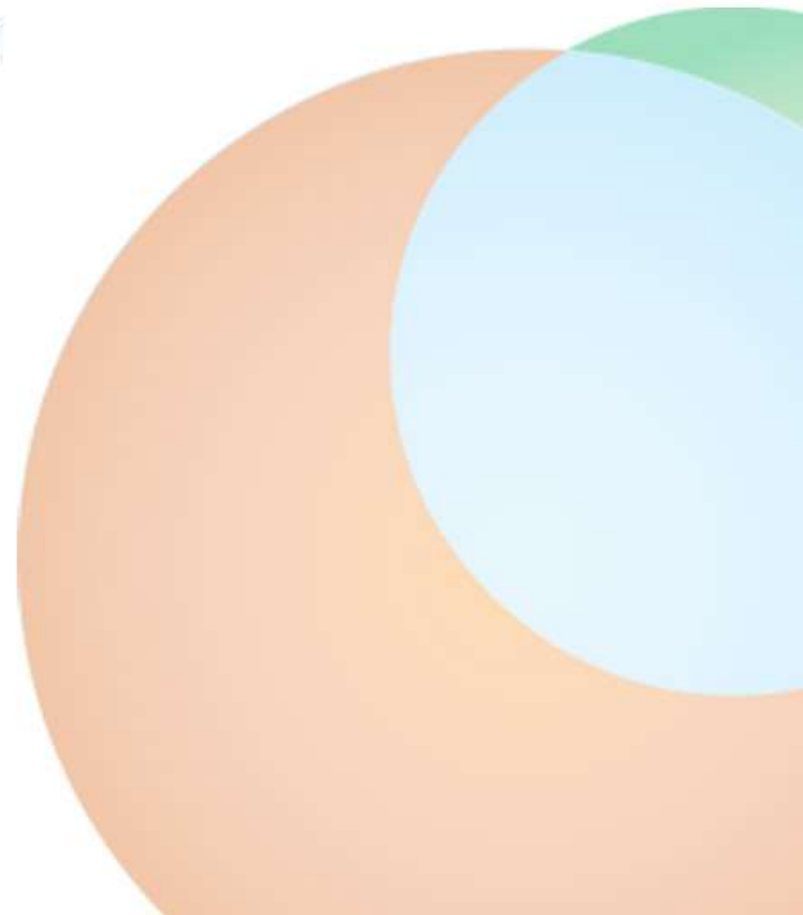




Online Marketing for
Online Merchants



Who is Out of Bounds?



Out of Bounds Communications

- Jay Wilner, Managing Partner
 - SEM/analytics/acct management
- Chris Labelle - 3 Nerds & a Server
 - LAMP platform
- Chris Motley - Motley Creations
 - Creative Director/Art Director
- Michael Randall - MMWeb
 - .NET platform



Jay Wilner

- M.B.A. - Univ of Kansas
- M.S., B.S. - Analytical Chemistry - Univ. of Missouri
- 2004 - present - Founder/Managing Partner - Out of Bounds Comm. LLC
- 1995 - 2000 - Founder/CEO - cephas.com - VC funded .com startup - ecommerce focus



How we do Search Engine Marketing



SEM Media Planning

Define

- Objectives, Goals, Messaging, Audience, CPA, ROI
- Site assessment (technology/content/baseline)

Design

- Select Search Media
- Targeting
- Keyword strategy
- Landing Pages, Content, Linking, Analytics, Reporting KPI's

Execute

- SEO
- PPC
- Web analytics
- Linking campaign



SEO Methodology



Optimizing a web page

Buy Tactical Entry Tools for Law Enforcement at US Patriot Store - Mozilla Firefox

http://www.uspatriotstore.com/category.aspx?categoryID=213

tactical entry tools

Buy Tactical Entry Tools for Law E... tactical entry tools - Google Search

Home
ACU
Airman Battle Uniforms
Military Clothing/Gear
Military Boots/Footwear
Military Bags/Backpacks
Insignia / Rank
Eyewear
Head Wear
Military Field Gear
Casual Clothing
Gifts and Novelties
Knives
Law Enforcement
Tactical Footwear
Tactical Clothing
Duty Gear
HeadGear
Tactical Underwear
Socks
Tactical Gloves
Personal Defense
Tactical Entry Tools
Duty Uniforms
Tactical Gear Bags
Body Armor Products
Armored Vehicles
Drill Sergeant Gear
Paintball
Specials and Closeouts

Law Enforcement >
Tactical Entry Tools

Working in a SWAT, police or other law enforcement unit, you know just how important it is to find those specially designed **tactical entry tools** and gear that are reliable and durable. That's why we are committed to providing you only the best tools and gear from leading manufacturers such as Blackhawk, Spec ops and 5.11.

Some of our current featured products from Blackhawk:

- ◆ Blackhawk "Dynamic Duo" Breaching Kit
- ◆ Blackhawk Dynamic Entry Super Boltmaster - 30 inch
- ◆ Blackhawk Tactical Entry Kit

11 items found View By Pages Sort By: - none -

Navigation

Body text

Blackhawk "Dynamic Duo" Breaching Kit
Includes ThunderSledge and the Breacher
\$254.95

Blackhawk Dynamic Entry Monoshock
Flagship forcible entry tool from Blackhawk!
\$329.95

Blackhawk Dynamic Entry Super Boltmaster - 30 inch
A little more leverage to break really tough locks
\$295.95

Blackhawk Special Operations Hallagan Tool
Non sparking dynamic entry tool
\$174.95

Blackhawk Super Break

Blackhawk Tactical Entry **Blackhawk Tactical Entry** **Blackhawk Tactical Entry**

Page title

Breadcrumb nav

<h2>headline</h2>

Body text

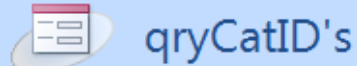
Navigation



SEO and Linking



SEO Tools



ID: Name:

IngCatID	IngKeywordID	Y_N_PrimaryKeyword
6	bdu shorts	<input type="checkbox"/>
6	bdu belts	<input type="checkbox"/>
6	bdu shirts	<input type="checkbox"/>
6	duty gear	<input type="checkbox"/>
6	law enforcement tactical	<input type="checkbox"/>
6	police duty gear	<input type="checkbox"/>
6	tactical boots	<input type="checkbox"/>



Product Data Entry Form

ID:

ProductName:

MetaTitle:

ShortDescription:

LongDescription:

Keywords:

Description:

Dashboard > Links

- Overview
- Diagnostics
- Statistics
- Links**
 - Overview
 - Pages with external links
 - Pages with internal links
 - Sitelinks
- Sitemaps
- Tools

Links

[outofboundcommunications.com](#)

Pages with external links

See which pages on your site have links pointing to them from other sites.

