

Sleep Therapy Marketing Consultants (STMC)

will drive customers to your practice with PPC Search engine Marketing and then educate them about the unique benefits inherent to OAT therapy with a dedicated website .

Sleep Therapy Marketing Consultants

is now offering a unique, customized internet marketing solution specially designed for OSB Therapists!

The strategy has two main components, though optional enhancements will be added later.

- Pay Per Click - Search Engine Marketing Campaign Management.
 - ▶ We set up and manage your search engine marketing campaigns for you.
 - ▶ You only pay when visitors click on your ad and visit your website.
 - ▶ We design your ad campaign to optimize ad click conversion rates.
 - ▶ We send you regular advertising effectiveness monitoring, and analysis reports so you can determine your return-on-investment and adjust your budget accordingly.
- Each participant has a customized "landing page" on a website that exclusively promotes the OSB therapies and OSB therapists. ➡

What is Search Engine Marketing?

Search engine marketing is an online marketing strategy that aims to increase qualified visitor traffic to your website by positioning your advertisements at the top and right side of "natural" and "organic" search result pages [descriptions below].



Search Engine Marketing (Pay Per Click)

Paid search results, called "Pay Per Click" (PPC) advertising, promote websites in "Sponsored" section of search results.

- You only pay when someone **clicks** on one of your advertisements.
- It is estimated that pay per click ads receive around 30% of all clicks on search engines.
- Google Adwords, Yahoo Search Marketing and Microsoft Adcenter are pay per click advertising platforms.

Natural Search Results

"Natural" or "Organic" search results cannot be bought from search engines. These types of search results are unbiased and are determined through a set of mathematical algorithms.

- Search engine optimization of your website aims to satisfy those algorithms and push websites up in "natural" search results.
- It is estimated that close to 70% of all clicks on search engines go to "natural" search results.

