



Internet Marketing for *Everyone*

Thousands of potential customers are searching for your business on a daily basis – online. Have you taken your business online in your service area?

SEM Associates has developed a patent-pending, end-to-end advertising platform that makes it easy and effective for every local business to reach customers online.

Twenty-five percent (25%) of every search done on the Internet is local in nature, meaning local consumers are looking for local merchants. Unfortunately, less than 1% of local businesses have established a marketing presence online. The SEM advertising platform solves this problem by making it **quick, easy and cost-effective** for local businesses to reach potential customers online.

The SEM solution provides local businesses with (1) a web site (if needed), (2) prominent placement on the leading search engines (Google, Yahoo), online yellow pages sites (Superpages.com), and a network of leading web sites (Advertising.com), and (3) complete Lead & Return on Investment (ROI) reporting.

SEM Associates Online Advertising Services

Complete Media Trafficking

Trafficking of your ads across a publisher network reaching over 200 million+ unique users.

Includes: Text Ad Creation, Search Engine Keyword Selection (5,000+), Search Engine Keyword Submission, Search Engine Keyword Bid Optimization, Internet Yellow Pages (IYP) Ad Creation, IYP Submission, IYP Bid Optimization, Geo-Targeted Banner Text Ad Creation

Cost-Effective Regional Targeting

Targeting to State, DMA, Individual City Level

State-of-the-Art Lead & Advertising ROI Tracking Suite

Click Tracking, Phone Tracking, E-Mail & Form Mail (Coupon) Tracking

Web (Offer) Page Design and Hosting

For Each Individual Advertiser and/or Location



Offer Pages

Problem: What if I do not have a web site?

Solution: Easy-to-create, action-oriented offer pages.

Offer pages are a powerful solution for those offline businesses currently without a web site or who wish to complement their existing web site. These pages can be updated at any time to provide timely information - including special offers - to potential customers.

Standard Offer Page

John Doe, D.D.S.
Serving Los Angeles since 1969

Check Out Our Offers!
Call (910) 666-1212 - Contact Us

FREE! Exams & X-Rays <small>With purchase of in-house plan.</small>	\$450 ZOOM Laser Teeth Whitening <small>Expires August 31, 2005</small>
Veneers Starting at \$450 (Reg. \$850) <small>Expires August 31, 2005</small>	\$50 Credit Towards insurance deductible <small>Expires August 31, 2005</small>

ABOUT US
Our goal is to always strive to do the best for our patients. We are only satisfied when we achieve the exact results YOU the patient are looking for. We believe in listening to our patients to truly understand their needs. At JOHN DOE DENTISTS, we believe in an educated patient that can then take an active role in their treatment; together as a team, we can accomplish the smile you desire. Maintaining your dental health is a commitment that both you, the patient, and we, the doctors, must make to each other. As partners, we understand and share a very high appreciation for the privilege of serving you, our patients. We do not very hard to always provide the finest of care while maintaining sound ethics and integrity.

IN OUR DENTAL OFFICES, WE STRIVE TO TREAT OUR PATIENTS JUST LIKE OUR OWN FAMILIES! What better care can you ask for? Through our own apprehensive personal experiences with dentists, we realize our mission to be caring, gentle and up-to-date dentists - what we wished we always had.

LIST OF THE SERVICES WE PROVIDE:

- GENERAL DENTISTRY
- COSMETIC DENTISTRY
- ORAL SURGERY
- CRONDS & BRIDGES
- ROOT CANALS
- LASER TEE TE WHITENING (ZOOM™ & BlueSmile™)
- GUM DISEASE TREATMENT
- ORTHODONTIC DENTISTRY (BRACE, Clear Aligner)
- DENTURES, PARTIALS & FULLS: ARCH ARCHIVE/ARMP
- SAME DAY & Emergency - Same Day Appointments Available

FREE TRANSPORTATION AVAILABLE - OPEN EVENING & EVEN WEDNESDAYS

INSTANT CREDIT AVAILABLE

LOW MONTHLY PAYMENTS (ON APPROVED APPLICATIONS)

LAB-ON-PREMISES

WE ARE PANEL PROVIDERS FOR ALMOST ALL DENTAL INSURANCE AND UNION PLANS INCLUDING ALL HOTEL UNIONS!

CALL NOW!

Description

Each offer page has up to four (4) offers, built-in tracking phone numbers, e-mail links, and an offer/coupon registration section - as well as a customizable business description section for each business location.