Sitelinks

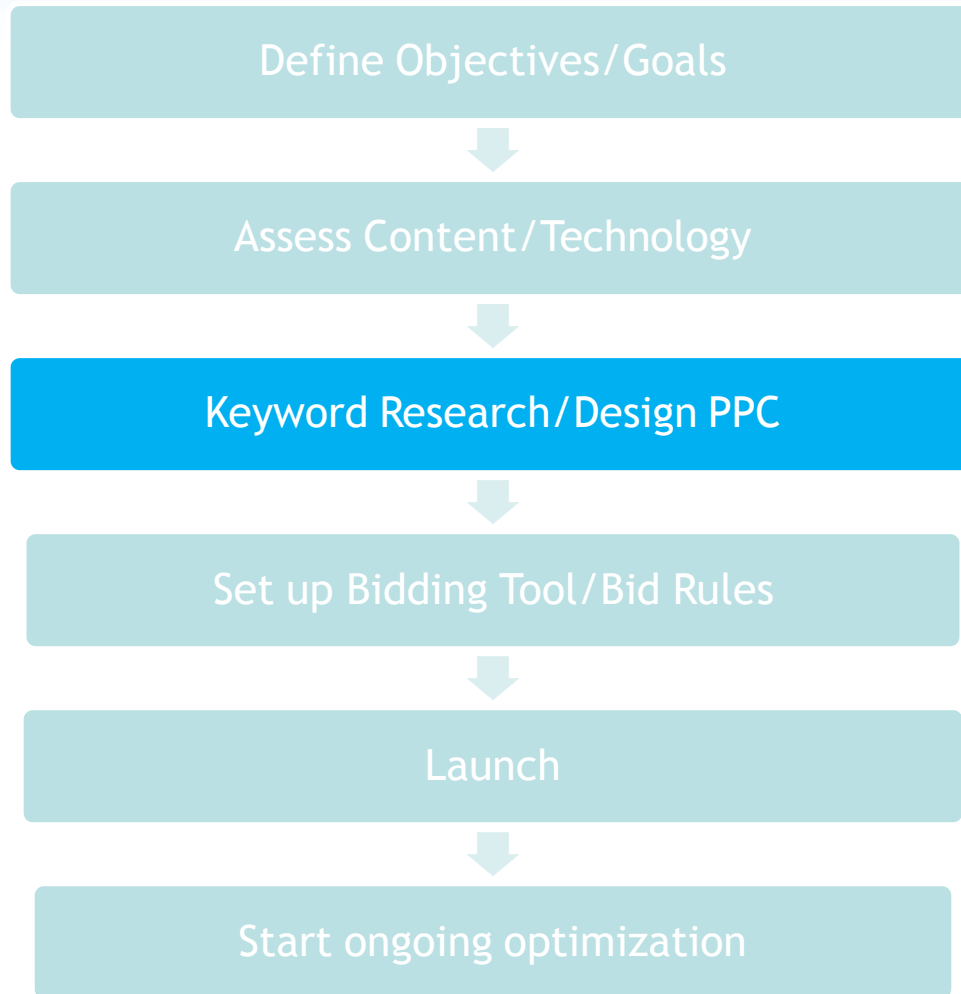
See which links on your site have been identified as candidates for appearing directly in Google search results.

Pages with internal links

See which pages on your site have links pointing to them internally from elsewhere on your site.



PPC Methodology



PPC Methodology

Assign keywords to ad groups/Cmpgs



Assign URLs to ad groups



Write text ads for ad groups



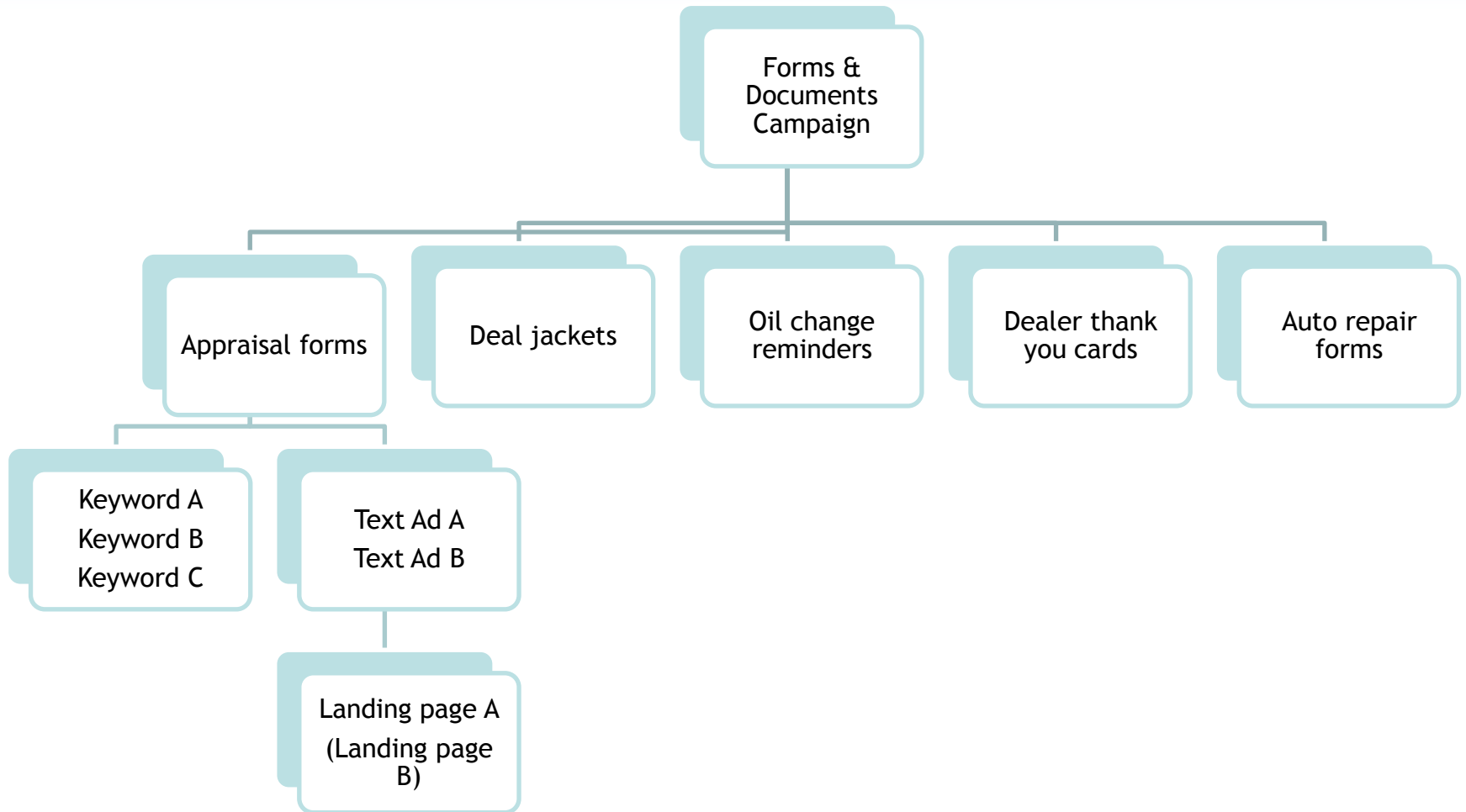
Assign campaign attributes



Set bidding/match types



Campaigns and “Themes”



