenuebook.com)
- [Downloadable Papers](#)  
Established site features papers on Advanced Marketing.  
[www.the-paper-store.com](http://www.the-paper-store.com)
- [100% Online Marketing Degrees](#)  
Get ahead in life with a 100% online Marketing degree. Advance your

# Search Engine Results Pages Are Defined by Keyword and Key Phrase Queries

MSN Search: Advanced Marketing Consultants

http://search.msn.com/results.aspx?q=Advanced+Marketing+Consultants&FOI Advanced Marketing Con: Search

Web Desktop News Images Local (BETA) Encarta

Advanced Marketing Consultants Web Search Near Me

+Search Builder Settings Help Español

**Web Results**

Page 1 of 352,714 results containing Advanced Marketing Consultants (0.25 seconds)

**Increase Sales with Stronger Positioning** - [www.messagesthatmatter.com](http://www.messagesthatmatter.com)  
Consulting and workshops increase sales of B2B software and technology through improved positioning and message strategy....

**Big Innovations: Marketing Consultants** - [www.biginnovations.com](http://www.biginnovations.com)  
Results-based Internet and traditional marketing solutions emphasizing tangible ROI from world-class innovative concepts and...

**Marketing Consultants** - [www.eworkmarkets.com](http://www.eworkmarkets.com)  
Connecting clients to the right consulting firms and consultants to the right projects.

**SPONSORED SITES**

**Newsletter Advertising**  
... How To Do Your Own Telemarketing **Advanced Marketing** Web Design/ Web Hosting **Advanced Marketing** has provided businesses with state-of-the-art affordable web design and ...  
[www.adv-marketing.com](http://www.adv-marketing.com) [Cached page](#)

**Web Direct Marketing Strategy Consulting Research Plan Services**  
... **marketing** strategies from an experienced and successful marketer. To learn more about **advanced marketing** strategies and products see AMC's **Marketing Strategies Products Catalog**. Visit this month's ...  
[www.marketingprinciples.com](http://www.marketingprinciples.com) [Cached page](#)

**Marketing News: Advanced Marketing Consultants, Inc.**  
**Marketing News: Advanced Marketing Consultants, Inc.** Web **Marketing Strategies Marketing Plan Target Marketing Marketing Strategies Company Marketing Marketing Research Marketing** ...  
[www.marketingprinciples.com/articles.asp?cat=391](http://www.marketingprinciples.com/articles.asp?cat=391) [Cached page](#)  
[Show more results from "www.marketingprinciples.com"](#)

**Advanced Marketing Consultants, Inc.**

**SPONSORED SITES**

**Marketing Consultant: Teleseminars**  
A. Zoble's marketing teleseminars are practical topics, you can apply ...  
[www.azobleassoc.com](http://www.azobleassoc.com)

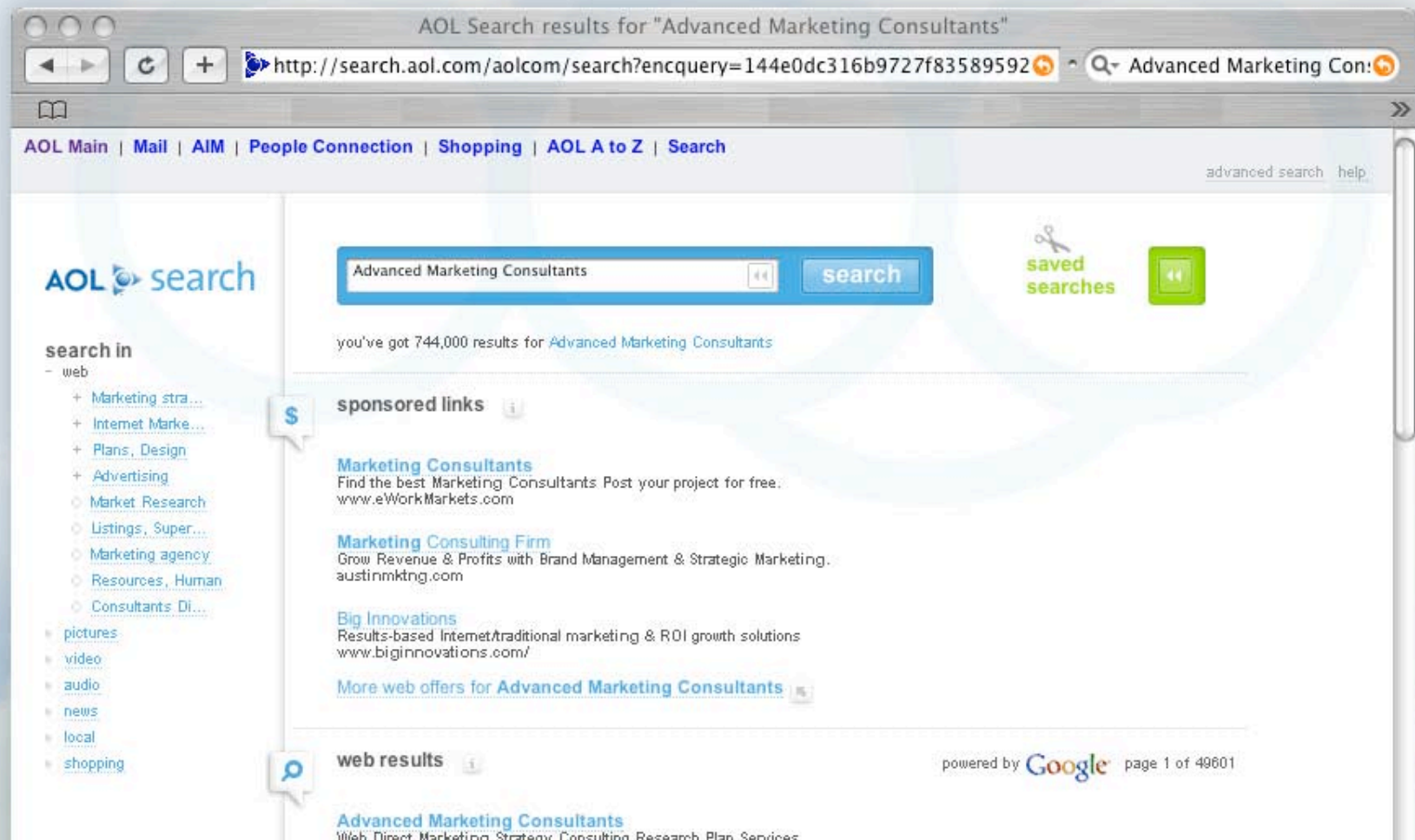
**Find Marketing Consultants on Elance**  
Get competitive bids for free from U.S. and offshore professionals....  
[www.elance.com](http://www.elance.com)

**Marketing Consultant**  
Marketing strategy driving tactics to meet true business goals.  
[www.cleargauge.com](http://www.cleargauge.com)

