



# Business To Business Web Designers Profit With Industrial Pay Per Click Agency

IndustrialClicks.com, September 26, 2005

URL: <http://www.pr9.net/business/marketing/2608september.html>

*Business to business website designers and search engine optimization (SEO) consultants are sub-contracting their pay per click marketing management to IndustrialClicks.com. Taking advantage of outsourced pay per click advertising services enable search engine optimization agencies and industrial website designers to boost their clients' traffic, expand their suite of available services, and remain focused on their core expertise.*

PR9.NET September 26, 2005 - Danbury, CT - IndustrialClicks.com, a pay per click (PPC) advertising company with expertise in the industrial sector, helps business-to-business website designers deliver high impact marketing performance to their clients. IndustrialClicks.com is expert at driving qualified prospects directly to a manufacturer's website through pay per click advertising on the Google and Yahoo/Overture search networks. Website designers and search engine optimization agencies are profiting from a relationship with IndustrialClicks.com, incorporating low-cost, high return-on-investment pay per click marketing into their site design packages and management services. Unlike many pay per click agencies that offer generic campaign management, IndustrialClicks.com specializes in the B2B arena, leveraging their experience with industrial manufacturers to deliver targeted marketing performance.

Using pay per click advertising, IndustrialClicks.com overcomes the challenges facing newly launched, or poorly profiled industrial websites. Business to business website designers and search engine optimization agencies are hired by industrial companies to boost web-based sales and requests for quote, however generating visitor traffic takes time. "Professional designers and SEO firms are burdened with unrealistic expectations – beyond building an attractive website that successfully converts prospects into paying customers, many clients assume a flood of visitors will immediately follow their project's completion. Building "natural" website traffic requires patience" explained John Oisela, IndustrialClicks.com Marketing Manager.

Employing pay per click advertisements, IndustrialClicks.com can begin driving targeted visitors to any B2B website, virtually overnight. Successful marketing through the pay per click channel enables IndustrialClicks.com to help website designers and SEO consultants bridge the gap between website and/or SEO completion and successful search engine indexing, creating a visible online presence. "The biggest advantage of PPC listings is that you can immediately reach the top of the search engine result listing. In contrast, it can take 3 months before you get the full benefit of your SEO campaign" explained Tom Dahm of NetMechanic.com. Additionally, many search engine optimization firms are recognizing the value of a dedicated pay per click marketing resource beyond a website's launch or optimization. The complex pricing, keyword strategies, and management tools associated with pay per click marketing translate into core expertise not available in many firms. Instead of viewing paid search marketing as a necessary evil, SEO companies take advantage of an IndustrialClicks.com partnership and deliver the performance based results their clients expect. Additionally, IndustrialClicks.com handles the complete set-up, management, and reporting associated with each campaign.

For additional information on IndustrialClicks.com and their services or pricing, visit their web site at <http://www.IndustrialClicks.com> or contact them by phone during regular business hours at (203) 417-9933.

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## About IndustrialClicks.com

IndustrialClicks.com is a specialty industrial marketing company that works exclusively in the Industrial/Business-to-Business/Manufacturing sector. We develop Pay-Per-Click (PPC) Internet advertising services that bring immediate, quantifiable results for our clients. Our expertise, in combination with this powerful sales tool, helps deliver your marketing message with pinpoint accuracy to targeted individuals.

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