



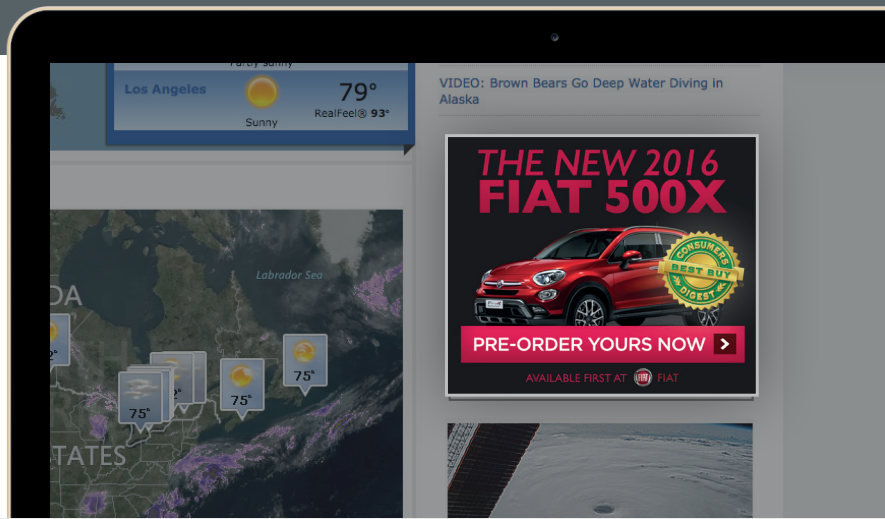
WHAT IS

Paid Search?

Paid Search is using paid advertisements to place your website at the top of search engine results pages (SERPs). The flip side of the coin to Organic Search, Paid Search provides you immediate results from day one. Much like turning on a tap, the traffic flows as soon as you turn it on and stops when you turn it off.

What is Paid Search?

Paid Search is the process of getting a website to appear in both the paid listing section of a search engine and other high traffic areas around the internet for phrases customers search for.



Your Paid Search Results can vary, based on:

of Competitors

Monthly Budget

Other Marketing



What should I expect?

Paid Search is like a sprint. The gun sounds, your campaign starts, and traffic starts rolling in!

The first few weeks of a campaign are a little slower as we feel out your competition, before we pour it on for the finish line. Your results will vary based on everyone else in the race, depending on how many competitors there are and how much they're spending.

How do I know if it's working?

Easy, we break it down to show you the leads your campaign is generating.

These leads can come from a number of different sources, but generally come down to two types: Phone Leads and Web (Form) Leads.



Phone Leads:

Customers that call your dealership

Web/Form Leads:

Customers that submit an inquiry on your website

If you have any questions, please don't hesitate to reach out to us at support@convertus.com. Our Client Care Team is standing by to answer any questions that you may have.