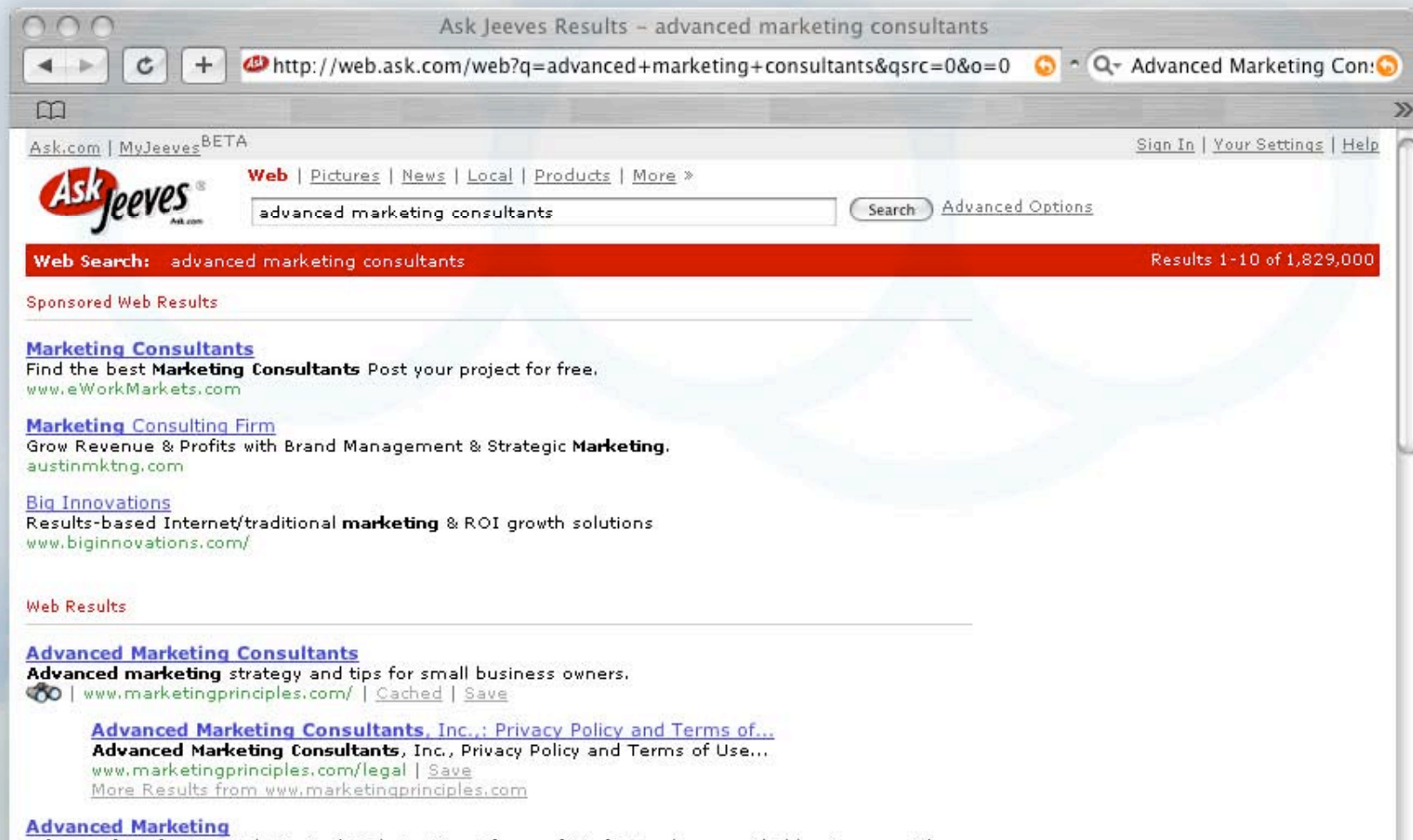
**Marketing Consultant**



# Search Engine Results Pages Are Defined by Keyword and Key Phrase Queries



# Search Engine Results Pages Are Defined by Keyword and Key Phrase Queries



# **As With Real Estate, Its All About: Location! Location! Location!**

- First page above the fold results (positions) receive the most visibility and most clicks
- First page below the fold results (positions) receive less visibility and less clicks
- Second page and beyond results (positions) receive significantly fewer views and clicks



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# Above The Fold Is Where The Keyword and Key Phrase Click Action Is.

The screenshot shows a web browser window with the title 'marketing consultant - Google Search'. The address bar contains the URL 'http://www.google.com/search?client=safari&rls=en-us&q=marketing+consultant'. The search bar has the text 'marketing consultant' and a 'Search' button. Below the search bar, there are links for 'Web', 'Images', 'Groups', 'News', 'Froogle', 'LocalNew!', and 'more >'. The search results are displayed in a table with two columns. The left column lists search results, and the right column lists sponsored links. The search results are for the keyword 'marketing consultant' and show results 1 to 10 of about 41,200,000 results in 0.09 seconds.

marketing consultant - Google Search

http://www.google.com/search?client=safari&rls=en-us&q=marketing+consultant

marketing consultant

Web Images Groups News Froogle LocalNew! more >

Google marketing consultant Search Advanced Search Preferences

Web Results 1 - 10 of about 41,200,000 for marketing consultant. (0.09 seconds)

Search Results	Sponsored Link
<a href="#">Marketing Consultant</a> <a href="#">www.ebizmakers.com</a> Find the best Marketing Consultant Post your project for free	<a href="#">People wish they were me</a> I am rich & you not. Learn my secrets, or just - don't care <a href="#">www.stopbeingstupid.com</a>
<a href="#">Web Direct Marketing Strategy Consulting Research Plan Services</a> Web Direct Marketing Strategy Consulting Research Plan Services <a href="#">www.marketingprinciples.com</a> - 94k - Oct 15, 2005 - Cached - Similar pages	<a href="#">BrandBrand Consulting, Inc.</a> Accelerate profitable growth using a fact-based, analytical approach <a href="#">www.brandbrandconsulting.com</a>
<a href="#">Become a Marketing Consultant and Earn \$75-\$160/Hour!</a> As a marketing consultant, she is a role model for anyone who wants to combine... Maria is not only a brilliant writer and marketing consultant but also a... <a href="#">www.ebiz.com/become.htm</a> - 36k - Cached - Similar pages	<a href="#">Marketing Consultants</a> Quantifiable Results from Marketing 15 yrs Experience Product Marketing <a href="#">www.freshmaddy.com</a>
<a href="#">Internet Marketing Strategy Consultant Search Engine DR TV Direct</a> Internet marketing consulting for powerline communications technology, home theater and home automation products <a href="#">www.marcelnegrode.com</a> - 80k - Cached - Similar pages	<a href="#">Big Innovations</a> Results based internet traditional marketing & ROI growth solutions <a href="#">www.ebiginnovations.com</a>
<a href="#">Website Marketing &amp; Search Engine Consultants - M7 Ltd.</a> UK marketing and search engine consultant. Internet website optimization & submissions, website design, hosting and traditional services such as PR, etc. <a href="#">www.consultancy-marketing.co.uk</a> - 20k - Oct 15, 2005 - Cached - Similar pages	<a href="#">Marketing For New Clients</a> Exclusively for Consulting and High Value Service Firms <a href="#">www.GentleRainMarketing.com</a>
<a href="#">Internet Marketing SEO Consulting Company - Search Engine</a> Internet marketing services and search engine optimization service consultant offering internet advertising consulting and SEO services. Internet Marketing... <a href="#">www.cempe.com</a> - 20k - Cached - Similar pages	<a href="#">Increase Long-Term Revenue</a> Experience Up To 2000% Growth With Our Marketing Consulting Services



# Both Organic (Free) and Paid Search Placements (Sponsored Ads) Require Knowledge and Skill to Top Your Competition

The screenshot shows a Google search results page for the query "marketing strategies". The browser window title is "marketing strategies - Google Search". The address bar shows the URL "http://www.google.com/search?client=safari&rls=en-us&q=marketing+strategies". The search bar contains "marketing strategies" and the "Search" button is visible. The page displays "Results 1 - 10 of about 77,400,000 for marketing strategies. (0.07 seconds)".

**Web**

[Marketing: Marketing Strategy: Marketing Plan: Marketing...](#)  
Learn about marketing careers, the stages of developing a marketing plan, how to begin marketing research, create a marketing strategy, and how to market...  
[marketing.about.com](#) - 94k - Oct 15, 2005 - [Cached](#) - [Similar pages](#)  
[See Online Courses](#) - [Our Story](#) - [Advertdiscounts](#) - [Be a Guide](#)  
[more results from marketing.about.com](#)

[Web Direct Marketing Strategy Consulting Research Plan Services](#)  
Advanced marketing strategy and tips for small business owners  
[www.marketingprinciples.com](#) - 94k - Oct 15, 2005 - [Cached](#) - [Similar pages](#)

[Marketing strategies, real estate marketing, marketing letters...](#)  
Marketing Survival Kit gives you access to proven small business marketing tools, business marketing strategies, real estate marketing letters.  
[www.marketingandsurvival.com](#) - 94k - Oct 15, 2005 - [Cached](#) - [Similar pages](#)

[Chase Online Marketing Strategies](#)  
Web advertising consultation, needs assessment, content planning, outbound messaging heralding your site, conversion strategies, and research and analysis of...  
[chaseonline.com](#) - 9k - [Cached](#) - [Similar pages](#)

[Amazon.com Inside the Tornado: Marketing Strategies from Silicon...](#)  
Amazon.com Inside the Tornado: Marketing Strategies from Silicon Valley's Cutting Edge, Book by Geoffrey A. Moore  
[www.amazon.com/dp/B000244Fmg/ref=sr\\_1\\_1?ie=UTF8&qid=1087200244&sr=8-1](#) - 94k - [Cached](#) - [Similar pages](#)

**Sponsored Links**

[People wish they were me](#)  
I am rich & your not. Learn my secrets, or dont, I dont care  
[www.Stopbeingstupid.com](#)

[Marketing That Works](#)  
Money-making secrets of marketing & advertising genius Jay Abraham  
[MrXBook.com](#)

[Marketing strategies](#)  
Planning a Career in Marketing? Explore all the Possibilities  
[www.CollegeBoard.com](#)

[Fund your Marketing](#)  
Strategies with the Business Gold Card from American Express.  
[Open.AmericanExpress.com](#)

[Strategic Planning](#)  
Find Solutions for Budgeting, Forecasting, Reporting & More.  
[www.business.com](#)

[Business Marketing](#)  
Develop Marketing Strategies  
[Create a Product Development](#)

**Online Marketing Strategies**

# Both Organic (Free) and Paid Search Placements (Sponsored Ads) Require Knowledge and Skill to Top Your Competition

The screenshot shows a Google search results page for the query "marketing strategies". The browser window title is "marketing strategies - Google Search". The address bar shows the URL "http://www.google.com/search?client=safari&rls=en-us&q=marketing+strategies". The search bar contains "marketing strategies" and the "Search" button is visible. The results are categorized under "Web" and show "Results 1 - 10 of about 77,400,000 for marketing strategies. (0.07 seconds)".