PPC Tracking Tags

http://www.website.com/browse/cat_id.1/?utm_source=yahoo&utm_medium=cpc&utm_term=bulk+birthday+card&utm_campaign=yahoo_bizbdadayscards&engine=yahoo!9924&keyword=bulk+birthday+card

**Google analytics
parameters**

**Keywordmax
parameters**



PPC Tools

Keyword MAX DirectResponse Services Other

Tools to help search engine advertisers automate bidding.

LOGOUT | **Adjust Keywords** | **Adjust Categories** | **Edit Categories**

Home | Bid Director™ | Set-Up | **Adjust Bids** | Report | ROI Tracker™ | Click Auditor™ | Keyword Builder™ | Account Settings | Edit Package | Cancel Services | Change Password | Edit Advertiser Info | Billing Information | Invoices | Manage Contacts

Use this page to manage your bids on your keywords. The search area at the top keyword table below.

Filter: Account: Campaign:

SET BID RULES | ADD TO CATEGORY | PAUSE/UNPAUSE LISTINGS | STOP

KEYWORD LEGEND TOTAL RESULTS: 5 RESULTS PER PAGE

Engine	Term	MatchType	Log
<input type="checkbox"/>	Adwords birthday cards for businesses	broad	
<input type="checkbox"/>	Adwords bulk birthday cards	exact	

google sent 1,707 paid visits via 798 keywords

Show: total | paid | non-paid Segment: Keyword

Site Usage	Goal Conversion	Ecommerce
Visits 1,707 % of Site Total: 17.30%	Pages/Visit 11.10 Site Avg: 9.69 (14.51%)	Avg. Time on Site 00:05:35 Site Avg: 00:05:16 (5.92%)
		% New Visits 76.27% Site Avg: 71.03% (7.38%)

Keyword	Visits ↓	Pages/Visit	Avg. Time on Site
1. old savings (old+savings)	180	1.21	00:08:17
2. old savings	162	58.13	00:13:43
3. auto dealer supplies (auto+dealer+supplies)	63	1.62	00:07:15
4. key tags	55	15.95	00:04:01
5. je+auto)	28	1.14	00:08:49
6. +change+stickers)	26	1.15	00:02:26
7. +supplies)	22	1.59	00:08:11
8. +dealer+supplies)	19	1.79	00:04:08
9. go)	17	1.12	00:05:54
10. +and+ve+supplies)	16	1.44	00:01:59
11.)	16	35.12	00:02:46
12. +dealer+supply)	16	1.50	00:04:30
13. +)	14	1.64	00:03:35
14.)	14	112.00	00:10:15
15. + (auto+dealership+supplies)	12	61.08	00:11:09
16. supply)	12	1.25	00:02:11
17. supply)	12	1.83	00:02:52
18. used car dealer supplies)	12	21.42	00:10:44
19. used car dealer supplies (used+car+dealer+supplies)	10	1.50	00:08:15

Track your rivals. Then eat their lunch.

Attention - Daily (stacked %)



No need to fly blind anymore. Get competitive metrics for every site on the web - powered by the largest pool of online consumer behavior data in the industry.

Search Analytics
The best competitive search metrics - period. Identify rival search marketing strategies to take your SEM and SEO efforts to the next level.

Site Analytics
The fastest way to measure your competition. Stay on top of rivals with site metrics and audience profiles for the top 1,000,000 web domains.

Read our blog
Updated 09/07/2008
American Idol In Retrospect
Now that another season of American Idol has completed its run, it is time to look at the hits and misses of the season... [full post](#)

Try our tools
Get new tools that bring real-time access to Complete's analytics to your desktop.



PPC Budget Considerations

- Seasonality considerations (bathing suit)
- CPC costs
- Client financial goals, performance goals
- Average sale price & estimated conv rate
- Product category prioritization
- Content versus search allocation (CPC)



Setting CPC Bids

- **CPA Optimization:**

- Max Bid = (desired CPA) * (avg conv. rate)
- Max Bid = \$15.00 * 5% = \$0.75 max cpc

- **ROI Optimization:**

- Max Bid = (avg sale amt - desired profit) * (avg conv rate)
- Max Bid = (\$150 - \$135) * 5% = \$0.75 max cpc

- Usually managed at ad group level



Reporting



Reporting Features

- Monthly Reports
- Data compiled from multiple sources
- Includes important SEO and PPC KPI's
- Sliced and diced till the cows come home...
- MS Access DB repository
- Delivered as MS Word or PDF document



Database “Mania”