Patent-Pending Reverse Proxy Solution

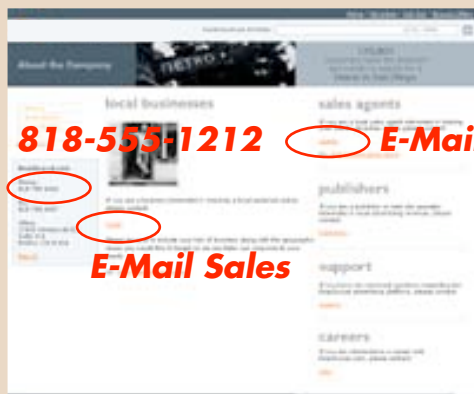
Problem #1: *I have an existing web site, but I can't change it often enough to reflect my advertising.*

Problem #2: *I have an existing web site, but I can't tell where leads are coming from.*

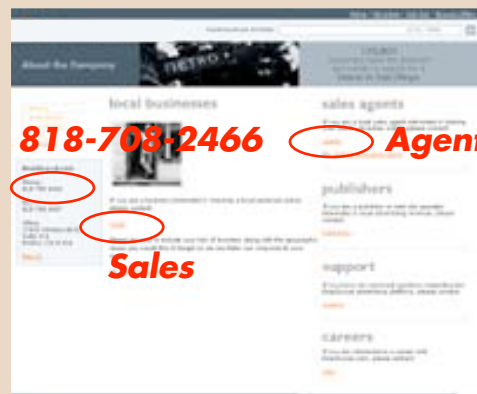
Solution: *Patent-Pending Reverse Proxy Solution that automatically provides full lead tracking for advertisers with existing web sites.*

For those businesses with an existing web site, the challenge has been how to track which leads come through what advertising – especially if those leads come in the form of phone calls. The solution: SEM's patent-pending Reverse Proxy Solution. The SEM platform automatically creates proxied versions of all pages of an advertiser's existing site. Phone numbers & e-mail links are automatically switched to campaign-specific tracking phone numbers and e-mails so that ALL activity can be tied back to your SEM campaign. In addition, any page of an existing web site can be tracked through this technology. This requires NO work on behalf of the advertiser or their webmaster.

Existing Web Site



Reverse Proxy Solution



Description

- Phone Numbers replaced w/tracking phone numbers
- E-Mails replaced with tracking form mail links
- Click tracking throughout the entire site
- Fully automated by SEM Associates



Media Trafficking & Optimization Overview

Problem: *How do I know which sites to advertise on to generate the most leads?*

Problem: *How can I advertise on multiple sites without having to manage keywords, understand different publishing systems, and optimize my ad spend on a daily basis?*

Solution: *"You cut us the check, and we do the rest!"*

Utilizing proprietary technology, the SEM advertising solution is able to take care of the complete trafficking and optimization of your advertisements across many of the leading sites on the Internet. We automatically set-up the accounts with each publisher, do all the keyword selection for the search engines (average of 5,000+ keywords per advertiser, including different keywords for every city serviced by the advertiser), and continually optimize the campaigns to make sure the advertiser's budget is generating the highest number of leads. We have completely automated the job of effectively marketing online and achieving optimal Return on Advertising dollars.

NOTE: All media dollars are spent with publishers who charge on a pay-for-performance basis ONLY. In other words, you only pay when a potential customer clicks on your ad to visit your web site.

Publishers & Distribution Partners:

Our publisher network reaches over 200 million unique users per month and includes some of the most recognized and popular sites on the Internet. We are constantly expanding the network to provide even greater reach. It is our belief that no single publisher – on its own – can provide sufficient traffic to achieve maximum ROI for local advertising. By combining all the major publishers into one solution, the SEM advertising platform is able to deliver the maximum ROI possible.



Media Trafficking & Optimization (Search)

Search engines are some of the most highly visited sites on the Internet and have become the first places consumers go to begin their local, offline purchase process.

The SEM advertising platform places your business on the leading search engines and search networks, including Google & Yahoo (Overture).

Google AdWords

Targeted Advertising

Your ad appears based on a specific search performed by the user. For example, if the user types in "BMW 740i" and we have included that keyword in your campaign, your ad will be displayed.

Regional / Local Focus

We can limit the display of your ad to only those people who live within your area of business in order to maximize your advertising budget.

Pay for Performance

You only pay when the user clicks on your ad to visit your web (offer) page.