**Web** Results 1 - 10 of about 77,400,000 for [marketing strategies](#). (0.07 seconds)

**Marketing - Marketing Strategy - Marketing Plan - Marketing ...**  
Learn about marketing careers, the stages of developing a marketing plan, how to begin marketing research, create a marketing strategy, and how to market ...  
[marketing.about.com/ - 28k - Oct 15, 2005 - Cached - Similar pages](#)  
[See Online Courses - Our Story - Advertising Info - Be a Guide](#)  
[More results from marketing.about.com »](#)

**Web Direct Marketing Strategy Consulting Research Plan Services**  
Advanced marketing strategy and tips for small business owners.  
[www.marketingprinciples.com/ - 34k - Oct 15, 2005 - Cached - Similar pages](#)

**Marketing strategies, real estate marketing, marketing letters ...**  
Marketing Survival Kit gives you access to proven small business marketing tools, business marketing strategies, real estate marketing letters, ...  
[www.marketingsurvivalkit.com/ - 58k - Oct 15, 2005 - Cached - Similar pages](#)

**Chase Online Marketing Strategies**  
Web advertising consultants: needs assessment, content planning, outbound messaging heralding your site, conversion strategies, and research and analysis of ...  
[chaseonline.com/ - 6k - Cached - Similar pages](#)

**Amazon.com: Inside the Tornado : Marketing Strategies from Silicon ...**  
Amazon.com: Inside the Tornado : Marketing Strategies from Silicon Valley's Cutting Edge: Books by Geoffrey A. Moore.  
[www.amazon.com/exec/obidos/tg/detail/-/0887308244?v=glance - 89k - Cached - Similar pages](#)

**Online Marketing Strategies**

**Sponsored Links**

**People wish they were me**  
I am rich & you not. Learn my secrets, or don't - don't care.  
[www.stoppingstupid.com](#)

**Marketing That Works**  
Money making secrets of marketing & advertising genius Jay Abraham.  
[MktBook.com](#)

**Marketing Strategies**  
Planning a Career in Marketing? Explore all the Possibilities.  
[www.collegeboard.com](#)

**Find your marketing**  
Strategies with the Business Gold Card from American Express.  
[Open.AmericanExpress.com](#)

**Statistical Planning**  
Find Solutions for Budgeting, Forecasting, Reporting & More.  
[www.business.com](#)

**Business Marketing**  
Develop Marketing Strategies

# **The Technology Buying Cycle (Keyword & Key Phrase Search) More Often Than Not Begins With Google**

- Nearly 8 out of 10 tech B to B users type keywords into a search engine to find manufacturer, content, and distributor sites. <sup>1</sup>
- Google ranked as the #1 website used by nearly all business technology job functions — from CXOs to IT professionals to developers — when making technology purchase decisions. <sup>2</sup>

1. Source: Insight Express, September 2004

2. IntelliQuest CIMS 2004 Online Business Study, November 2004



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# **The Technology Buying Cycle (Keyword & Key Phrase Search) More Often Than Not Begins With Google**

- Google is #1 in tech site search referrals, sending more traffic to tech sites than all of the other search engines combined. <sup>3</sup>
- 63.9 percent of B to B users make search their first stop over manufacturer sites, industry portals, consumer review sites, and e-commerce sites selling product. <sup>4</sup>

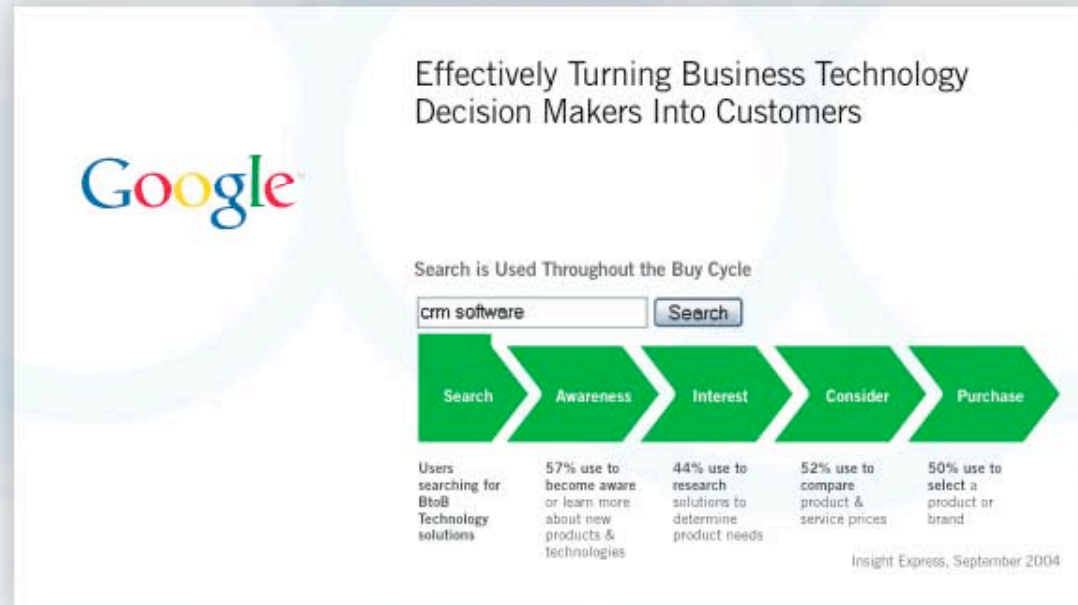
3. StatMarket, November 2004

4. The Role of Search in BtoB Buying Decisions, Enquiro and Marketing Sherpa / October 2004



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# Google Search Is Used Throughout The Buying Cycle



# **How To Identify and Evaluate Keywords and Key Phrases For Your Business**

- Overture Keyword Selector Tool
- Google Keyword Suggestion Tool



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# Sign Up For Google Adwords To Get Access To Their Keyword Tool

The image is a screenshot of a web browser window displaying the Google AdWords sign-up page. The browser's address bar shows the URL <https://adwords.google.com/select/>. The page title is "Welcome to AdWords". The Google logo is at the top left, with the tagline "It's All About Results™". To the right of the logo, there is a "Change Language:" dropdown menu set to "English (US)" and a "Help" link. The main content area is divided into several sections. On the left, there is a "Existing Customer Login" box with fields for "Email:" and "Password:", a "Sign in" button, and a link for "Forgot your password?". Below this is a "Common Questions" section with links for "Is AdWords right for my business?", "What does it cost?", and "Where will my ads appear?". Further down are logos for "EarthLink", "Online", and "Ask Jeeves". At the bottom left, there is a "Related Programs" section with links for "Google Advertising Professionals" and "Google Sitemaps". The main body of the page features the heading "Find buyers searching for what you sell." followed by a paragraph about Google AdWords ads connecting users with new customers. Below this is another paragraph explaining how to create ads and choose keywords. To the right of the main text, there is a "Place Your Ad Here" section with a link to "See your ad on Google and our partner sites." and a placeholder URL "www.your-url.com". At the bottom right, there is a "Sign Up Now" button with the text "Click to begin". The browser's taskbar at the bottom shows several open tabs, including "Flash Preloa...", "Site.com V2", "GOOGLE SUBMIT", "MDS WEBMAIL", "MDS - DEDI...D CONTROL", and "MDS-DANDA... CONTROL".

Welcome to AdWords

<https://adwords.google.com/select/> Google

Flash Preloa... Site.com V2 GOOGLE SUBMIT MDS WEBMAIL MDS - DEDI...D CONTROL MDS-DANDA... CONTROL

**Google**™ It's All About Results™

AdWords

Change Language: English (US) Help

**Existing Customer Login**

Email:

Password:

Sign in

[Forgot your password?](#)

**Common Questions**

- [Is AdWords right for my business?](#)
- [What does it cost?](#)
- [Where will my ads appear?](#)

EarthLink Online Ask Jeeves

**Related Programs**

[Google Advertising Professionals](#): Become a better client manager with free training and tools.

[Google Sitemaps](#): Improve your coverage in the Google index — for free.

**Find buyers searching for what you sell.**

Google AdWords ads connect you with new customers at the precise moment when they're looking for your products or services. The Google Network reaches more than 80% of Internet users.\*

With Google AdWords you create your own ads, choose keywords to help us match your ads to your audience and pay only when someone clicks on them.

[Place Your Ad Here](#)

See your ad on Google and our partner sites.

[www.your-url.com](#)

Google AdWords ads appear on Google and partner sites.

**Learn More**

- [Sign-up demo](#)
- [Program Details and FAQ](#)

**Sign Up Now**

Click to begin

Save time. Have Google create your ad. Tell Google about your business and get a [custom campaign](#). (New advertisers only.)

