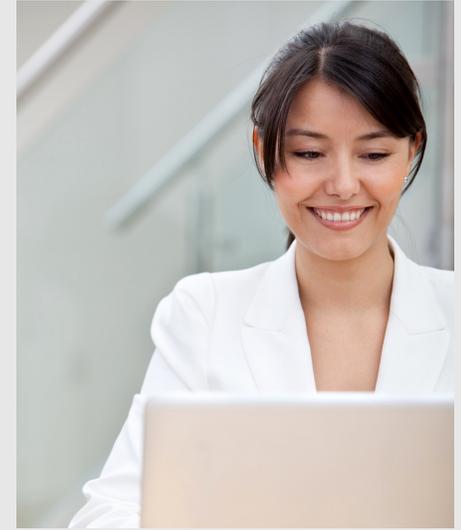


Internet Marketing

Maintaining a strong virtual presence is one of the most important things to help your business grow. Potential customers look to the internet to help them make decisions about what products to buy, what services to use, and what brand they should pick. This makes it crucial for businesses to have a positive and accessible web presence that properly represents your business.



At Imperial Technology Partners, we work with you to **understand your business goals, research your industry, your key competitors, and the audience you want to target** in order to find the most effective marketing strategies. Here are our top three Internet Marketing services that could be right for your business:



Search Engine Optimization: Perhaps one of the most widely known strategies, SEO is all about leveraging your brand awareness. Our staff does extensive keyword research in order to boost your search engine results and direct more relevant traffic towards your website. We also provide regular and detailed updates on website traffic and rankings. Have negative search results due to bad PR? Our team can do reverse SEO and clean up your keywords.



Pay-Per-Click: This works through a bidding strategy where businesses buy positions on search engines and related sites using specific keywords. PPC is often very cost effective, as the advertiser only pays if someone clicks on your ad, guaranteeing customer attraction. Imperial can manage your PPC for Google, Yahoo, MSN, and more, dealing with everything from the initial PPC account setup, to bid management, to campaign tracking and reporting.



Social Media Optimization: SMO focuses on using social media platforms like LinkedIn, Facebook, Twitter, Instagram to attract unique visitors to your website. In order for SMO to be successful, there has to be constant promotion and brand exposure. At Imperial, we focus on outreach to key online communities, maximizing your online presence with regular updates and maintenance, keeping track of visitor trends and traffic, and providing optimized, linkable content on your social media platforms.

- Our Other Services Include**
- Email Marketing
 - Link Building
 - Internet PR
 - Affiliate Management
 - Private Label
 - Reputation Management
 - Conversion Optimization
 - Local Search
 - Reviews
 - Video Optimization

INCREASE BRAND AWARENESS, WEB PRESENCE, AND SITE TRAFFIC
HELP YOUR BUSINESS GROW