

ReachSearch™

Our award-winning search marketing solution combines our marketing expertise and proprietary technology to optimise your marketing dollars, driving more leads to your business. But don't just take our word for it. Check out our Google Quality Awards! They speak for themselves.



Breadth of Publishers

Get found across all major search engines and directories.

98% OUR NETWORK COVERS 98% OF PLACES PEOPLE SEARCH.¹



Conversion-Based Optimisation

Your budget is automatically allocated to keywords and publishers driving the most calls, emails, and form fills.

2X YOUR BUDGET IS OPTIMISED UP TO TWICE DAILY.



Google Quality Account Champion

Our ads are proven to have the highest average Quality Score across their Channel Sales Partners.

\$\$\$ BETTER QUALITY ADS CAN MEAN LOWER COST PER CLICK AND BETTER AD VISIBILITY.

Not all search marketing solutions are the same.

Let Us Do the Work

Our Marketing Experts use our proprietary technology to manage your search marketing campaign based on your specific advertising objectives and budget.

Get Cost Effective Leads with Our Award-Winning Solution

We've won Google's Quality Account Champion Award 3 out of the last 4 years. That means Google recognises our campaigns as "highly relevant" to searches we bid on. That ultimately translates to you paying less for leads like calls, emails, and form fills.

Trust in Our Preferred Partnerships

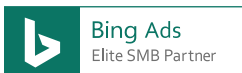
We are a Google Premier Partner, and Bing Elite Partner. This means BOTH major search engines recognise us as utilising best practices to maximise results for our clients.

Rely on a Company with a History Helping Businesses Grow Locally

We've been helping businesses for over 10 years with their search campaigns. Since 2004, we've ran over 2.5 million monthly campaigns for local businesses, generating over 87 billion search ad impressions and 115 million phone calls for our clients.

Protect Your Quality Score

Search engines have a complex algorithm that determines Quality Scores for each of your ads. That score factors heavily into the price you pay per click. Our Marketing Experts constantly work to improve and protect those scores.



ReachSearch™

Finding the perfect search marketing partner isn't easy. There always seems to be something missing. Meet ReachSearch. The one to put the checkmark in all your boxes.



Proprietary Technology That Does What No Human Can

Your budget is optimised up to twice daily across all publishers. We'll automatically drive traffic to the best performing keywords and publishers, and eliminate spend on poor performers. Whatever is converting best for you is where your ad dollars will be directed.



Up to 500 Tried and True Keywords for Your Business

We have data from more than one million historic search campaigns for businesses. From this data we customise a list of geo-targeted keywords to target, ultimately helping you drive more leads and capture new business.



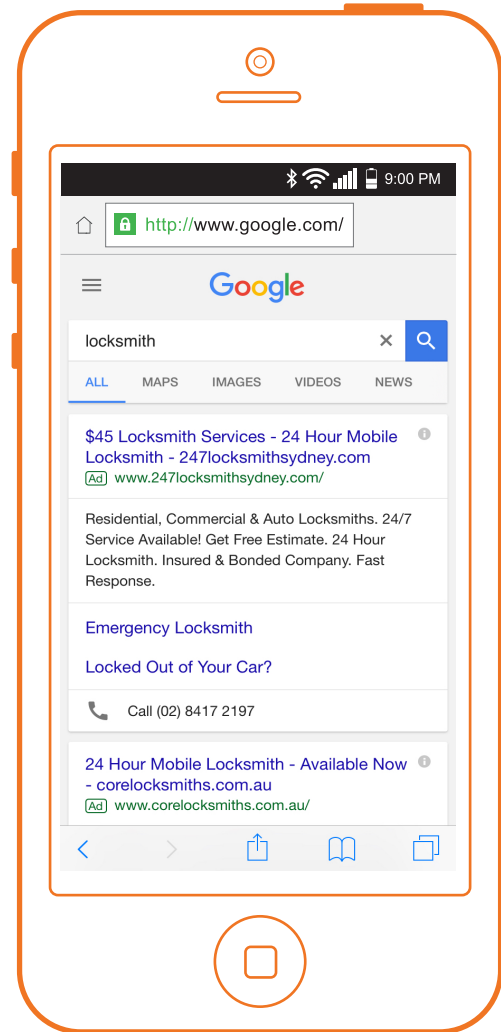
Transparent Reporting¹

With online and mobile reports, you can view real-time data like site visits, calls, emails, and forms submitted, PLUS even listen to your recorded calls. That way, you always know exactly how your campaign is performing.




Mobile-Optimised Experience

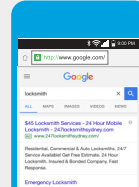
We use Google's expanded text ad format, allowing you twice as much ad text. Plus, your ads can be set up so mobile searchers can click to call or text you directly from your ad so you don't miss a lead.




MOBILE AD CALL EXTENSIONS HOW IT WORKS

 Make it easy for your leads to talk to you when they need you the most.


1. Visitor does a mobile web search for a local product or service they need.



 **2.** Your ReachSearch paid ad explains your product/service. Visitor wants to call your business without visiting your website OR call your business directly from your paid search ad.


3. Visitor clicks on the "Call" button (ie. Your ad "call extension").



 **4.** The trackable phone number is directed to any office number, call center, or mobile phone you request.

5. You or your employee answer the call and close the sale.



 **6.** Call info and recordings can be stored in ReachEdge¹ for lead management, real-time reporting, call monitoring, and future automated marketing campaigns.

REACHLOCAL®

¹ Additional fee applies

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