Your ads show up on Google almost instantly. Write your ads. Select your keywords. Set your budget. Start seeing results.

You decide where your ads appear. Choose specific countries, territories or cities - you can define your own target area. [Learn more](#)

# Overture Keyword Selector Tool

## Keyword Selector Tool

Not sure what search terms to bid on?  
Enter a term related to your site and we will show you:

- Related searches that include your term
- Estimated number of times that term was searched on last month

**Get suggestions for:** (may take up to 30 seconds)



**Note:** All suggested search terms are subject to our standard editorial review process.

### Searches done in September 2005

#### Count Search Term

9549	laboratory equipment
1542	laboratory equipment supply
776	used laboratory equipment
307	chemistry laboratory equipment
282	dental laboratory equipment
279	science laboratory equipment
278	medical laboratory equipment
233	picture of laboratory of equipment
175	pharmaceutical laboratory equipment
157	common laboratory equipment

## Search For: Laboratory Equipment



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- Estimated number of times that term was searched on last month

**Get suggestions for:** (may take up to 30 seconds)



**Note:** All suggested search terms are subject to our standard editorial review process.

### Searches done in September 2005

#### Count Search Term

2513	laboratory supply
1542	laboratory equipment supply
434	dental laboratory supply
352	laboratory medical supply
160	clinical laboratory supply
158	scientific laboratory supply
101	asia laboratory supply
92	laboratory supply company
88	laboratory safety supply
81	equipment instrument laboratory science

## Search For: Laboratory Supplies



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# Google Keyword Suggestion Tool

## More Specific Keywords

These are popular queries that include your keyword. If you're showing your ads on broad-matched keywords, these queries may trigger your ads. To increase your clickthrough rate, you should consider replacing your general keywords with any relevant, more specific alternatives you see here. You should also identify any irrelevant terms and add them as negative matches (otherwise your ads will show for terms that don't pertain to your business).

- laboratory equipment
- of laboratory equipment
- used laboratory equipment
- chemistry laboratory equipment
- science laboratory equipment
- common laboratory equipment
- laboratory equipment and
- clinical laboratory equipment
- biology laboratory equipment
- pictures of laboratory equipment
- laboratory equipment pictures
- basic laboratory equipment
- laboratory safety equipment
- laboratory equipment for
- identifying laboratory equipment
- laboratory equipment suppliers
- medical laboratory equipment
- school laboratory equipment
- laboratory equipment used
- laboratory equipment quiz
- dental laboratory equipment
- high school laboratory equipment

**Search For:  
Laboratory  
Equipment**



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## More Specific Keywords

These are popular queries that include your keyword. If you're showing your ads on broad-matched keywords, these queries may trigger your ads. To increase your clickthrough rate, you should consider replacing your general keywords with any relevant, more specific alternatives you see here. You should also identify any irrelevant terms and add them as negative matches (otherwise your ads will show for terms that don't pertain to your business).

- laboratory supplies
- school laboratory supplies
- medical laboratory supplies
- laboratory power supplies
- laboratory supplies in

**Search For:  
Laboratory  
Supplies**



Advanced Marketing Consultants

# Overture Keyword Selector Tool

## Keyword Selector Tool

Not sure what search terms to bid on?  
Enter a term related to your site and we will show you:

- Related searches that include your term
- How many times that term was searched on last month

**Get suggestions for:** (may take up to 30 seconds)



**Note:** All suggested search terms are subject to our standard editorial review process.

### Searches done in September 2005

#### Count Search Term

9109	consultant marketing
8581	consultant internet marketing
1022	consultant email marketing
729	consultant marketing online
709	consultant engine marketing search
674	consultant marketing technique
625	consultant internet marketing strategy
490	consultant marketing network
480	consultant integrated marketing
467	consultant marketing uk

## Search For: Marketing Consultant



Advanced Marketing Consultants



# Overture Keyword Selector Tool

## Keyword Selector Tool

Not sure what search terms to bid on?  
Enter a term related to your site and we will show you:

- Related searches that include your term
- How many times that term was searched on last month

**Get suggestions for:** (may take up to 30 seconds)



**Note:** All suggested search terms are subject to our standard editorial review process.

### Searches done in September 2005

#### Count Search Term

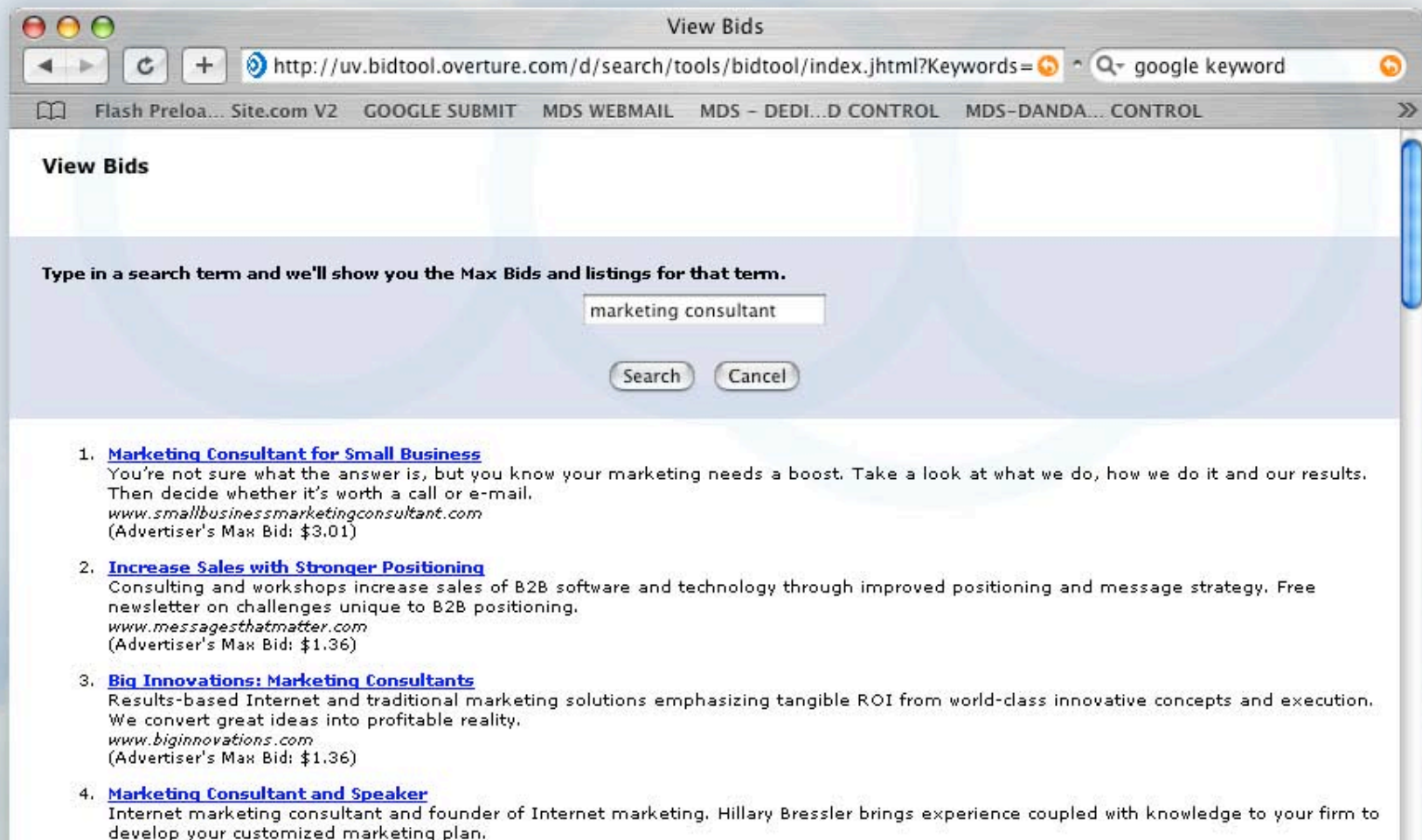
237	marketing consultancy
180	internet marketing consultancy
106	marketing consultancy lancashire
79	consultancy e marketing
35	marketing management consultancy
25	consultancy engine marketing newsletter search

