

Want to make
the most out of
every attempt?

Online
Marketing
Strategy

Natural
Search Engine
Optimization

Paid
Search Engine
Marketing

Website
Analytics
Consulting



MachInteractive™
a division of MachroTech

Why MachInteractive?

Focus on quality traffic. We concentrate on driving targeted prospects and paying customers to your web site!

Full service. We emphasize analytics and reporting of results in addition to strategy and execution.

Comprehensive. Combines search engine optimization (SEO) marketing with innovative new advertising programs to maximize success.

Cost effective. Our local expertise and offshore relationships make service affordable for virtually any sized enterprise.

Proven experience. We have many delighted customers ranging from Fortune 1000 companies to small businesses.

Guaranteed to produce results. You will see a marked difference in your web traffic or we keep trying!



We are expert in deploying search engine marketing strategies that produce measurable business results

You'll Land Targeted Web Prospects...Hook, Line, and Sinker

A skilled ice fisher will tell you that a sharp hook, strong line, and the right bait won't net you that prize catch unless you are careful about choosing the right technique and an ideal location.

Like an expert ice fisher, MachInteractive™ search engine marketing services employ both the effective tools and methods needed to attract qualified sales leads and paying customers to your web site.

Our services combine the best search engine marketing strategies with innovative new advertising programs designed to boost targeted traffic. And unlike other firms, we will precisely measure the results of your campaigns so you can capitalize on strengths, make adjustments as needed, and rapidly realize a significant return on investment. MachInteractive's services include:

- Online Marketing Strategy
- Natural Search Engine Optimization
- Paid Search Engine Marketing (e.g. Pay-Per-Click Advertising)
- Website Analytics Consulting

Whether your monthly marketing budget is \$1,000 or \$100,000, we will work with you to design a MachInteractive program that will increase your online revenue and attract new customers.



Our solutions
focus on driving
quality web traffic
to your site

Online Marketing Strategy

Despite what many so-called “search engine positioning” firms may tell you, there is no magic formula for online marketing. To succeed online, you need to set tangible goals that will attract and maintain customers. Let MachInteractive’s web marketing professionals assist you with this crucial step that is all too often overlooked by online businesses. Strategy services include:

- Audit of existing web presence and competitive analysis
- Online market analysis and campaign development
- Maintenance and alignment of online marketing with offline efforts
- Identification of key metrics to track success and spot future opportunities

Natural Search Engine Optimization

Prominent listings in the major search engines are vital if you want to increase traffic to your website. Over 80 percent of Web users find what they are looking for by visiting the top search engines. And the top 30 search results get over 90 percent of the traffic. A few good positions can drive thousands—even hundreds of thousands—of quality visitors to your website every day.

Natural search engine optimization (SEO) is a strategy that analyzes and enhances your website’s underlying code, architecture, and visible content so your site is returned prominently in the natural search results of many top search engines (such as Google).

MachInteractive is expert at deploying SEO and submission strategies to dramatically increase your chances of getting high-quality listings. Services include:

- Research and development of keyword list focused on bringing targeted customers
- Optimization of web content, raising the overall relevancy of your site
- Creation and installation of optimized HTML meta tags (e.g., title, description, keywords)
- Submission of your site to all of the major search engines and directories
- Development and implementation of a high-quality linking strategy
- Generation of position reports to track your search engine rankings

Paid Search Engine Marketing

(e.g. Pay-Per-Click Advertising)

To compliment conventional search engine and directory listings, we recommend that you also participate in specialized search engine advertising programs. Among these are "targeted sponsored link" programs such as Google AdWords and pay-per-click (PPC) programs like Overture.com and FindWhat.com. Google AdWords lets you position an ad among Google's search results for keywords you buy. Overture and FindWhat allow you to bid on high positions in search results at a specified cost per click.

These services include:

- Identification of effective paid search engine marketing programs
- Development of targeted search keywords and phrases
- Development of effective, "call-to-action" titles and descriptions for each term
- Assistance with controlling customer acquisition costs
- Monitoring of programs and ongoing optimization to ensure maximum return on investment

MachInteractive will significantly increase your chances of being well-positioned by:

- The major U.S.-based search engines like: Google, Yahoo, MSN, AOL Search, About, AlltheWeb, AltaVista, Teoma, Excite, HotBot, iWon, Lycos, Netscape, WebCrawler, and others.
- The major online directories: Google, LookSmart, Open Directory, Yahoo, Business.com, and others.
- Pay-Per-Click search engines like: Google Adwords, Overture, FindWhat, Kanoodle, Enhance, 7Search, Search123, ePilot, and others.
- International engines such as Anzwers (Australia), Chello (Europe), Espotting.com (United Kingdom), Goo (Japan), MobilCom (Germany), radarUOL (Brazil), and Starmedia (Latin America).
- Dozens of additional specialized search engines, Internet yellow pages and directories.

