

Online marketing, when executed properly, can be one of the most successful and cost-efficient ways to augment your business development efforts.

- **Shorten your sales cycle** by reaching those who are actively researching and considering purchasing your products or services.
- **Generate qualified leads** for your sales force.
- **Gather information** on B2B/B2C consumer behavior.
- **Break through the clutter** and increase your conversion rate.
- **Assess marketing opportunities** and target markets, thus creating new verticals.



IMEREX offers a **FREE Web Viability Assessment (WVA)** report to potential clients to determine if online marketing is right for you, and if you are currently getting the best possible ROI from your existing campaign.

After we present our fact-based findings, you decide. If our services aren't right for you, you're under no obligation to do anything.

Our Web Viability Assessment (WVA) includes:

- **Keyword Analysis** - Statistical data revealing how often searches are executed for products/services in your industry.
- **Competitive Analysis** - Six months of historical data on competitors that appear high in search lists. We can even identify competitors you didn't know you had, better enabling you to position against them.
- **Search Trends Analysis** - Uncover hidden revenue streams through an analysis of search trends in your industry.
- **User Behavior** - Analyze the patterns of online users specific to your industry in order to increase your conversion rate.

Request a **Web Viability Assessment (WVA)** report today. Call 239.403.8080 or visit our website at Imerex.com

Imerex offers a complete line of solutions designed to meet your specific needs.

- **Search Engine Optimization (SEO)** - Increase your web presence and attract qualified visitors by getting listed at the top of the natural search listings.
- **Pay Per Click Campaigns (PPC)** - Generate qualified leads in the sponsored listings by using targeted keywords for your business.
- **Content Optimization** - Secure high yield results with compelling and engaging content that keeps them coming back for more.
- **Conversion Rate Optimization** - Convert the number of browsers coming to your site into paying customers.
- **Usability Optimization** - Empower users to easily navigate your site while still maintaining an attractive design.
- **Ongoing Internet Trends Analysis & Reporting** - Seize new market opportunities and maintain your competitive edge by staying on top of the latest developments in your industry.