## Search For: Marketing Consultancy



Advanced Marketing Consultants

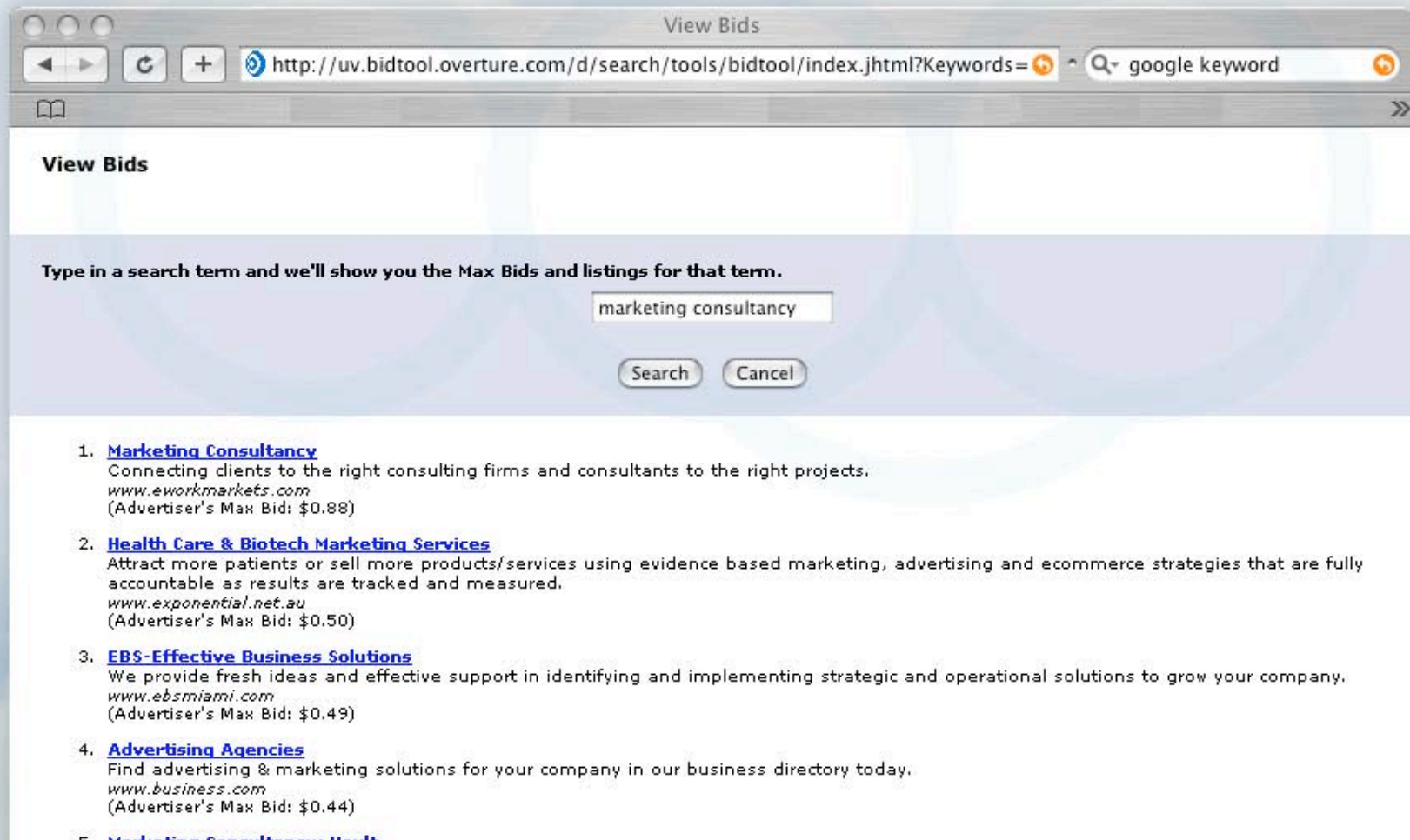
# How To Appraise Keyword Market Demand and Value: What Is The Top Bidder Willing To Pay Per Click?



The screenshot shows a web browser window with the title 'View Bids'. The address bar contains the URL <http://uv.bidtool.overture.com/d/search/tools/bidtool/index.jhtml?Keywords=google keyword>. The browser's toolbar includes buttons for back, forward, and search, along with a search bar containing 'google keyword'. Below the address bar, there are several tabs: 'Flash Preloa...', 'Site.com V2', 'GOOGLE SUBMIT', 'MDS WEBMAIL', 'MDS - DEDI...D CONTROL', and 'MDS-DANDA... CONTROL'. The main content area is titled 'View Bids' and contains a text input field with the text 'marketing consultant'. Below the input field are two buttons: 'Search' and 'Cancel'. The search results are listed below the input field:

- Marketing Consultant for Small Business**  
You're not sure what the answer is, but you know your marketing needs a boost. Take a look at what we do, how we do it and our results. Then decide whether it's worth a call or e-mail.  
[www.smallbusinessmarketingconsultant.com](http://www.smallbusinessmarketingconsultant.com)  
(Advertiser's Max Bid: \$3.01)
- Increase Sales with Stronger Positioning**  
Consulting and workshops increase sales of B2B software and technology through improved positioning and message strategy. Free newsletter on challenges unique to B2B positioning.  
[www.messageshatmatter.com](http://www.messageshatmatter.com)  
(Advertiser's Max Bid: \$1.36)
- Big Innovations: Marketing Consultants**  
Results-based Internet and traditional marketing solutions emphasizing tangible ROI from world-class innovative concepts and execution. We convert great ideas into profitable reality.  
[www.biginnovations.com](http://www.biginnovations.com)  
(Advertiser's Max Bid: \$1.36)
- Marketing Consultant and Speaker**  
Internet marketing consultant and founder of Internet marketing. Hillary Bressler brings experience coupled with knowledge to your firm to develop your customized marketing plan.

# Not All Keywords Are Created Equally (Max Bid)



The screenshot shows a web browser window titled "View Bids". The address bar contains the URL <http://uv.bidtool.overture.com/d/search/tools/bidtool/index.jhtml?Keywords=> and the search term "google keyword". The page content includes a search bar with the text "marketing consultancy" and buttons for "Search" and "Cancel". Below the search bar, there is a list of search results:

1. **[Marketing Consultancy](#)**  
Connecting clients to the right consulting firms and consultants to the right projects.  
[www.eworkmarkets.com](http://www.eworkmarkets.com)  
(Advertiser's Max Bid: \$0.88)
2. **[Health Care & Biotech Marketing Services](#)**  
Attract more patients or sell more products/services using evidence based marketing, advertising and ecommerce strategies that are fully accountable as results are tracked and measured.  
[www.exponential.net.au](http://www.exponential.net.au)  
(Advertiser's Max Bid: \$0.50)
3. **[EBS-Effective Business Solutions](#)**  
We provide fresh ideas and effective support in identifying and implementing strategic and operational solutions to grow your company.  
[www.ebsmiami.com](http://www.ebsmiami.com)  
(Advertiser's Max Bid: \$0.49)
4. **[Advertising Agencies](#)**  
Find advertising & marketing solutions for your company in our business directory today.  
[www.business.com](http://www.business.com)  
(Advertiser's Max Bid: \$0.44)



# How To Appraise Keyword Market Demand and Value

marketing consultant - Google Search

http://www.google.com/search?client=safari&rls=en-us&q=marketing+consultant marketing consultant

Flash Preload... Site.com V2 GOOGLE SUBMIT MDS WEBMAIL MDS - DEDICATED CONTROL MDS-DANDY... CONTROL

Web Images Groups News Froogle LocalNew! more »

Google marketing consultant Search Advanced Search Preferences

Web Results 1 - 10 of about 41,200,000 for marketing consultant. (0.09 seconds)

**Marketing Consultant**  
[www.eWorkMarkets.com](http://www.eWorkMarkets.com) Find the best Marketing Consultant Post your project for free. Sponsored Link

**Web Direct Marketing Strategy Consulting Research Plan Services**  
Web Direct Marketing Strategy Consulting Research Plan Services.  
[www.marketingprinciples.com/](http://www.marketingprinciples.com/) - 34k - Oct 15, 2005 - [Cached](#) - [Similar pages](#)

**Become a Marketing Consultant and Earn \$75-\$150/Hour!**  
As a marketing consultant, she is a role model for anyone who wants to combine ...  
Marcia is not only a brilliant writer and marketing consultant but also a ...  
[www.yudkin.com/become.htm](http://www.yudkin.com/become.htm) - 36k - [Cached](#) - [Similar pages](#)

**Internet Marketing Strategy Consultant Search Engine DRTV Direct ...**  
Internet marketing consulting for powerline communications technology, home theater and home automation products.  
[www.marketingology.com/](http://www.marketingology.com/) - 30k - [Cached](#) - [Similar pages](#)

**Website Marketing & Search Engine Consultants - MIP Ltd ...**  
UK marketing and search engine consultant. Internet, website optimization & submissions, website design, hosting and traditional services such as SWOT ...  
[www.consultancymarketing.co.uk/](http://www.consultancymarketing.co.uk/) - 20k - Oct 15, 2005 - [Cached](#) - [Similar pages](#)

**Internet Marketing SEO Consulting Company - Search Engine ...**  
Internet marketing services and search engine optimization service consultant offering internet advertising consulting and SEO services, Internet Marketing ...  
[www.cemper.com/](http://www.cemper.com/) - 23k - [Cached](#) - [Similar pages](#)