Ad Words
PPC DB

Yahoo PPC
DB

MSN PPC
DB

SEO DB

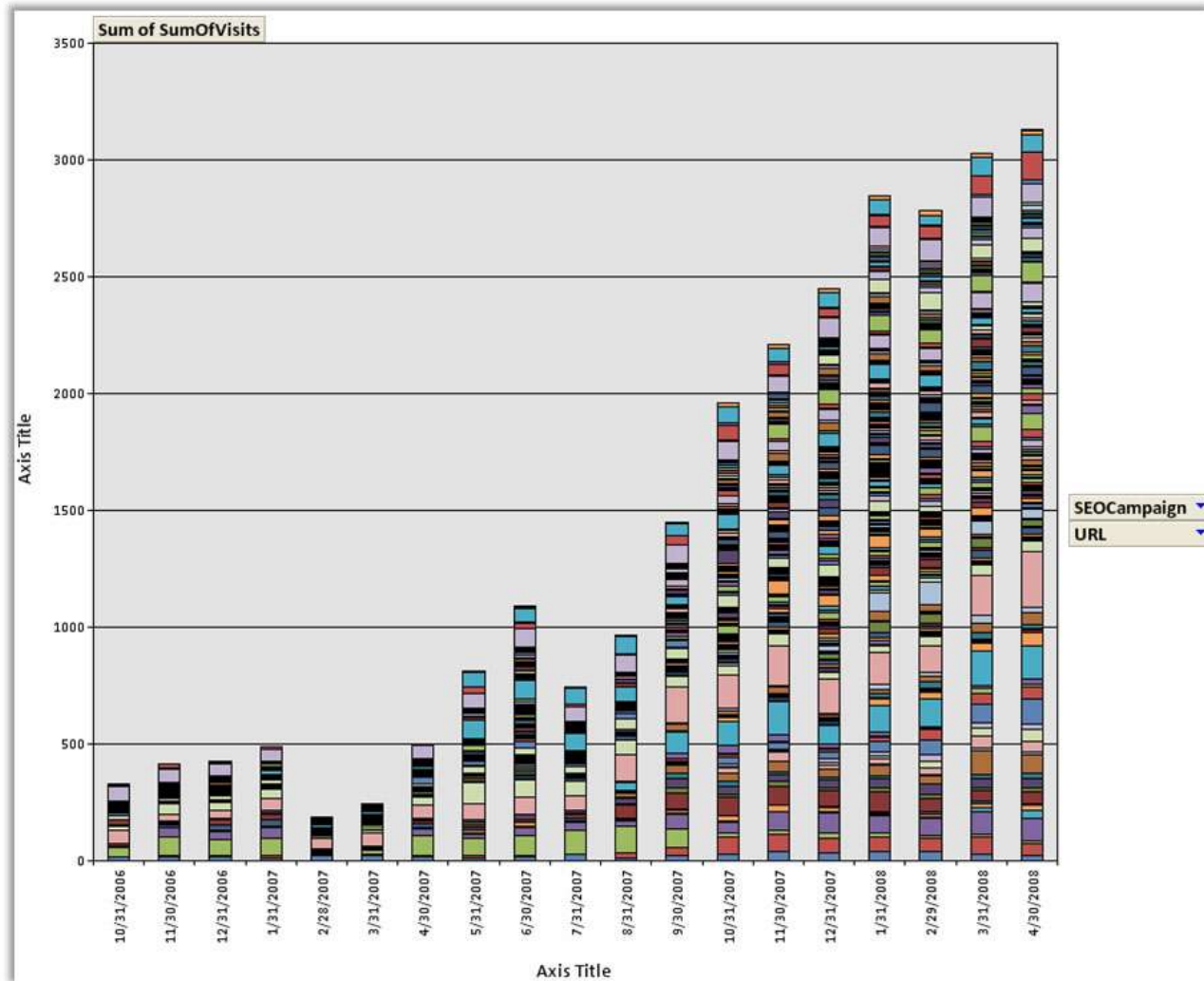


Master
Analytics
DB

Monthly
Report



SEO Visits by Cmpg/Landing Page



SEO Ranking Reports

RptQryKeywordURLPosition

Keyword/Phrase	Est Imp	URL	RunDate	Rank
5.11 boots	1800	www.uspatriotstore.com/ProductInfo.aspx?productId=51112003	3/25/2008	13
		www.uspatriotstore.com/ProductInfo.aspx?productId=51111001	2/13/2008	21
		www.uspatriotstore.com/ProductInfo.aspx?productId=511-11004	1/11/2008	14
		www.uspatriotstore.com/ProductInfo.aspx?productId=51112001	12/15/2007	22
		www.uspatriotstore.com/ProductInfo.aspx?productId=51111001	11/17/2007	26
		www.uspatriotstore.com/ProductInfo.aspx?productId=511-11004	11/17/2007	25
			9/17/2007	21
		www.uspatriotstore.com/ProductInfo.aspx?productId=51112001	9/17/2007	22
		www.uspatriotstore.com/ProductInfo.aspx?productId=511-11004	7/24/2007	16
		www.uspatriotstore.com/ProductInfo.aspx?productId=51112001	7/24/2007	15
5.11 hat	3600	www.uspatriotstore.com/ProductInfo.aspx?productId=51111001	3/25/2008	11
			2/13/2008	16
			1/11/2008	16
			12/15/2007	15
			11/17/2007	16
5.11 jacket	1200	www.uspatriotstore.com/ProductInfo.aspx?productId=51148005	3/25/2008	12
		www.uspatriotstore.com/ProductInfo.aspx?productId=51178000	3/25/2008	13
		www.uspatriotstore.com/ProductInfo.aspx?productId=51148003	2/13/2008	28
		www.uspatriotstore.com/ProductInfo.aspx?productId=51178000	2/13/2008	19
		www.uspatriotstore.com/ProductInfo.aspx?productId=51148007	1/11/2008	19
			1/11/2008	23
		www.uspatriotstore.com/ProductInfo.aspx?productId=51148016	12/15/2007	25
		www.uspatriotstore.com/ProductInfo.aspx?productId=51178000	12/15/2007	20
		www.uspatriotstore.com/ProductInfo.aspx?productId=51148007	11/17/2007	24
		www.uspatriotstore.com/ProductInfo.aspx?productId=51178000	11/17/2007	19

Thursday, June 05, 2008
10:21:29 AM

QryURLKeywordPosition

URL	Keyword/Phrase	Est Imp Month	RunDate	IntPosition
www.uspatriotstore.com/	abu gear	0	3/25/2008	2
			1/11/2008	8
			11/17/2007	15
			2/5/2007	31
			3/25/2008	26
			1/11/2008	28
	army uniform	45,800	3/25/2008	17
	code alpha tactical	0	3/25/2008	22
	military boot	15,500	3/25/2008	22
	military clothing	42,000	3/25/2008	13
			1/11/2008	23
			11/17/2007	26
	military tactical gear	900	3/25/2008	21
	military uniforms	25,800	3/25/2008	15
	police tactical boot	0	3/25/2008	26
	tactical boots	10,500	3/25/2008	29
	tactical uniforms	600	3/25/2008	12
			1/11/2008	25
	us army boots	1,800	3/25/2008	12
			11/17/2007	23
	us army t-shirt	2,400	9/17/2007	27
	www.uspatriotstore.com/category.aspx?categoryID=1	military clothing	42,000	3/25/2008
			1/11/2008	24
www.uspatriotstore.com/category.aspx?categoryID=110				



