



✓ **How often will my ad appear on search engines?**

AdzZoo guarantees that a customer will be seen on the first page of Google, but cannot guarantee the amount of exposure. *Example: A Ford dealership may have more exposure than a BMW dealership due to Ford's greater share of the market. AdzZoo can be compared to a digital billboard on the information super highway; customers will be in rotation with other advertisers.*

✓ **On what search engines will my business be seen?**

AdzZoo pushes your information out to all the major search engines. Google, Ask, About, Comcast, CNN, Dogpile, and many other engines will show AdzZoo customers very quickly. Since more than 70% of all searches are done on google, that is our main focus.

✓ **Why do I need AdzZoo's website, I have one of my own?**

AdzZoo customized websites not only provide an additional web presence for our clients but more importantly provide an optimized web presence designed for search engines results and additional exposure in our directory. AdzZoo drives web traffic to your website through an optimized AdzZoo site link.

✓ **Why is optimization so important?**

Search engines are in the business of delivering the best, most relevant, results for each search query. This relevant information is obtained through algorithms that travel and catalog (spider) the billions of websites on the Internet to determine which websites are relevant to that particular query. Relevant sites are then ranked from 1 to X and displayed in that order. Optimization includes: website content, website structure, meta keywords, key phrases, geo-targeted marketing, links to your site, web traffic, and many other factors that increase the relevancy of an online presence. Without proper optimization, websites are lost in a sea of information!

✓ **'Shopping' keywords vs. 'Buying' keywords - what is the difference?**

Different keywords produce different results and target different markets. More clicks are not always better. Example: "Ford" is a word that would get a dealership a great deal of exposure and clicks – but 'shopping' clicks. On the other hand, "Ford F150 Tampa" would not get as many impressions and clicks, but the resulting clicks would be 'buying' clicks – customers ready to make that purchase. AdzZoo uses a combination of broad terms and refined phrases to access shoppers and buyers alike. Also, many times 'shopping' keywords have increased competition and have your sales staff wasting value time with the "tire kickers" while valuable buyers are ready to make a purchase.



✓ **What is Geo-Targeting?**

Geo-targeting is a unique technology that focuses each client's online AdzZoo campaign to a specific geographic area. This technology allows our clients to target specific areas of town, a metro neighborhood, entire cities or even larger tri-state regions. Focus your money in your target market!

✓ **What is the difference in an Organic link and a Sponsored link?**

Organic links are the natural (or free) results that search algorithms find, rank and list. They are typically displayed on the left-side of the search engine results page. Organic listings cannot be purchased and take time and proper optimization before they are shown. Sponsored links are paid advertising links that populate quickly and are typically on the top and right-side of the search engine results page. The cost for this varies greatly depending on many factors such as keywords, competition, search volume, and how well the website is optimized.

✓ **Does AdzZoo push me out organically or through sponsored links?**

Both! Because it takes time and proper optimization for ads to show organically, we ensure our customers are gaining visibility on the search engines within 3 days via sponsored links.

✓ **What is the "Search Network"?**

The search network and partners are made up of thousands of high traffic websites, networks and mobile devices – like the iPhone – that we push our ads out to in each client's geo-targeted market. Websites like AOL, Ask, Shopping, CNN, Food Network, PGA, Redbook, Facebook, eBay, MySpace, Popular Mechanics, and thousands of others - building your online brand in your targeted market. The search network matches like business with like industries. Example: an auto parts store would likely appear on a website like "Popular Mechanics" while a hair salon would more likely appear on "Redbook's" website.

✓ **Is this a flat fee or a pay-per-click service?**

One set monthly fee, we do not charge a per-click fee.

✓ **How will I know how many people saw or clicked on my ad?**

AdzZoo will send you a monthly detailed report of your ad's impressions and clicks.

✓ **Does AdzZoo offer larger regional or national campaigns?**

Yes. AdzZoo offers custom regional and national campaigns, each individually scoped and priced. Contact your independent campaign director for more information.