**People wish they were me**  
I am rich & your not. Learn my secrets, or dont, I dont care  
[www.Stopbeingstupid.com](http://www.Stopbeingstupid.com) Sponsored Link

**EquiBrand Consulting, Inc**  
Accelerate profitable growth using a fact-based, analytical approach  
[www.equibrandconsulting.com](http://www.equibrandconsulting.com)

**Marketing Consultant**  
Quantifiable Results from Marketing  
16 yrs Experience Product Marketing  
[www.joelwarady.com](http://www.joelwarady.com)

**Big Innovations**  
Results-based Internet/traditional marketing & ROI growth solutions  
[www.biginnovations.com/](http://www.biginnovations.com/)

**Marketing For New Clients**  
Exclusively for Consulting and High-Value Services Firms  
[www.GentleRainMarketing.com](http://www.GentleRainMarketing.com)

**Increase Top Line Revenue**  
Experience Up To 2000% Growth With  
Our Marketing Creativity Combined

# Two Letters Difference Might As Well Be Two Hundred

marketing consultancy - Google Search

http://www.google.com/search?hl=en&lr=&q=marketing+consultancy&btnG=Search google keyword

Google

Web Images Groups News Froogle LocalNew! more »

marketing consultancy Search Advanced Search Preferences

Web Results 1 - 10 of about 10,700,000 for [marketing consultancy](#). (0.17 seconds)

**Marketing Consulting**  
[www.eWorkMarkets.com](#) Bid on Projects - All Fields Our Clients Need Your Expertise!

**EquiBrand Consulting, Inc**  
[www.equibrandconsulting.com](#) Accelerate profitable growth using a fact-based, analytical approach

**Web Direct Marketing Strategy Consulting Research Plan Services**  
Web Direct Marketing Strategy Consulting Research Plan Services.  
[www.marketingprinciples.com/](#) - 34k - Oct 14, 2005 - [Cached](#) - [Similar pages](#)

**Website Marketing & Search Engine Consultants - MFP Ltd ...**  
Internet consultancy and marketing services for small businesses. Website design, hosting and search engine optimization.  
[www.consultancymarketing.co.uk/](#) - 20k - Oct 14, 2005 - [Cached](#) - [Similar pages](#)

**J. OTTMAN CONSULTING, INC. :: eco innovation | green marketing**  
Summarizes sample projects accomplishments of J. Ottman Consulting/Environmental Marketing and Innovation.  
[www.greenmarketing.com/](#) - 11k - Oct 14, 2005 - [Cached](#) - [Similar pages](#)

**Open Directory - Business: Marketing and Advertising: Consulting**  
AJR Consulting - Marketing consultancy specializing in brand building, ...  
Barbican Marketing - Marketing consultancy and business advice for companies with ...  
[dmoz.org/Business/Marketing\\_and\\_Advertising/Consulting/](#) - 69k - [Cached](#) - [Similar pages](#)

**Heist - Marketing consultancy**  
Heist consultancy provides strategic marketing advice to universities and colleges

**Sponsored Links**

**Direct Market Consulting**  
TeleSales Consulting, Multi-Channel Marketing, Marketing Tactics & More  
[www.SextonsMarket.com](#)

**b2b Marketing Consultants**  
We design sales tools & manage campaigns that reach businesses  
[www.mreach.com](#)

**Big Innovations**  
Results-based Internet/traditional marketing & ROI growth solutions  
[www.biginnovations.com/](#)

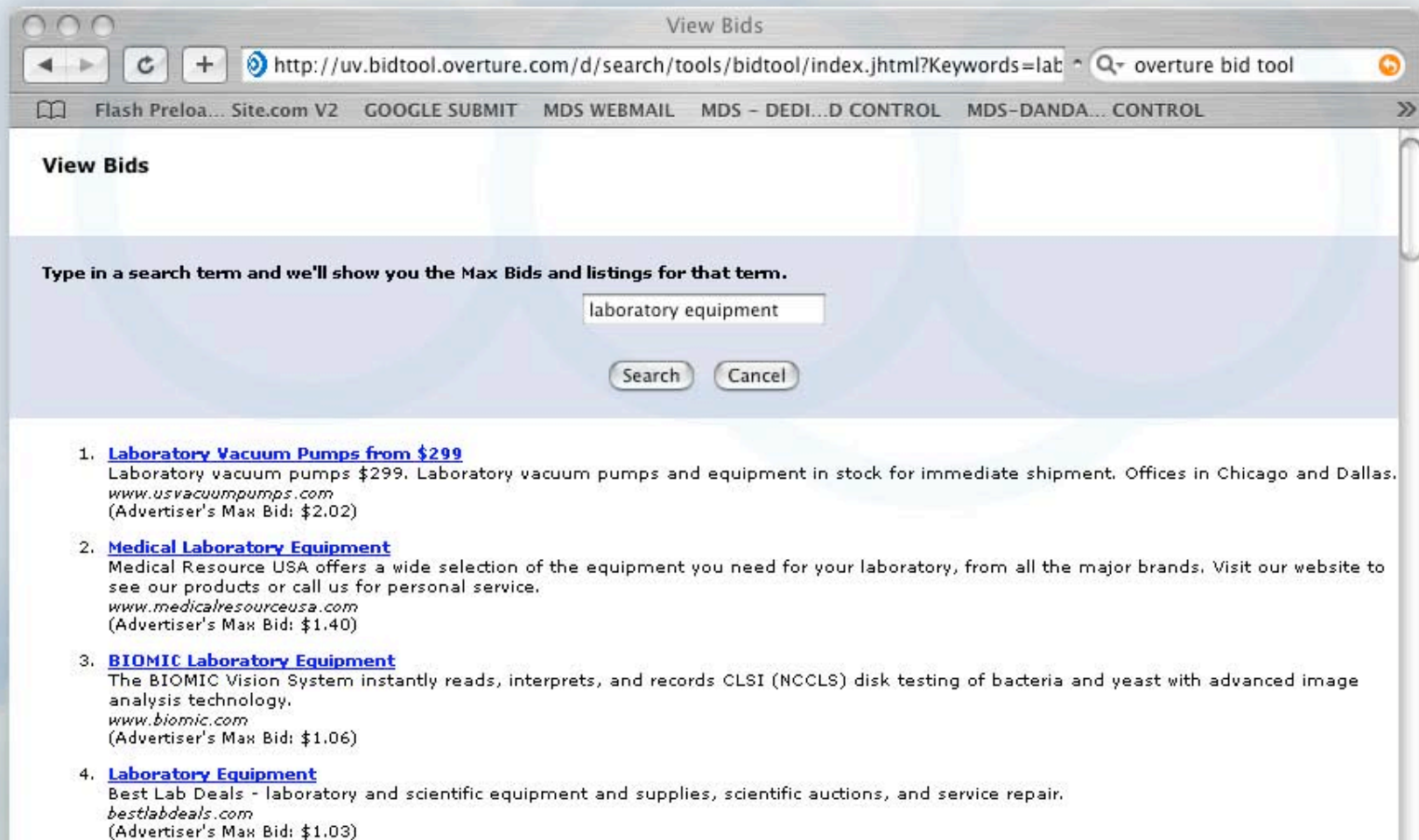
**Marketing Consultant**  
Quantifiable Results from Marketing 16 yrs Experience Product Marketing  
[www.joelwarady.com](#)

**Marketing For New Clients**  
Exclusively for Consulting and High-Value Services Firms  
[www.GentleRainMarketing.com](#)

**Increase Top Line Revenue**  
Experience Up To 2000% Growth With Qualitative Quantitative Combined



# The Market Assigns Keyword Value Accordingly



The screenshot shows a web browser window titled "View Bids". The address bar displays the URL: <http://uv.bidtool.overture.com/d/search/tools/bidtool/index.jhtml?Keywords=lab>. The search bar contains the text "laboratory equipment". Below the search bar are "Search" and "Cancel" buttons. The search results are listed below a light blue banner that reads "Type in a search term and we'll show you the Max Bids and listings for that term."