PPC Reports

PostyCards MonthlyAcctReport Thursday, June 03, 2009
10:42:28 AM

Month	Imp	Conv/Clicks	Pos	Avg CPC	CPH	Conv	Rev	ROAS	CTR	CPA	%Conv
5/31/2008	155,724	1,450	2.5	\$1.85	\$1,448.85	171	\$21,743.00	1468.0%	0.34%	\$8.48	11.71%
4/30/2008	167,052	1,525	1.9	\$1.90	\$1,117.78	136	\$18,395.70	1482.0%	0.79%	\$9.03	10.26%
3/31/2008	57,244	1,065	1.5	\$2.48	\$1,501.08	123	\$18,861.80	1296.0%	1.89%	\$10.00	11.91%
2/29/2008	128,800	1,228	2.9	\$1.88	\$1,674.44	122	\$24,908.00	1512.0%	0.35%	\$25.56	9.95%
1/31/2008	150,367	1,951	0.8	\$1.59	\$1,263.04	208	\$42,830.10	1877.1%	1.27%	\$10.37	12.80%
11/30/2007	452,314	2,246	2.5	\$1.94	\$1,260.78	258	\$1				
10/31/2007	524,977	2,772	2.4	\$1.60	\$1,615.51	229	\$1				
9/30/2007	100,833	1,968	1.8	\$2.04	\$2,388.50	219	\$1				
8/30/2007	27,278	1,803	2.8	\$1.77	\$1,603.19	184	\$1				
7/31/2007	81,723	1,900	2.8	\$1.75	\$1,998.81	181	\$1				
6/30/2007	90,988	1,442	8.8	\$1.87	\$1,869.28	114	\$1				
5/31/2007	110,883	1,207	8.9	\$1.91	\$1,509.00	125	\$1				
4/30/2007	81,393	1,488	8.4	\$1.43	\$1,698.29	258	\$1				
3/30/2007	23,168	1,279	8.2	\$1.38	\$1,849.10	251	\$1				
2/29/2007	26,038	1,347	8.0	\$1.81	\$1,519.80	256	\$1				
1/31/2007	72,212	1,986	2.8	\$1.88	\$1,677.11	228	\$1				
12/31/2007	306,019	1,733	8.1	\$2.61	\$1,967.35	237	\$1				
TOTAL	2,435,138	26,985	2.7	\$1.88	\$10,600.11	2,803	\$09				

PostyCards Monthly Campaign Report Thursday, June 03, 2009
10:42:28 AM

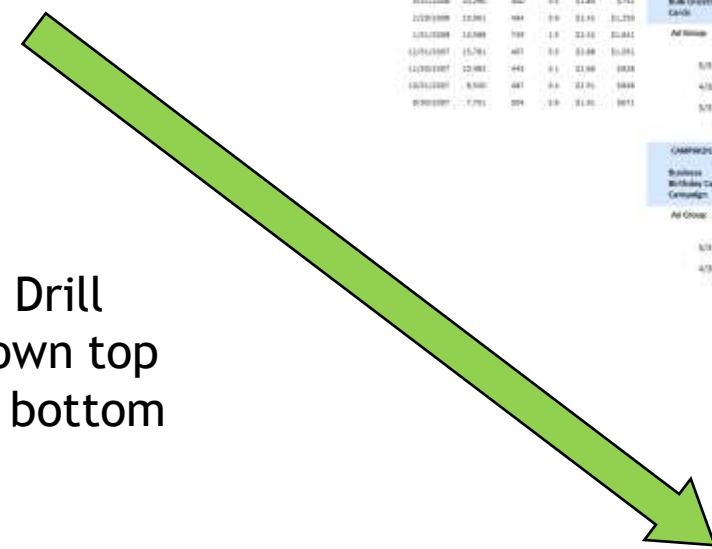
Account	Imp	Conv	CPH	CPA	Rev	ROAS	CTR	CPA	%Conv		
Business Card	1,894	989	1.1	\$1.09	\$161.31	37	\$11,398.70	101,944.90	11.20%	\$1.09	18.89%
Business Card	1,088	188	1.1	\$1.00	\$88.22	27	\$7,818.00	148,618.20	10.97%	\$9.88	18.02%
TOTAL	2,982	1,177	1.1	\$1.09	\$249.53	64	\$19,216.70	149,563.10	10.89%	\$1.08	17.47%

PostyCards Monthly Ad Group Report Thursday, June 03, 2009
10:42:28 AM

Campaign	Imp	Conv	CPA	Rev	ROAS	CTR	CPA	%Conv			
Search Group	2,722	981	2.8	\$1.90	\$148.89	144	\$23,821.90	148,761.70	18.89%	\$1.00	27.41%
Ad Group: postcards											
5/31/2008	1,055	350	1.1	\$1.00	\$181.31	37	\$15,596.70	121,346.40	11.20%	\$1.09	20.50%
4/30/2008	2,066	689	2.9	\$1.00	\$88.22	47	\$7,818.00	148,618.20	10.97%	\$9.88	28.21%
TOTAL	3,121	1,039	1.2	\$1.00	\$269.53	84	\$23,414.70	149,964.60	10.89%	\$1.00	27.41%
Ad Group: Bulk Printing Cards											
5/31/2008	1,055	350	1.1	\$1.00	\$181.31	37	\$15,596.70	121,346.40	11.20%	\$1.09	20.50%
4/30/2008	2,066	689	2.9	\$1.00	\$88.22	47	\$7,818.00	148,618.20	10.97%	\$9.88	28.21%
TOTAL	3,121	1,039	1.2	\$1.00	\$269.53	84	\$23,414.70	149,964.60	10.89%	\$1.00	27.41%
Ad Group: Bulk Business Operating Cards											
5/31/2008	1,147	180	2.0	\$1.21	\$155.68	18	\$879.50	167,139.10	15.69%	\$18.31	9.99%
4/30/2008	1,081	156	2.8	\$1.36	\$180.20	8	\$910.00	196,128.10	14.70%	\$14.48	6.77%
5/31/2008	593	47	2.6	\$1.96	\$99.21	1	\$200.00	198,000.00	6.06%	\$302.11	2.14%
TOTAL	2,821	383	2.3	\$1.51	\$145.16	27	\$1,079.50	164,267.20	15.48%	\$18.90	9.60%

PostyCards Monthly Keyword Report Thursday, June 03, 2009
10:46:16 AM

Keyword	Imp	Conv	CPA	Rev	ROAS	CTR	CPA	%Conv			
Search Group	2,722	981	2.8	\$1.90	\$148.89	144	\$23,821.90	148,761.70	18.89%	\$1.00	27.41%
Ad Group: ID (9000)											
postcards	2,722	981	2.8	\$1.90	\$148.89	144	\$23,821.90	148,761.70	18.89%	\$1.00	27.41%
posty	862	9	1.0	\$1.00	\$1.00	0	\$0.00	0.00%	1.00%	\$0.00	0.00%
posty.com	97	0	1.0	\$1.00	\$1.00	0	\$0.00	0.00%	0.00%	\$0.00	0.00%
posty.cards	1,863	91	1.0	\$1.00	\$1.00	0	\$0.00	0.00%	0.00%	\$0.00	0.00%
posty.cards	108	10	1.0	\$1.00	\$1.00	49	\$6,021.00	100,725.00	10.10%	\$1.00	10.10%
posty.cards	1,863	91	1.0	\$1.00	\$1.00	49	\$6,021.00	100,725.00	10.10%	\$1.00	10.10%
posty.cards	81	0	1.0	\$1.00	\$1.00	1	\$1,000.00	1,000.00	0.00%	\$1,000.00	0.00%
posty.cards	44	0	1.0	\$1.00	\$1.00	1	\$200.00	1,400.00	0.00%	\$200.00	0.00%
posty.cards	105	0	1.0	\$1.00	\$1.00	1	\$1,000.00	1,000.00	0.00%	\$1,000.00	0.00%
posty.cards	38	0	1.0	\$1.00	\$1.00	0	\$0.00	0.00%	0.00%	\$0.00	0.00%
posty.cards	39	0	1.0	\$1.00	\$1.00	0	\$0.00	0.00%	0.00%	\$0.00	0.00%
posty.cards	78	0	1.0	\$1.00	\$1.00	1	\$1,000.00	1,000.00	0.00%	\$1,000.00	0.00%



