



Don't get caught off balance in the search engine marketing game.

"You guys have done an excellent job for PartySpace. Our search engine placement has rocketed up in a very short time, and we have been extremely pleased with the whole process."

Jeffrey A Miller
President, PartySpace.com

"In less than three months, MachInteractive has enabled WineChateau to reach the larger Internet community and profitably compete with some of the largest players in our industry. Our online brand awareness, sales, and ROI are increasing by the day. Great job!"

Saurabh Abrol
CEO, WineChateau.com

Get ready to leap over the competition with better search engine positioning from MachInteractive™ Like a high-stakes game of hopscotch, marketing on the web can be an unnerving contest of strategy, poise, and execution. One wrong move can substantially set you back—or even knock you down sending you back to where you began. Don't get caught off balance in the online marketing game; let MachInteractive get you HOME!

While many firms offer to "drive traffic to your website," MachInteractive takes a more direct and precise approach to search engine marketing that focuses on attracting qualified web sales leads and paying customers. Our services combine the best search engine marketing strategies with innovative new advertising programs designed to boost targeted traffic to your website. And unlike other firms, MachInteractive will precisely measure the results of your campaigns, so you can capitalize on strengths, make adjustments as needed, and realize a significant return on your investment as quickly as possible.

MachInteractive's search engine marketing services include:

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

MachInteractive provides solutions for virtually any sized business. 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.

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 unique onshore/offshore approach makes service affordable for virtually any size enterprise.

Proven experience. We have many delighted customers ranging from Fortune 500 companies to small businesses.

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

Did you know?

Over 80% of Web users find what they are looking for by visiting the top search engines.

The top 30 search results get over 90% of the traffic.

A few good positions can drive thousands—even hundreds of thousands—of quality visitors to your website every day.

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, All the Web, AltaVista, Direct Hit, Excite, HotBot, Iwon, Lycos, Netscape, WebCrawler, and others.

The major online directories: Google, LookSmart, OpenDirectory, Yahoo, 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 properties. (The actual number of sites will depend on the level of service.)

To learn more about MachInteractive™, please visit www.machinteractive.com, or send e-mail to sales@machinteractive.com

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:

- Analysis and audit of existing web presence
- Development and execution of online marketing campaign
- Maintenance and alignment of online marketing with offline efforts
- Identification of key metrics to track success and spot future opportunities

Natural Search Engine Optimization

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 offered by top syndicates 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. MachInteractive 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 acquisition costs of customers
- Monitoring of programs to ensure maximum cost efficiency and ROI

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

Our Featured Search Engine Partners



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. To learn more about MachroTech, please visit www.machrotech.com, send e-mail to info@machrotech.com, or call 866-IT-OUTSOURCE.