**View Bids**

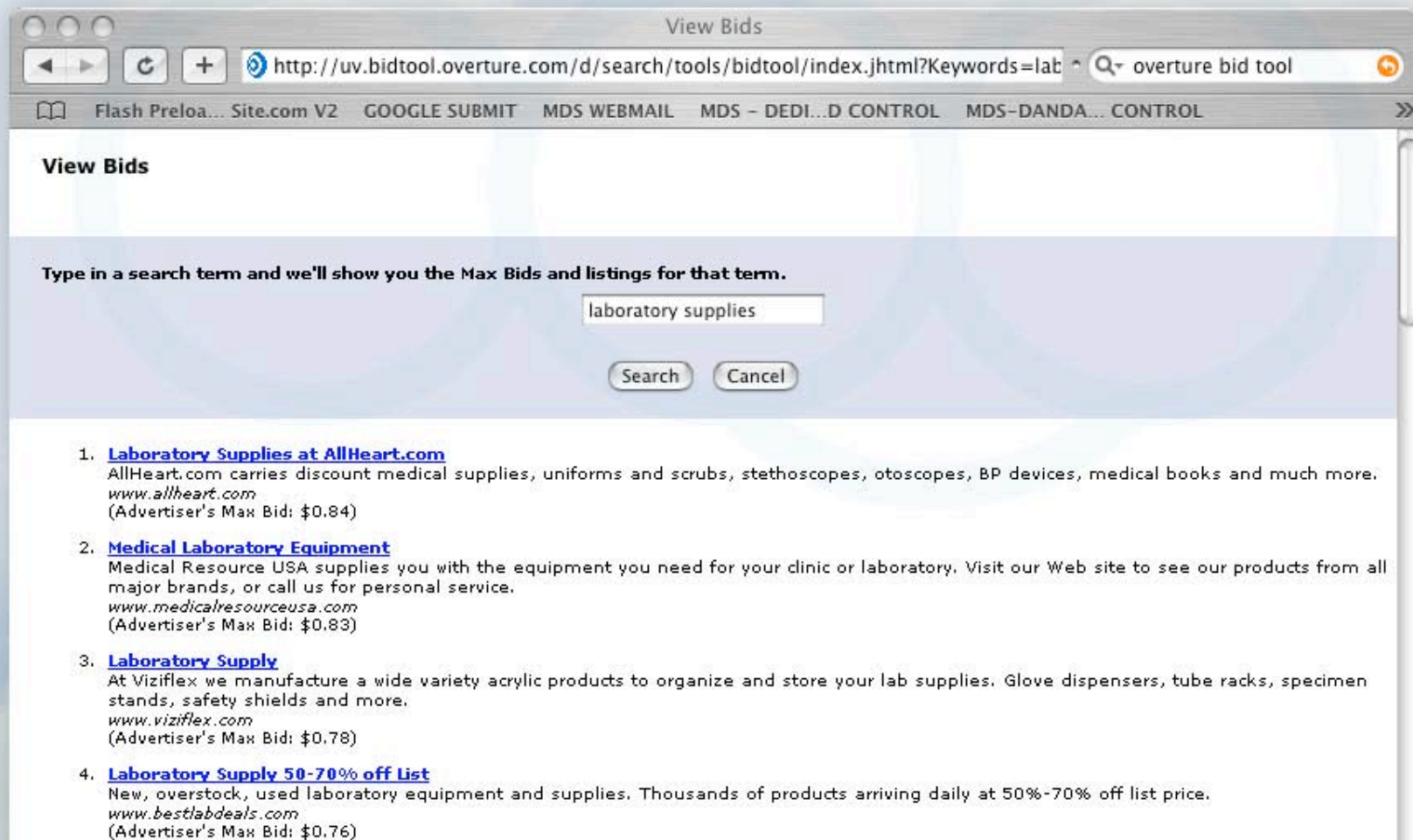
Type in a search term and we'll show you the Max Bids and listings for that term.

laboratory equipment

Search Cancel

- [Laboratory Vacuum Pumps from \\$299](#)**  
Laboratory vacuum pumps \$299. Laboratory vacuum pumps and equipment in stock for immediate shipment. Offices in Chicago and Dallas.  
[www.usvacuumpumps.com](http://www.usvacuumpumps.com)  
(Advertiser's Max Bid: \$2.02)
- [Medical Laboratory Equipment](#)**  
Medical Resource USA offers a wide selection of the equipment you need for your laboratory, from all the major brands. Visit our website to see our products or call us for personal service.  
[www.medicalresourceusa.com](http://www.medicalresourceusa.com)  
(Advertiser's Max Bid: \$1.40)
- [BIOMIC Laboratory Equipment](#)**  
The BIOMIC Vision System instantly reads, interprets, and records CLSI (NCCLS) disk testing of bacteria and yeast with advanced image analysis technology.  
[www.biomic.com](http://www.biomic.com)  
(Advertiser's Max Bid: \$1.06)
- [Laboratory Equipment](#)**  
Best Lab Deals - laboratory and scientific equipment and supplies, scientific auctions, and service repair.  
[bestlabdeals.com](http://bestlabdeals.com)  
(Advertiser's Max Bid: \$1.03)

# Less Market (Search) Demand Often Means Lower Bid Costs



The screenshot shows a web browser window with the title 'View Bids'. The address bar contains the URL <http://uv.bidtool.overture.com/d/search/tools/bidtool/index.jhtml?Keywords=lab>. The search bar contains the text 'laboratory supplies'. Below the search bar are 'Search' and 'Cancel' buttons. The results section is titled 'View Bids' and contains a list of four search results.

**View Bids**

Type in a search term and we'll show you the Max Bids and listings for that term.

laboratory supplies

Search Cancel

- [Laboratory Supplies at AllHeart.com](#)**  
AllHeart.com carries discount medical supplies, uniforms and scrubs, stethoscopes, otoscopes, BP devices, medical books and much more.  
[www.allheart.com](http://www.allheart.com)  
(Advertiser's Max Bid: \$0.84)
- [Medical Laboratory Equipment](#)**  
Medical Resource USA supplies you with the equipment you need for your clinic or laboratory. Visit our Web site to see our products from all major brands, or call us for personal service.  
[www.medicalresourceusa.com](http://www.medicalresourceusa.com)  
(Advertiser's Max Bid: \$0.83)
- [Laboratory Supply](#)**  
At Viziflex we manufacture a wide variety acrylic products to organize and store your lab supplies. Glove dispensers, tube racks, specimen stands, safety shields and more.  
[www.viziflex.com](http://www.viziflex.com)  
(Advertiser's Max Bid: \$0.78)
- [Laboratory Supply 50-70% off List](#)**  
New, overstock, used laboratory equipment and supplies. Thousands of products arriving daily at 50%-70% off list price.  
[www.bestlabdeals.com](http://www.bestlabdeals.com)  
(Advertiser's Max Bid: \$0.76)

# Results Returned and Bidders Present Confirms Marketplace Demand

The screenshot shows a Google Search results page for the query 'laboratory equipment'. The browser window title is 'laboratory equipment - Google Search'. The address bar shows the URL 'http://www.google.com/search?client=safari&rls=en-us&q=laboratory+equipment'. The search bar contains 'laboratory equipment' and the 'Search' button is visible. The results are categorized under 'Web' and show 'Results 1 - 10 of about 68,800,000 for laboratory equipment. (0.27 seconds)'. The results list includes links to various websites such as 'New Laboratory Equipment', 'Lab Equipment', 'Laboratory Equipment', 'LabX.com Used Scientific Equipment and Laboratory Instruments', 'Thomas Scientific - Laboratory and Scientific Supplies', 'Daigger Lab Equipment & Supplies', and 'IKA® Laboratory Equipment, Magnetic Stirrers, Stirrer, Lab ...'. Each result includes a brief description and the date it was last indexed (October 23, 2005).

laboratory equipment - Google Search

http://www.google.com/search?client=safari&rls=en-us&q=laboratory+equipment

laboratory equipment

Flash Preload... Site.com V2 GOOGLE SUBMIT MDS WEBMAIL MDS - DEDICATED CONTROL MDS-DANDA... CONTROL

Google

Web Images Groups News Froogle LocalNew! more »

laboratory equipment Search Advanced Search Preferences

Web Results 1 - 10 of about 68,800,000 for laboratory equipment. (0.27 seconds)

**New Laboratory Equipment**  
www.bestlabdeals.com Thousands of New Lab Equipment: Spectrophotometers, HPLC, & More

**Lab Equipment**  
www.usplastic.com View Our Complete Selection of Durable Labware & More - Low Prices

**Laboratory Equipment**  
An excellent international resource for the laboratory equipment industry.  
www.laboratoryequipment.com/ - 47k - Oct 23, 2005 - Cached - Similar pages

**LabX.com Used Scientific Equipment and Laboratory Instruments**  
Laboratory equipment auctions and classifieds at LabX.com. Find used lab microscopes, centrifuges, used autoclaves, lab furniture, HPLC, used GC/MS and ...  
www.labx.com/ - 35k - Oct 23, 2005 - Cached - Similar pages

**Thomas Scientific - Laboratory and Scientific Supplies**  
Laboratory and scientific supplies. Distributes laboratory supplies, equipment and chemicals.  
www.thomascsci.com/ - 28k - Oct 23, 2005 - Cached - Similar pages

**Daigger Lab Equipment & Supplies**  
Laboratory equipment, scientific supplies and instruments for chemistry, research, and biotechnology laboratories.  
www.daigger.com/ - 29k - Oct 23, 2005 - Cached - Similar pages

**ika® Laboratory Equipment, Magnetic Stirrers, Stirrer, Lab ...**  
ika is market leader for laboratory equipment and analytical technology.