Drill down top to bottom



Case Studies



US Patriot Store

The image shows a screenshot of the US Patriot Store website. At the top, the logo reads "U.S. PATRIOT STORE" with the tagline "By soldiers for soldiers". Below the logo is a navigation bar with links for "Home", "Back / Agency Buyer", "Who We Are", "Retail Locations", "Patriot Legion", "Return Policy", and "Contact Us". A search bar and a "Shop by Manufacturer" dropdown are also visible.

The main content area features a promotional banner with the text "Stay Cool in the Hot Weather with US Patriot Store!". The banner includes an image of a soldier in a green uniform and a black hydration pack. Text on the banner says "PERFORMANCE IS AS GREAT UNDER BODY ARMOR AND WHEN FITTING." and "FREE SHIPPING WITH ANY ORDER OVER \$100 LIMITED TIME OFFER!".

Below the banner is a category page for "Military Bags/Backpacks". The page has a blue sidebar with a "Categories" list: Home, ACU, Uniforms/Battle Uniforms, Military Clothing/Gear, Military Bags/Backpacks, Duffles / Bags, Gear, Head Wear, Military Field Gear, Casual Clothing, Gifts and Novelties, Rifles, Law Enforcement, Body Armor Products, Armored Vehicles, Drill Sergeant Gear, (Paraball), Specials and Clearance, and Hot.

The main content area of the category page has a heading "Military Bags/Backpacks" and a description: "Choose from a huge variety of army/military bags and backpacks, hydration packs, duffel bags and various pouches, cases and holders, at low, low prices! Check out the bags and packs from leading manufacturers such as: Blackhawk, Camelbak, Code Alpha (Mercury brand), Pelican, Rothco or Spec Ops!".

Below the description are two columns of "Popular Categories":

- Duffel Bags** - Buy an ACU/ABU or Woodland camo duffel bag
- Pelican Cases** - Small/medium/large cube, computer and gun cases
- Hydration Systems** - Choose a hydration pack or system from Camelbak, Blackhawk, Hydrator and others!
- Shop by Brand** - Easily shop for a bag or backpack by Brand/Manufacturer

There is also a "Related Categories:" section with links to "Molle/Alou Gear", "ACU Bags/Packs", and "Tactical and Field Gear".

At the bottom of the category page, there are four product images with labels: "Duffel Bags", "Hydration Systems", "Military/Army Backpacks", and "Military/Army Bags". A "View By Pages" and "Sort By" dropdown are also visible.



US Patriot Store

Situation

- \$3-\$5M
Brick/Click
Retailer
- Tactical
/Military
Equipment
/Uniforms
- 2,000 SKU's,
300 categories
- No traffic, no
Page Rank, no
strategy

Objectives

- Grow organic
revenue/traffic
- Increase 'non-
brand' related
search visits
- Increase
PageRank/inbo
und links

Target Audience

- Active military
personnel
- Gov't/Agency
buyers
- Law
enforcement



US Patriot Store

- **Strategies/Tactics:**

- SEO:

- Rebuild/Re-organize information architecture using “themes”
- Maximize indexing with XML site map submissions
- Keyword optimize content/internal linking
- Manage link campaign with link acquisition database
- Web 2.0: Social community postings, paid blog postings, CGC (blog, gear articles)

- PPC:

- Maximize ROI with late buy cycle keyword focus
- Use bid management tool to manage bidding
- Leverage all major PPC engines (ad words, yahoo and MSN)
- Use content networks for select ad groups

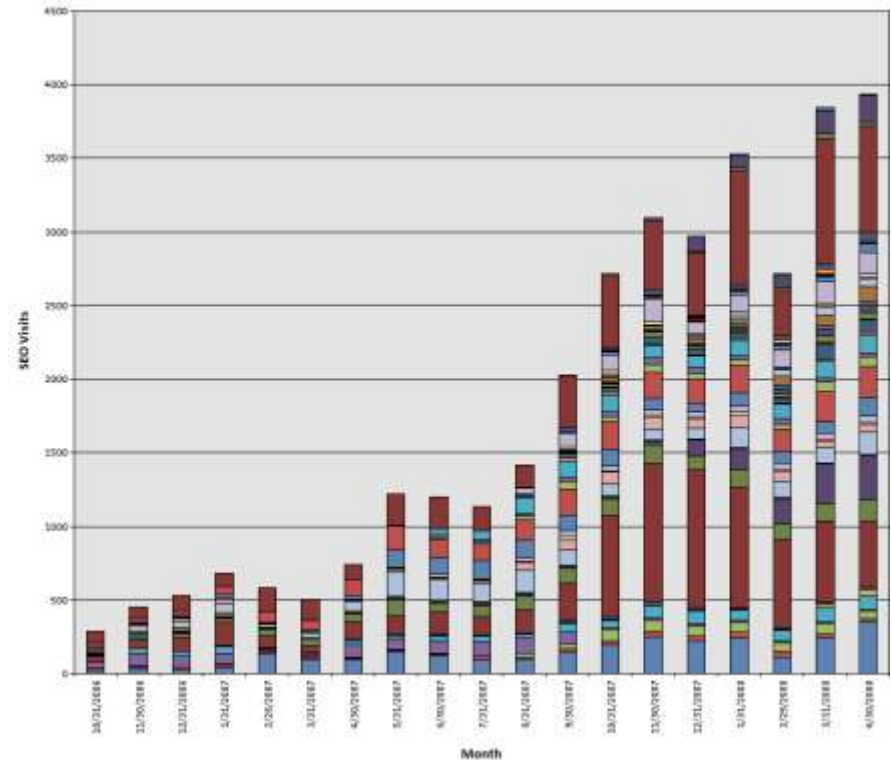
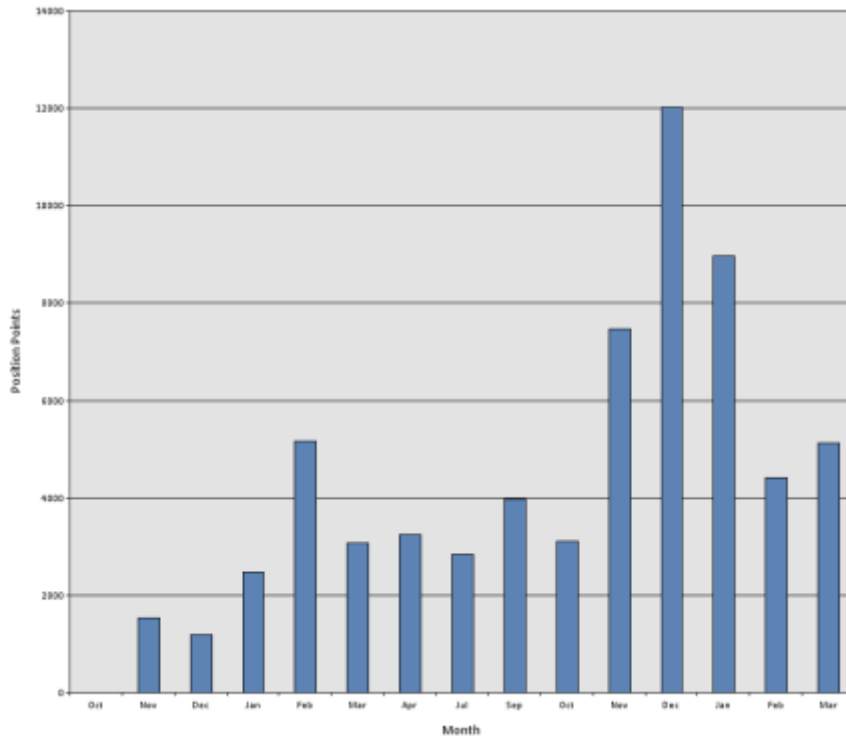
- Shopping Engine/Data Feeds:

