



SEM competitive landscape analysis

- Our team of experts used our proprietary technology and other third party tools to analyze the competitive landscape for YourCompany.com.
- Focus search engine for our analysis was Google.
- The information presented is a snapshot – analysis was done at _____ EST on _____.

Sample SEM
Analysis by
NetElixir™

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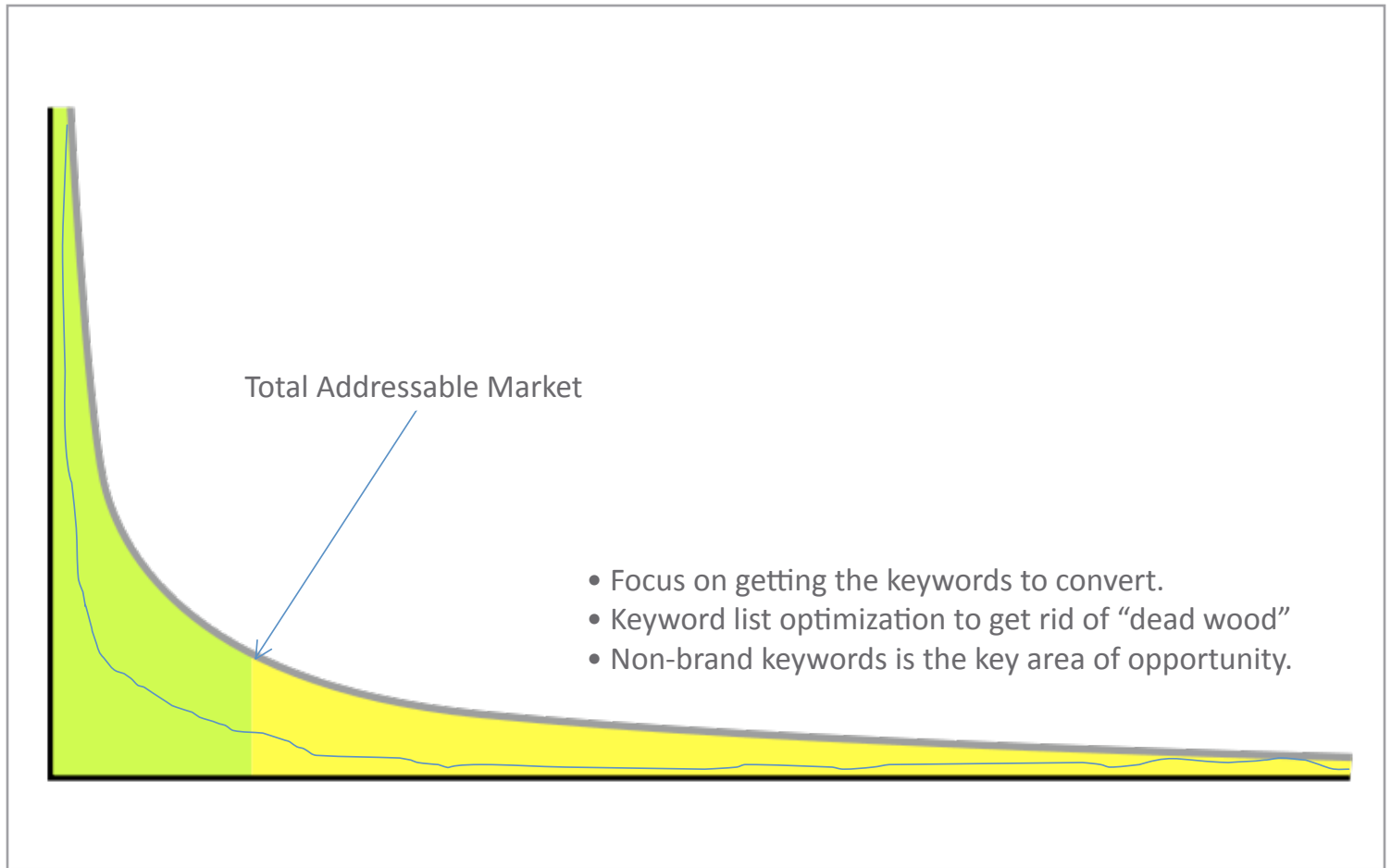
keyword analysis

paid search advertising: key metrics table

	YourCompany.com	Competitor1.com	Competitor2.com
Estimated Daily Ad Budget (\$)	\$1,821	\$1,562	\$1,085
Estimated number of keywords in PPC campaign	18,592	15,269	11,186
Monthly Budget/Keyword (\$)	2.94	3.07	2.91
Estimated CPC (\$)	1.01	1.20	1.1
Average Ad Position	5.69	3.70	5.15

Estimated % of converting keywords = 10-12%.
~ 2000 converting keywords (6 month period).

addressable market share and recommendations



keyword strategy: sample questions

- Is there a separate non-brand and brand keyword strategy?
- How has the revenue per active keyword varied over the past 12 months?
- What is the mix of transactional versus information keywords?

our recommendations

Recommendation 1

Recommendation 2

Recommendation 3

- landing page analysis and recommendations
- ad copy analysis and recommendations
- 8 questions for you to consider

NetElixir SEM efficiency index

	Efficiency Rating (YourCompany.com)	Average Efficiency Rating (based on audit of more than 300 Adwords Campaigns)	Optimization Tips
PPC Strategy	7/10	6/10	Identify what categories to advertise through PPC and measure progress regularly.
Keyword	6/10	6/10	Non brand keyword focus will help generate greater value per dollar invested.
Ad Copy	6/10	6/10	Promo-linked ad copies help boost CTR.
Landing Page	7/10	7/10	Landing page should convey the same message as ad copy.
Overall	6.5/10	6.25/10	Campaign Management needs greater focus.

RATINGS TABLE

8/10 and more	Super Efficient
6/10-7.99/10	Need a little bit of work
4/10-5.99/10	Need work
<4/10	Your campaign is struggling. Need help NOW!

About NetElixir

NetElixir, Inc. is an online customer acquisition management firm headquartered in Princeton, NJ, with offices in London, UK; Hyderabad, India; Freiburg, Germany; and Copenhagen, Denmark. The company advises clients worldwide on achieving online marketing performance maximization using its proprietary technology, the LXR core platform, and employing a global service delivery model.

NetElixir's suite of services includes paid search advertising management, search engine optimization, comparison shopping engine management, social media marketing management and search engine marketing analytics. Since 2005, NetElixir has helped more than 200 US online retailers run highly profitable search and shopping engine campaigns.

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