**Quality Lab Equipment**  
New & refurbished - Order online or call for fast, friendly service.  
www.MedicalResourceUSA.com

**Lab & Industrial Supplies**  
10,000 new scientific instruments & technical equipment - Free Catalog  
www.ChiefParker.com

**Laboratory Equipment**  
Find Lab Equipment for sale. Always a Huge Selection at LabX.  
www.labx.com

**Lab Furniture, Benches**  
Laboratory Workstations, Safety Cabinets, Used by Fed and the Military - 1004  
www.labbenches.com Oklahoma

**Used Lab Equipment**  
Spectrometers, GC/MS, AAs, Centrifuges, Tensiometers and more.  
www.bidsense.com

**Lab Supplies**



# Results Returned and Bidders Present Defines Marketplace Size

laboratory supplies - Google Search

http://www.google.com/search?hl=en&lr=&client=safari&rls=en-us&q=laborator... laboratory equipment

Flash Preload... Site.com V2 GOOGLE SUBMIT MDS WEBMAIL MDS - DEDI...D CONTROL MDS-DANDA... CONTROL

Web Images Groups News Froogle LocalNew! more »

Google laboratory supplies Search Advanced Search Preferences

Web Results: 1 - 10 of about 20,200,000 for **laboratory supplies**. (0.09 seconds)

**Carolina Science and Math**  
www.carolina.com Science teaching aids & supplies K thru college science education

**Lab Equipment**  
www.usplastic.com View Our Complete Selection of Durable Labware & More - Low Prices

**Laboratory Equipment**  
An excellent international resource for the laboratory equipment industry.  
www.laboratoryequipment.com/ - 47k - Oct 23, 2005 - [Cached](#) - [Similar pages](#)

**LabX.com Used Scientific Equipment and Laboratory Instruments**  
Laboratory equipment auctions and classifieds at LabX.com. Find used lab microscopes, centrifuges, used autoclaves, lab furniture, HPLC, used GC/MS and ...  
www.labx.com/ - 35k - Oct 23, 2005 - [Cached](#) - [Similar pages](#)

**Scientific Laboratory Supplies Ltd.**  
Suppliers of scientific equipment, consumables and chemicals.  
www.scientific-labs.com/ - 3k - [Cached](#) - [Similar pages](#)

**The Lab Depot | Laboratory Equipment, Lab Supplies, Science ...**  
We carry lab equipment and laboratory supplies for science laboratories. We also have laboratory chemicals and chemistry lab supplies.  
www.labdepotinc.com/ - 28k - Oct 23, 2005 - [Cached](#) - [Similar pages](#)

**Laboratory Supplies**  
Laboratory Supplies Co., Inc. offers a large variety of scientific research equipment and supplies for laboratory use.

**Quality Lab Equipment**  
New & refurbished. Order online or call for fast, friendly service.  
www.qualityresources.com

**Lab Supplies**  
Scientific Lab Supplies  
Fast Delivery AFA Value!  
www.labshop.com

**Lab & Industrial Supplies**  
10,000 new scientific instruments & technical equipment - Free Catalog  
www.datafarm.com

**Deep Discount Labware**  
New & disposable labware  
beakers, flasks, etc. has  
www.scientificlab.com

**Prepared Culture Media**  
Your prepared media specialists  
Laboratory Supplies at low prices  
www.general-laboratory-products.com

**Used Laboratory Equipment**  
Thousands of Used & Surplus made by

# **Establish Keyword Inventory (Search Market Demand and Dollar Value) For All of Your Products**

- Use these tools to discover all of the keywords and key phrases most likely to be used by searchers to describe your products.
- Organize and group keywords around their respective products.
- Sort terms by estimated search volume and maximum bids to determine the communication (information) market demand for your company.



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# **Search Economics**

- Identify keyword demand (search volume)
- Identify keyword value (maximum bid)
- Use search data to determine market potential for your products and company



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# **Predictably Grow Your Business With Search Engines!**

**Get more leads, prospects and sales by realigning all of your business communications (supply) with the known and proven search market (demand).**



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# Sample Transactions: One Month Sales, One House Account

Logged in: timcohn

[Edit Profile](#) [Logout](#)

## Transactions

Predefined ☐ all time

Manual ☒

From:

2005  
1

4

To:

2005  
30

4

Select transaction type:

-----All types-----

and status:

-----All-----

Show

No.	AID	Order ID	Type	Sale, \$	Commissions, \$	Status	Transaction date
1.	018610	VKNE48972940	pay-per-sale	\$ 49.90	\$ 22.46	paid	2005-04-01 01:52:16
2.	018610	VDNE63968541	pay-per-sale	\$ 49.90	\$ 22.46	paid	2005-04-01 05:45:38
3.	018610	VDVE63968750	pay-per-sale	\$ 49.90	\$ 22.46	paid	2005-04-01 05:46:14
4.	018610	VDYE63971634	pay-per-sale	\$ 92.95	\$ 41.83	paid	2005-04-01 05:54:32
5.	018610	VDVE63972728	pay-per-sale	\$ 92.95	\$ 41.83	paid	2005-04-01 05:57:50
6.	018610	VKYE49076197	pay-per-sale	\$ 49.90	\$ 22.46	paid	2005-04-01 07:39:06
7.	018610	VKVE49077605	pay-per-sale	\$ 92.95	\$ 41.83	paid	2005-04-01 07:41:58
8.	018610	VKNE49093642	pay-per-sale	\$ 92.95	\$ 41.83	paid	2005-04-01 08:07:24
9.	018610	VDNE64084825	pay-per-sale	\$ 49.90	\$ 22.46	paid	2005-04-01 09:09:17
10.	018610	VZVE62106587	pay-per-sale	\$ 49.90	\$ 22.46	paid	2005-04-01 10:56:01
11.	018610	VZME62109389	pay-per-sale	\$ 49.90	\$ 22.46	paid	2005-04-01 11:02:50
12.	018610	VZVE62139253	pay-per-sale	\$ 49.90	\$ 22.46	paid	2005-04-01 12:11:15
13.	018610	VDME64204312	pay-per-sale	\$ 134.95	\$ 60.73	paid	2005-04-01 12:32:30
14.	018610	VZNE62185862	pay-per-sale	\$ 49.90	\$ 22.46	paid	2005-04-01 13:47:26
15.	018610	VKVE49303845	pay-per-sale	\$ 79.45	\$ 35.75	paid	2005-04-01 14:10:23
16.	018610	VKYE49329022	pay-per-sale	\$ 49.90	\$ 22.46	paid	2005-04-01 15:00:12
17.	018610	VKME49354449	pay-per-sale	\$ 92.95	\$ 41.83	paid	2005-04-01 16:00:58
18.	018610	VWME59000091	pay-per-sale	\$ 49.90	\$ 22.46	paid	2005-04-01 16:48:59
19.	018610	VWVE59004620	pay-per-sale	\$ 49.90	\$ 22.46	paid	2005-04-01 17:00:07
20.	018610	VDVE64355423	pay-per-sale	\$ 49.90	\$ 22.46	paid	2005-04-01 17:59:43
Total:				\$ 38969.54	\$ 17536.29		

Pages: 1 [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#) [22](#) [23](#) [24](#) [25](#) [26](#) [27](#) [28](#) [29](#) [30](#) [31](#) [32](#)

# About Advanced Marketing Consultants

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## Tim Cohn - President

Advanced Marketing Consultants a technology marketing firm specializing in new product launches and rollouts, search engine marketing and optimization. He has been a marketing consultant since 1989. He entered the workforce in 1972 at age 10.

Tim has been involved in nearly every aspect of marketing at over 100 companies. Since launching his website [www.marketingprinciples.com](http://www.marketingprinciples.com) in 1999, he has received thousands of requests from business owners to analyze their websites. Tim's sites receive over one million unique visitors annually. According to Alexa, his site rests in the top 1% most trafficked websites in the world.

Tim has generated as many as 4,700 transactions (leads and sales) in a single month via the internet.



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## About Advanced Marketing Consultants

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Tim has written articles on Search Engine Marketing for Direct Marketing News and the Direct Marketing Club of New York. He has been cited as a new product marketing expert by Business Week Magazine.

His web site has been named one of the better small business marketing sites online by Hewlett Packard and his firm is a recommended marketing resource for IBM Business Partners.

His firm recently became one of the first twenty-five firms to receive the Google Advertising Professional designation.



Advanced Marketing Consultants

## About Advanced Marketing Consultants

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Prior to launching his website, Tim researched and recommended European expansion for American Computer and Telephone (AMCAT) and won the contract to open their London headquarters. Amcat's UK subsidiary became profitable within the first six months of operation.

Tim had his work first recognized nationally by Popular Science Magazine in July of 1990.

He sits on the City of Nichols Hills, OK Planning Commission.

Tim lives in Nichols Hills, OK with his wife and three young children.

He can be reached at 1-866-TimWCohn.



Advanced Marketing Consultants



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