

Brand Attention is a leader in search marketing. We maximise clients' web presence using unique solutions tailored exactly to your business. Our expertise includes Search Engine Optimisation (SEO) of web pages and press releases, Pay Per Click (PPC) management, XML and RSS feeds, and targeted campaigns in local and social search marketing.

#### SEO and PPC specialist

Bespoke SEO and PPC solutions ensure your site gets the attention it deserves. Our flair with keyword optimisation and our knowledge of PPC campaigns on major search engines ensure web traffic really takes off.

#### Focus on attainable strategic objectives

Our approach to web branding is truly holistic. We work to understand your business and develop a comprehensive strategy in which SEO, PPC, local search and social marketing campaigns all work in synergy, allowing you to attain your goals quickly and effectively.

#### The visitor experience is critical

Brand Attention consultants have the technical wizardry to make your web site work seamlessly but never overlook the primary objective to provide visitors with a memorable and intuitive browsing experience.

#### ROI is key, more so than rankings

Attaining a top position in search engine rankings is a valuable objective, but our consultants see this as only a first step towards successful web branding. Our goal is always high levels of conversion, not just hits, for a great return on investment.

#### Specialists in local and social search marketing

If your business is local we don't waste time and effort going global. And if you want to reach the younger market, social marketing such as mobile, video, podcast and social networking sites will form a key component of your overall search marketing campaign.

