

**top position**

## About Top Position Inc

Top Position Inc is a center of excellence for pay per click advertising and search engine marketing. With clients the USA and Europe, Top Position Inc managed and delivered over \$12 million of Google AdWords advertising and \$3 million of Yahoo Panama (formerly Yahoo Search Marketing) advertising in 2006.

Dynamic and forward thinking, Top Position Inc is based in San Francisco and has offices in four European countries, ensuring we keep on top of consumer purchase trends and pay per click advertising cycles.

As a Google certified company and Yahoo Platinum agency, Top Position Inc works closely with the search platforms and employs Google AdWords Qualified Professionals and Yahoo-trained search marketing professionals, underlying our commitment to maintaining the highest possible standards of campaign management.

Experts within the dedicated advertising platform, Top Position's search marketing executives work for blue chip clients and undertake search engine-supported training modules. They are backed up with expert advert copywriters and research assistants.



## Our Service

Delivering the right results at the right price, a dedicated account manager is assigned to you and works with you to achieve your pay per click and wider search marketing goals.

Using our combined years of experience, your campaigns will be managed with science and creativity, ensuring your pay per click advert stands out from the crowd.

Your account manager is your expert alter ego, bringing in-house expertise to your campaign management as and when requested.

Whatever your objectives, whether you want to reach the top spot or lower your cost per click, to target more relevant traffic or grow your online sales, to increase your online visibility or better target your client base, Top Position Inc has both the experience and expertise necessary to maximize your return on investment and make your pay per click campaign work harder for your business.

Tucked away or take away, we're here to help.

## Driving Up Sales

Managing the complex day to day pay per click activities of companies such Data Memory Systems, Ocean Finance, Everything Office Furniture and Wine Direct makes Top Position's account managers some of the most experienced and knowledgeable in the industry. Passionate about search, account monitoring and optimization activities are designed to notably increase ROI.

Driving up sales and improving campaign efficiency, your account manager can assist with all aspects of your campaign management and will devise a suggested plan of action for both the short and medium terms.

Top Position Inc understands that your expertise lies in the business sectors in which you operate. That's why our search executives are dedicated to pay per click – tracking down new thinking, raising standards and implementing new technologies, they will combine your world and ours to create custom-made pay per click campaigns that speak to your target demographic.

Keyword targeting, geographical targeting and time scheduling are all included in the advert creation process to better reach your target client base. Pay per click good practice guidelines such as the use of appropriate and attractive landing pages are implemented, turning clicks into sales and surfers into shoppers.



Unlike some other management consultancies, all Top Position Inc campaigns are tracked, managed and optimized in-house. All account managers undergo continual training on the Google and Yahoo platforms, meaning they fully understand new technologies and services introduced by the search platforms. With all of this working for you, you can rest easy in the knowledge that your pay per click campaign is in the best possible hands.

## About Us

As an online advertising consultancy, Top Position Inc is one of the most established and well respected in the industry. In 2006, we were named one of the top digital agencies in the UK by Revolution magazine.

Number one on Google ourselves, we are regularly asked to share our words of wisdom and speak at industry conferences, specialist exhibitions and hold training seminars for business professionals seeking to increase their understanding of the challenging and ever changing digital arena.

Our clients are also happy to sing our praises, with a number of testimonials available for your interest. Download them now or watch our videos at [www.top-position.net](http://www.top-position.net)



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Call us today **FREE!**

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