- Google base
- Yahoo shopping



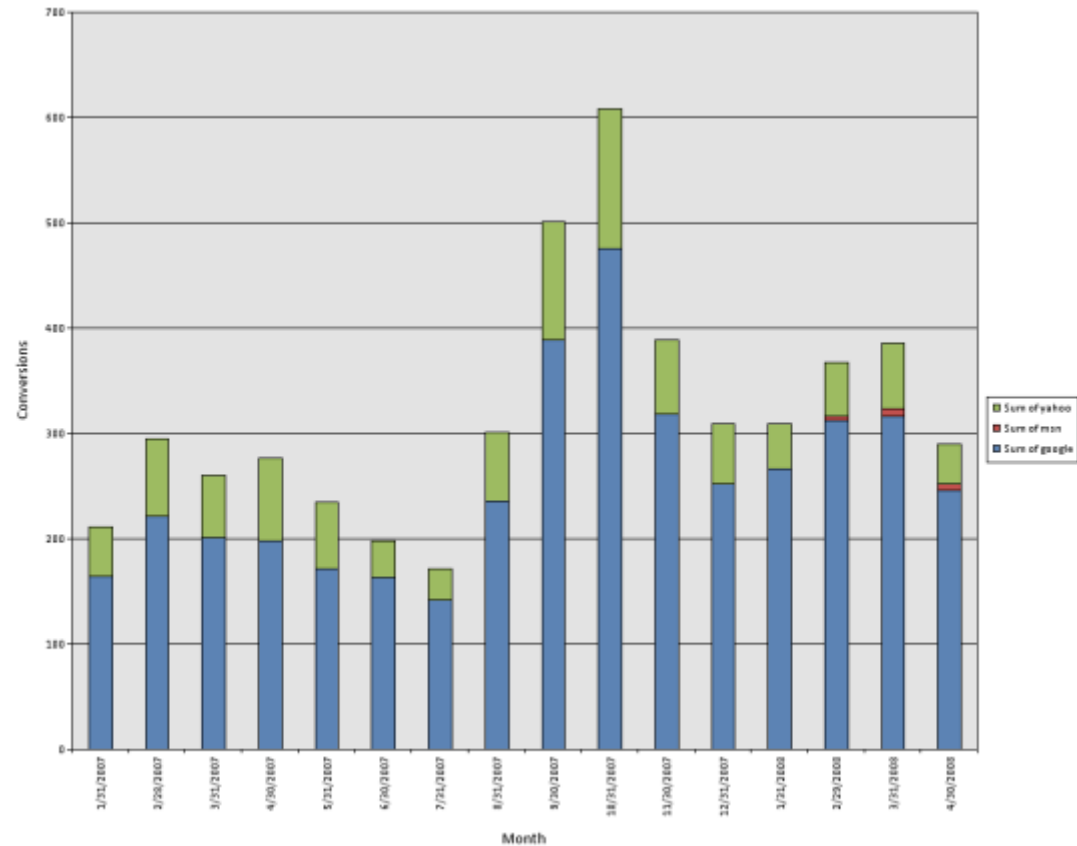
US Patriot Store SEO Results

- Overall Visibility increased + 100%
- #1 listings drastically increased
- Organic visits (adjusted) tripled
- Managed over 1,000 keywords and optimized over 900 URLs



US Patriot Store PPC Results

- Average monthly spend: \$5,200
- Overall average ROAS: 794%
- Overall average CPA: \$17.43
- Average 319 conversions/month
- Managed over 1,200 keywords
- 10 Campaigns
- 50 Ad Groups
- Content and Search Network




Stone Manor Condominiums

now viewing

STONE MANOR
CONDOMINIUMS AT PINNACLE HILLS

Ideal living

A Lifestyle of Convenience



At Stone Manor, style and quality are our trademarks. We've combined the two to create a luxury condominium community full of unique details and unexpected perks. Here, extraordinary features including imported ceramic tile, vaulted ceilings and stone exteriors are the standard. Our top-notch community areas, like our poolside bar, are just as inviting as our

Request our information packet

your name:


email:

mailing address:

Packet will be mailed in 3-5 business days.

Submit Form

Ambiance | **Comfort** | **Living** | **Community** | **Units/Pricing** | **Contact** | **Home**



Virtual Tours



Getting more than you expected is what you'll come to expect at Stone Manor, and giving you more for your money is just one way we make it happen. We offer luxury living space at a reasonable price.

