



## The Internet Changed Everything!

Connection! If you had to describe in one word how the Internet changed everything, it would be connection. Businesses and personal relationships have changed due to the Internet's ability to instantly connect people globally through e-mail, websites and social networking sites such as Facebook and MySpace. The immeasurable connection that the Internet created has changed the way the world communicates, gathers and sends information, and markets its products and services.

ADWORDS<sup>™</sup>  
QUALIFIED  
COMPANY



However, this global connection has created a problem for the local business in their local markets.

### Why?

1. Traditional print advertising is becoming less effective.
2. Most consumers have traded in their Yellow Pages for a more comprehensive online search.
3. Newspaper readership is down with many papers declaring bankruptcy.
4. DVR devices, such as TiVo, allow people to skip commercials.
5. Search results bring information overload and local businesses get lost.
6. Search results are dominated by large companies.

### Did you know?

- 97% of people with online access will research products and services online before they purchase.
- 80% of people that search never click beyond the first page.
- 55% of all local searches are done with an intent to buy.
- Of all local searches, 8 out of 10 call or visit a store and 60% of those result in a purchase.

## Why AdzZoo?

Traditional advertising, in today's highly competitive market, has proven to be insufficient in helping many small businesses grow. Newspaper and Yellow Page readership continues to decline, while the cost to run ads is increasing.

Why advertise in a declining market?

Why spend more money to reach fewer people?

A web presence in today's online environment is a must for business owners that don't want to die a death of attrition as old customers leave to competitors that have a web presence.

## Get Seen On The Most Popular Websites



Taming the Internet One Click at a Time

## What is a Web Presence?

We all know the old saying, “What are the 3 most important factors in buying real estate?” “Location, Location, Location!” Think of the Internet as the real estate of the 21st century. The location of your online information matters.

With over 1 trillion websites in the world and growing, it’s not enough just to have your business somewhere online. To be competitive, one must have their information where online traffic exists. Where does traffic exist? Traffic is where people go to get their news, entertainment, sports scores, recipes, shop, connect with friends, family, businesses on thousands of popular websites. People look for information, products and services globally, nationally, regionally, and locally on the premium pages of search engines. As a matter of fact, over 80% of people never click beyond the first page. Traffic is on smart phones and GPS devices. A website gets your business online but not where your customer can easily find it. AdzZoo gets our clients a web presence with their local online traffic.

## Geo-Targeting

By utilizing the process known as geo-targeting, the physical location of a web searcher is determined, and then specific content is delivered to them based on the nature of their inquiry. Simply put, geo-targeting enables local businesses to be matched with local searches.

## How does it work?

1. **Optimized Web Page:** Designed for searches and online exposure.
2. **Geo-Targeted Search Engine Results:** Enables local businesses to be matched with local searches.
3. **Google’s Local Business Center:** Put your business on the map!
4. **Local Online Branding:** Your geo-targeted ad on high traffic websites like CNN, Food Network, AOL, and thousands of others.
5. **Monitor Campaign For Optimization:** Monitor and fine tune campaign for optimum online exposure.

## AdzZoo Features

Features	Days To Implementation
Web Page Design and Creation	3 days
Web Page Launch	3 days
Link To Existing Business Website	2 days
Web Page Optimization and Monitoring	Daily
Professional Copywriting Content	2 days
Keyword Analysis & Selection	14 days
Directory Submission	30 days
Google Maps Submission and Optimization	30 – 40 days
Yahoo & Bing Local Listings Submission	30 days
Search Network	7 Days
Content/Branding Network	7 Days
Organic Listing Enhancement	3 days
GPS Submission	30 days
First Page Placement on Google	30 days
Online Customer Support	9am to 4pm EST Monday – Friday





**YOUR ADZZOO CAMPAIGN**  
**Guarantee**

AdzZoo Campaigns are designed and monitored to place customized information about our clients' products and/or services on high traffic websites, search engines, social networks, GPS, and other online devices.

1. AdzZoo Guarantees that we will deliver an AdzZoo Web Page customized for your business, designed specifically for maximum online exposure, and optimized for your locale and market within 5-7 business days of processing the payment for your order.
2. AdzZoo Guarantees that geo-targeted ads with links to your AdzZoo Web Page will begin to appear on Google™ sponsored search results on a rotational basis upon launch of your campaign.
3. AdzZoo Guarantees that geo-targeted ads with links to your AdzZoo Web Page will begin to appear on the Google™ Search Network (branding network) upon launch of your campaign on a rotational basis.
4. AdzZoo Guarantees that we will monitor and continue to optimize your new web advertising campaign for maximum online exposure in your geo-targeted market throughout the duration of your campaign. AdzZoo stands by our promise to target and then monitor each of our advertiser's Google AdWords™ sponsored search campaigns to ensure that their sponsored search ads are displayed on a rotational basis.

Should AdzZoo fail to provide the guaranteed services for any given month of your campaign, AdzZoo will at your option, either give you a FREE month of service and suspend billing until such time as we are able to fulfill this obligation; or cancel your campaign and refund your money for the month that we failed to deliver and the remaining portion of your campaign.