



Client Frequently Asked Questions

How often will my ad appear on search engines?

ADIMedia cannot guarantee the amount of exposure. *Example: A Ford dealership may have more exposure than a BMW dealership due to Ford's greater share of the market. ADIMedia can be compared to a digital billboard on the information super highway; customers will be in rotation with other advertisers.*

Why do I need ADIMedia's web page, I have one of my own website?

ADIMedia customized web pages not only provide an *additional* web presence for our clients but more importantly provide an *optimized* web presence designed for search engine results and additional organic and directory exposure. ADIMedia drives web traffic to your website through this optimized ADIMedia web page and site link. The web page, keyword phrases and ads are created as a unit... a targeted campaign. This campaign cohesive unit (i.e. campaign) works best together as opposed to individually created pieces.

Can I change, add or remove content on my ADIMedia website?

Because each client's website is designed to work in coordination with their keywords, site structure and content, websites cannot be changed, added to, or removed. The only exception is if the information was entered incorrectly or does not properly describe the business or service offered. (i.e. incorrect address/phone #, or if the site describes details of a product or service that the client does not provide, etc.)

What is Geo-Targeting?

Geo-targeting is a unique technology that focuses each client's online ADIMedia campaign to a specific geographic area. This technology allows our clients to target specific areas of town, a metro neighborhood, entire cities or even larger tri- state regions. Focus your money in your target market!

How will I know how many people saw or clicked on my ad?

Here at ADIMedia, we want to make sure you have all the latest campaign statistics for making the most out of your search listings. ADIMedia will send you a monthly detailed report of your campaign's activity including sponsored search ad impressions and web page clicks.

Can I change, add or remove keywords?

Yes, you can elect to choose your keywords for a fee of \$250 per month. Otherwise, our Google Experts will choose the keywords for your business. Because each client's keywords are designed to work in coordination with their site structure and content we cannot change, add, or remove keywords. Many times a customer requests keywords that may not be best suited for that client's business. *Example: a bike shop owner wants 'bike' as a keyword. However, "bike" vs. "bikes" would be a 9 to 1 difference in available searches; and "bicycle shop" brings people ready to buy.* Allow our experts to select the words based on what your local customers are actually typing in the search window.

'Shopping' keywords vs. 'Buying' keywords - what is the difference?

Different keywords produce different results and target different markets. More clicks are not always better. Example: "Ford" is a word that would get a dealership a great deal of exposure and clicks – but 'shopping' clicks. On the other hand, "Ford F150 Tampa" would not get as many impressions and clicks, but the resulting clicks would be 'buying' clicks – customers ready to make that purchase. ADIMedia uses a combination of broad terms and refined phrases to access shoppers and buyers alike. Also, many times 'shopping' keywords have increased competition and have your sales staff wasting value time with the "tire kickers" while valuable buyers are ready to make a purchase.