




## What can we do for you?




**SEO GENIUS - Search Engine Optimisation** - Search is different because it delivers targeted visitors actively looking for your product or service. Unlike other advertising mediums such as newspapers, radio and TV, search can be continually optimised to maximise your return on investment




**PPC GENIUS - Managed Pay-per-Click Management** - 9 out of 10 internet purchases begin with a search. Pay per click remains the fastest way to gain maximum exposure onto the internet, providing your site with pre-qualified customers. We can effectively manage your campaigns and maximise your return.




**DESIGN GENIUS - Intelligent Web Design** - Our experienced team of creative, commercially aware designers develop websites and promotional landing pages for all types of businesses and markets. In effect, they add the sizzle to our secret sauce...our marketing genius




**LINK GENIUS - Link Campaign Management** - You build your website and wait...check the search engines...nothing. A couple of weeks later you find that your site is on page 20! You do a little research and realize that you need to have this thing called Link Popularity ... that's where we can step in.



**AFFILIATE GENIUS - Affiliate Marketing** - Through building relationships and strategic partnering, a multitude of websites can effectively market your goods and services for you. We can help you to build and manage these alliances, profitably, enabling you focus on your core business.




**MEDIA GENIUS - Website Advertising** - Our planners put your message out to the right audience, on the right sites at the right time...and in the right format, it's a delicate balance, but it's our experience that makes it work.




**EMAIL GENIUS - Email Marketing** - This is where some marketers make or break their customer relationships. Because done right, email can ring in sales. If not, you're toast...or should we say, "spam." We help you get it right with our strategic approach.




**ASRTICLE GENIUS - Article & Press Release Distribution** - Content is king, and with the emergence of quality search engines, Articles and PR has become an important part of online marketing.



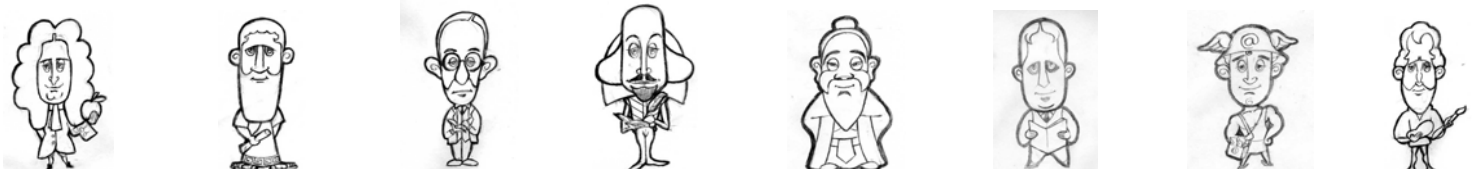
**WORD GENIUS - Copy Writing** - Our experienced team of talented writers develop sales and promotional copy for all types of businesses and markets. In particular they create compelling, high-powered and hard-hitting sales copy for web pages. Why not see what we can do for you?



**KNOWLEDGE GENIUS - Training Courses** - Marketing your business online is a minefield at the best of times. For a small to medium sized business owner, the information on the internet is overwhelming. To help, PureOnlineGenius have developed a range of one-day courses, designed specifically to empower the SME marketer. Contact us now to reserve your place at our next session.



**USABILITY GENIUS - AKA - Search PERSON Optimisation** - This phrase was coined by our resident genius while deliberating over the future of online marketing and met his "Eureka" moment. Usability is defined as the quality attribute that assesses how easy user interfaces are to use. To see how usability can increase your conversion and lower your cost per acquisition, contact us now.



## Testimonials

### Webdesignhelper.co.uk

"...PureOnlineGenius provided a professional and insightful service..."

### Davidel.com

"...We we're very impressed by the level of research which eventually led to an increased ROI for our investors..."

### SaveAndSecure.com

"...PureOnlineGenius kept us ahead of our competition and helped to break new ground in our already established business..."

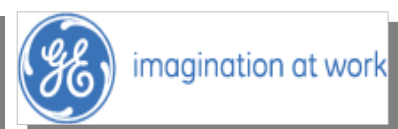
### GiftBabies.co.uk

"...PureOnlineGenius understood what we we're trying to achieve and created a bespoke strategy which suited our aims and our budget..."

### MakeLifeHappen.com

"...Within a matter of weeks my traffic had increased by 400%. I was informed of what was happening at every step of the way..."

## Who we've worked for



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