Website Analytics Consulting

The results of your Internet marketing efforts are highly measurable. But you've got to know which results to measure and how to measure them! MachInteractive leverages best-of-breed technology and in-house expertise to not only measure, but maximize the results of your campaigns. We provide you with key metrics to make sound business decisions, including:

- Click-through rates of website visitors
- Average and lifetime visitor values by keyword and search engine
- Conversion rates of customers
- Ratio of visitor click-throughs from pay-per-click vs. natural search results
- Overall return on investment (ROI)

About MachroTech, LLC

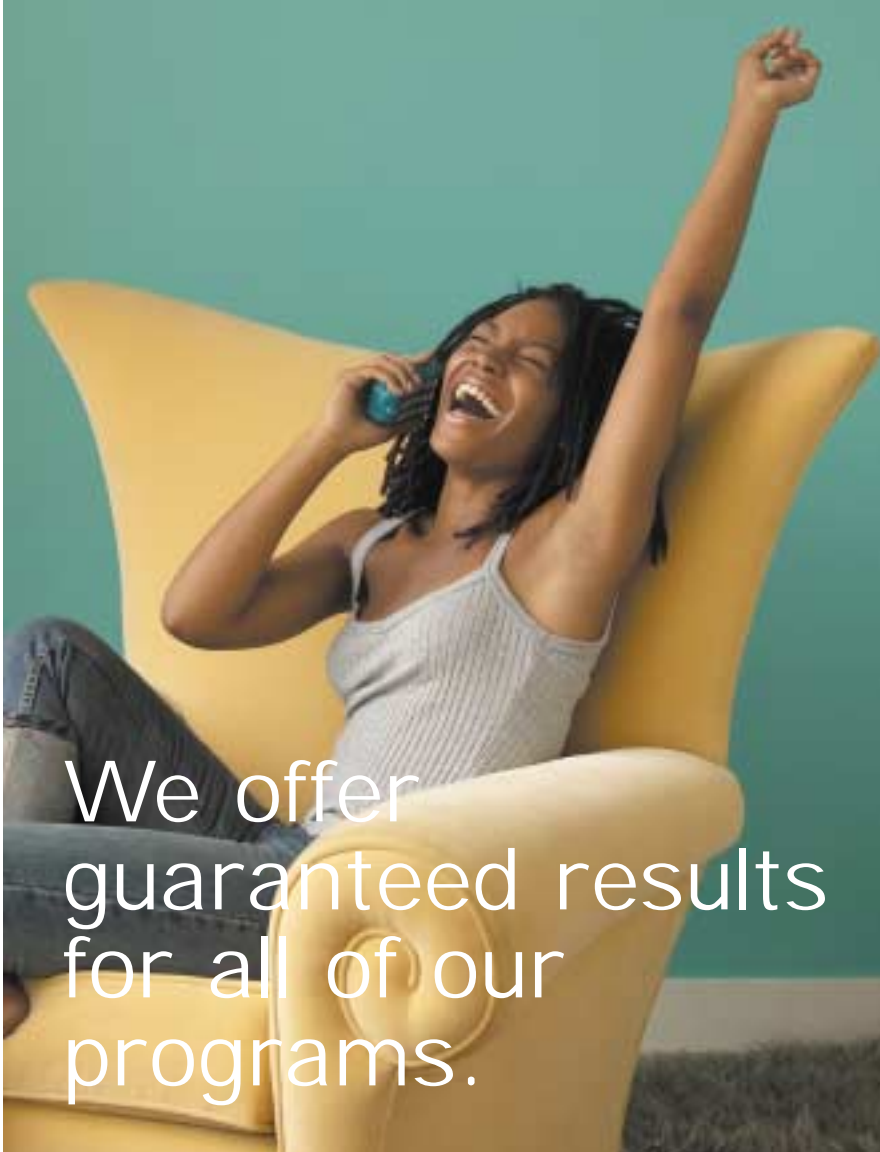
MachInteractive is a division of MachroTech™. MachroTech is a new-generation software company that understands how to do business online today. MachroTech employs a strategic global model that combines the best of onshore and offshore development to deliver premium quality software, software development, and online marketing solutions to our clients at affordable cost.

Our Featured Search Engine Partners



overture





We offer
guaranteed results
for all of our
programs.

Let us help you cast off those “one that got away” approaches to search engine marketing and convert targeted web prospects into new business.

To learn more about MachInteractive, please drop us a line.

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**If you're fishing for better web traffic,
look inside for more details.**