Virtual Tour 1 Bedroom | **Virtual Tour 2 Bedroom**


Take a Tour Model units available


Sales office hours
Monday - Friday 8:30 a.m. - 5 p.m.
Saturday 10 a.m. - 5 p.m.
Sunday 1 p.m. - 5 p.m.
For a scheduled appointment call:
479-271-8600

Launch Video



Ambiance | Comfort | Living | Community | Units/Pricing | Contact | Home | Terms and Conditions | Privacy Policy | Disclaimer

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5001 Stony Brook Road Rogers, Arkansas 72758 Phone Us: toll free 866-857-8600

 **SITE BY:**
The Allison Agency

Offered by General Properties, Inc. Development - One Bedrooms starting at the low \$130's - 2 Bedrooms starting at \$160



Stone Manor Condos

Situation

- Sell condos to a very Geo-focused, targeted audience around Bentonville, AK

Objectives

- Generate leads for sales force
- Maintain costs/lead under \$75

Target Audience

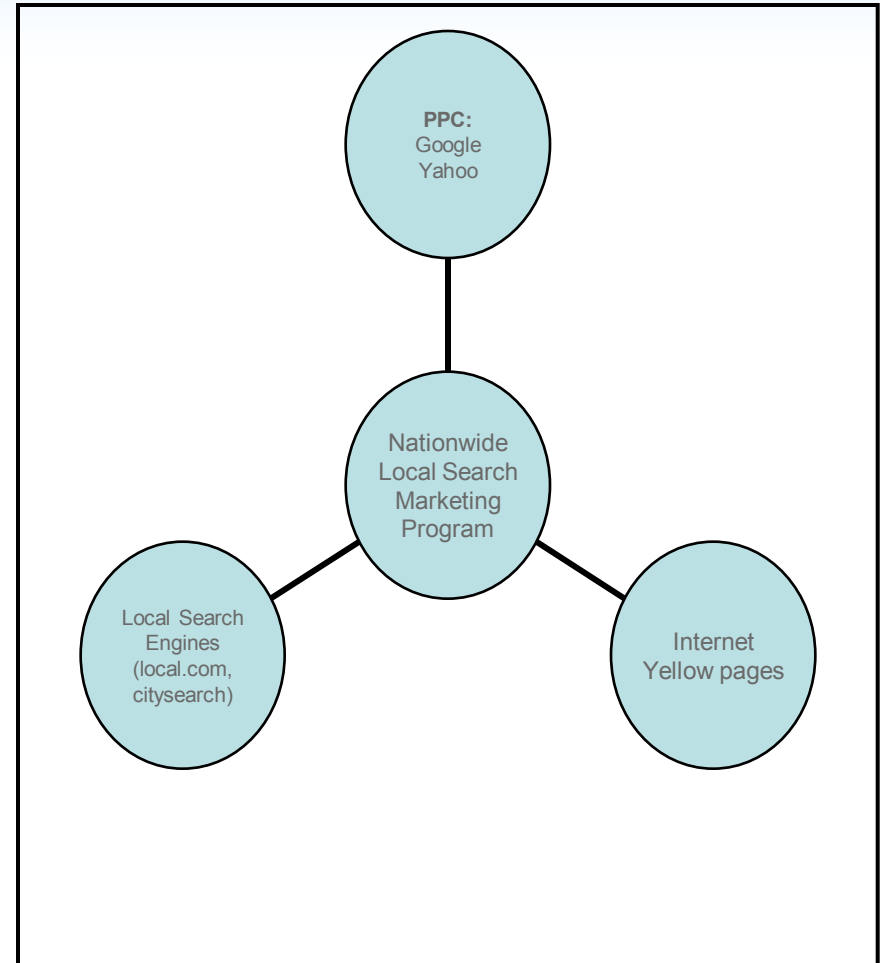
- Non-resident families moving to Bentonville (Walmart)
- Residents looking for Condo
- How do you target non residents planning on moving?



Stone Manor Condos

Strategies/Tactics:

- Local Search Marketing
 - Google, Yahoo, MSN Local
 - Citysearch
 - Localeze datafeed
- PPC using geotargeted keywords
 - Adwords, Yahoo, MSN
- Internet Yellow Pages
 - Superpages, yellowpages
- Content network sites where audience hangs out



Stone Manor Condos

- Search network targeting via keywords:
 - Condominiums rogers arkansas
 - Condominiums bentonville arkansas
- Content network targeting:
 - Bentonville, arkansas
 - Springdale, arkansas
 - Rogers, arkansas
 - Weather sites
 - Local news sites



Stone Manor Condos Results

- 3 Month Campaign
- 117 Leads, \$3,800 ad costs
- \$32/lead
- Listings plastered all over the search engines/ weather sites, City related sites

Google Web Images Video News Maps Desktop more »
condominiums rogers ar Search About Search Feedback

Web Results 1 - 10 of about 431,000 for **condominiums rogers ar** (0.32 seconds)

Stone Manor Condominiums
www.stonemanorcondos.com
5801 Stoney Brook Road
Rogers, AR 72758
(479) 271-0000
Get directions - More information
More local results »

121 results stored on your computer - Info - About

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Rogers Real Estate [Rogers Homes](#) [Rogers Apartments](#) [Rogers Condos](#) ...
Lakewood 2 1/2 story, 2500 sq ft, open floorplan with granite counter, 31 windows, 3 large decks, 0547 Old Hill Evans Rd 72758 **Rogers AR**. Available anytime ...
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condominiums rogers arkansas Search

Search Results 1 - 10 of about 71,000 for **condominiums rogers arkansas** (0.27 sec) (About Results)

- **Home Search in Rogers, AR**
[rogerscondos.com](#) - First homes in the Rogers area today.
- **Rogers Arkansas Condominiums**
[www.homesforrogers.com](#) - View thousands of homes, condominiums, and townhouses available for sale.
- 1 **Condominiums near Rogers - Local Details**
[Stone Manor Condominiums](#) - ***** (479) 271-0000 - 5801 Stoney Brook Rd, Rogers, AR - 4.81mi - 036
[Heritage Bay Condominiums Association](#) - (479) 925-2803 - 1699 Heritage Bay Dr, Rogers, AR - 0.71mi - 036
[Deluxe Apartments](#) - (479) 636-9005 - 401 S 3rd St, Rogers, AR - 0.70mi - [map](#)
[Travel Rocket](#) - [About](#)
- 1 **Rogers Arkansas**
Rogers Arkansas - The official website for the City of Rogers Arkansas. ... 1. USDP for Aragon Court Condominiums in No. 240-30
[www.rogersarkansas.com/boards/apex/planing/Commission04-16-06.asp](#) - 2/1 - [Cached](#) - [View Source](#)
- 2 **Arkansas Vacation Travel Accommodations Home Rentals & Condominiums**
Welcome to what we like to call our portal into Arkansas vacation rentals - through all types of lodging and accommodations in location all across Arkansas.
- 3 **Stone Manor Condominiums Rogers, Ar - Citysearch.com**
Get details on Stone Manor Condominiums, Rogers, Ar, at Citysearch.com. 1 million user reviews & articles about local businesses.

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Rogers, AR Education



Questions?



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