



2010 Convention Education Review

Using The POWER of SEO to Grow Sales For YOUR Business!

Alex Dayan & Ken Star, First Rank Global

NAUMD Convention & Exposition – Rio All Suite Hotel & Casino, Las Vegas, NV

On Monday, March 9, 2010 NAUMD presented a three part Educational Program at the Rio All Suite Hotel & Casino, Las Vegas as part of the NAUMD 2010 “Preparing for a Better

Tomorrow” Convention & Exposition focusing on Sales, eMarketing and Communications. This is the first of three articles by the three speakers presented. The program offered new ideas on how to reach 21st century buyers and build a new electronic business relationship and community for YOUR company.

As discussed in our presentation in Las Vegas, Search engine marketing is a process to increase the visibility of the website in front of large visitors by increasing the traffic on the websites. This is often termed as SEO (Search Engine Optimization).

presence and spells all about you which helps your site to reach the the marketing is increase number marketing is an essential tool for and tools SEM can help a business



a websites is to appeal the clients, from the sites and you gravely

SEM can be your magic baton to attain your goal. Your website should earn you the amount you have spent for it. All is going for money, if you don't make profit then why do you have this business? SEM can make your website a cost - efficient working marketing tool.

Your websites gives you a global through the words and it's SEM user. What is the important thing in of new clients. Search engines internet marketing. It is a methods to burgeon and expand. The main theme of the developing if the main motive is not fulfilling want to expand your business then

“Yahoo’s data and insights are the foundation of a comprehensive suite of targeting tools. Our advanced targeting options help you reach the right customers at the right time. Robust targeting tools help you connect to the customers that matter to you most!”

The combination of Yahoo!’s data and the ability to leverage and utilize outside data sources, enrich and extend our targeting capabilities to reach the audience you are looking for

- We have resources to help & optimize – Proprietary in-house research team
- We have measurement tools and vehicles – Yahoo! Web Analytics tool to track user behavior
- Nielsen partnership to measure impact of Yahoo! advertising to offline sales (Consumer Direct)

For more...see the **SEO Power Point** at www.naumd.com “Vital Downloads”

Call Alex Dayan at First Rank Global to discuss your Search Engine Marketing needs..1-888-695-0590