Overture (Yahoo)



Example Search Engine Ad
 John Doe BMW (L.A.)
 Search our new car inventory.
 Schedule a test drive online
www.johndoebmw.com
 Interest:

The Overture search distribution network will display your ad to people looking for products and services on: Yahoo!, MSN, AltaVista, CNN.com, Infospace - and numerous other sites.

As with Google, you only pay when the user clicks on your ad to visit your web (offer) page.



Media Trafficking (Internet Yellow Pages)

Many consumers have migrated from referencing the print yellow pages to searching the online yellow pages. Case in point: SuperPages.com (Verizon) receives as many as 15 million visits and 9 million unique visitors per month. Like search engines, internet yellow pages (IYP) represent a tremendous source of extremely targeted searches for offline businesses. Currently, only Verizon is offering a Pay-Per-Click model (where you only pay when a user clicks on your ad to visit your web site), but, shortly, all other IYP sites will implement a Pay-Per-Click solution, and the SEM platform will expand its IYP publisher network as they do.

Verizon SuperPages.com Listing Page



Pay for Performance

Advertisers only pay when consumers click on their advertising.

High Visibility

Pay-Per-Click ads appear in the highest tier of advertising, so they will typically be among the first advertising listings to be seen on each search results page.

Local/Regional and Nationwide Opportunities

By reserving spots for local advertisers in the highest tier, local businesses can compete effectively in the markets they serve.

Regional/Nationwide advertisers can select Metro, State, and Nationwide options.

Los Angeles Mortgage Company

Pre-qualify for a home loan / mortgage online. We shop over 100 lenders for you. Ask about our 1.25% 'Payment Buster' rate plan.

<http://lamortgages.reachlocal.com>

Business profile phone email map save



Complete Reporting & Lead Tracking

Problem: How do I know if my online advertising is leading to offline sales?

Solution: Complete lead tracking capabilities for all online advertising campaigns

- Toll Free or Local Tracking Phone Numbers for each advertiser to track all phone calls (automatically forwarding to the advertiser's preferred phone number)
- Click-to-Print Coupon that pre-registers the customer for the offer – capturing name, e-mail, city, and phone number - and forwards an e-mail to the advertiser
- Tracking E-Mail links that spawn an e-mail form that is forwarded to the advertiser's e-mail account

Sample Campaign Activity Report (Actual Car Dealer Advertiser)

Home | Advertiser | Sell Ads | Browse Offers

SEARCH LOCAL OFFERS: City, State

Campaign Central | Account Management | Reports | Community | Help | View Cart | Logout

campaign activity report

View Campaign Activity Report

Select an Advertiser: DEMO Company | Select a Campaign: DEMO Company Oct 13 11:46

From: 10 | 13 | 2004 | To: 10 | 28 | 2004

View report

Campaign Activity Report

All data contained here represents activity through midnight of the previous day (Pacific Standard Time). You may click on the email, call, and other leads figures to get further details for each campaign.

Campaign Name	Report Date	Budget	Spent	Visits	Calls	Emails	Other
DEMO Company Oct 13 11:46 Start Date: 10/13/2004	10/13/04-10/28/04	\$2000.00	\$1741.06	1058	157	2	88

Campaign Activity - Call Detail Report

Date/Time	Target Phone	Customer Phone	Duration	Result
2004-10-27 17:56:54	(864)940-8013	(418)715-6974	0 m 54 s	CONNECTED
2004-10-27 17:36:47	(864)940-8013	(722)112-4791	0 m 6 s	CONNECTED
2004-10-27 12:43:48	(864)940-8013	(455)276-5503	0 m 46 s	CONNECTED
2004-10-27 12:43:31	(864)940-8013	(226)992-4761	0 m 0 s	ABANDONED
2004-10-27 12:43:17	(864)940-8013	(810)311-9946	0 m 0 s	ABANDONED
2004-10-27 12:41:29	(864)940-8013	(147)519-4512	0 m 0 s	ABANDONED
2004-10-27 12:41:13	(864)940-8013	(163)555-1455	0 m 0 s	ABANDONED
2004-10-27 12:36:58	(864)940-8013	(462)554-3284	0 m 56 s	CONNECTED



Contact Us

**If you are a business interested in
targeting a local audience online:**

Contact a SEM Associate Agent at:
sales@semassociates.net
610.640.1454

Visit our web site at
www.semassociates.net