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Stanton Street is your go-to source for a variety of website design and development needs as well as custom online applications in El Paso County.

Whether your business or organization is in need of design and development of a new website, tools for data management, strategic messaging, graphic design, photography, online advertising or custom applications, Stanton Street can guide you down the proper avenue.

As the premier internet solutions company of the West Texas, Southern New Mexico, and Northern Mexico areas, Stanton Street has been fortunate enough to work with some of the most significant companies in the area. Over our history, we have built a multitude of sites for customers in a number of different industries.

So when your business or organization is ready to fire up your online efforts, know that you can count on Stanton Street!

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Call now for pricing!  
(915) 351-8440

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[stantonstreet.com](http://stantonstreet.com)

## PAY PER CLICK ADVERTISING

### Service Overview

There are times organic search engine rankings aren't enough to meet your needs. Stanton Street can boost your website traffic with a Google AdWords™ advertising service search engine marketing (SEM) advertising campaign specifically designed to bring in customers searching for exactly what you have to offer.

Throughout the life of your SEM Adwords™ campaign, we'll monitor and report its performance all in real time while continuing to build upon its strengths and eliminating weaknesses. In this way, your website can obtain better internet visibility, while only paying for those clicks by potential customers going to your website.

### Key Features

- **Keyword Research.** We determine which keywords users are searching and words most of your competitors are using then carefully select for your campaign.
- **Target Audience Analysis.** Your campaign is tailored to reach customers that are looking for your products or services.
- **Campaign Geo-Targeting.** Pinpointing the geographic location(s) where you want your ads delivered to maximize conversions and minimize your campaign costs.
- **Dynamic Keyword Insertion.** The more keywords that appear in your ad, the more your ad stands out as being the most relevant bringing you one step closer to a conversion.
- **Custom Landing Page.** If needed, a custom landing page for your campaign can be developed.
- **Custom Tracking Cookies.** Tracking a customer from ad click to sale is crucial but so is determining if they come back to your website again resulting in a sale.
- **Google Analytics™ Monitoring.** Google Adwords has informative reports and data. Couple that with the power of Google Analytics, the result is more complete information about your return on investment.