

SEARCH MARKETING EVOLVED

Searchmetrics Suite™ Searchmetrics Essentials™

efficient.
competitive.
fast.



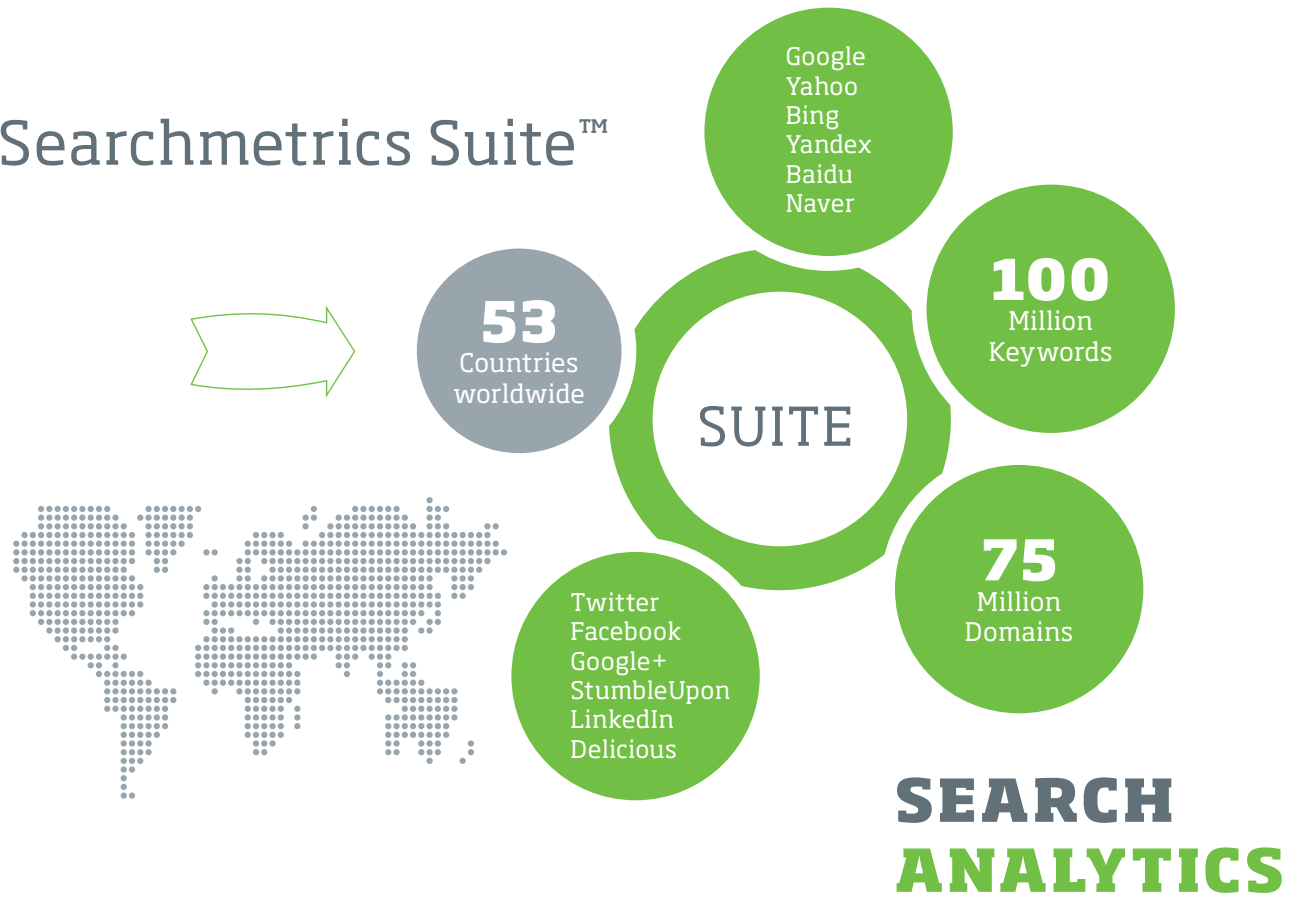
Advancement through knowledge.

More SEO! More SEM! More Social!
More competition analysis!
More success!



www.searchmetrics.com

Searchmetrics Suite™



Complete Search Marketing Solution

Searchmetrics Suite™ helps companies to perform instant analysis of all global search and social media marketing activities in one integrated dashboard. Covering over 53 countries worldwide, the analytics platform aligns research, competitive analysis and monitoring to produce actionable recommendations for online success.

Efficient Project Management = More ROI

As the world of search marketing continues to change, those companies that can understand how all areas of online marketing work together will be the most successful. Only with Searchmetrics Suite™ can companies instantly research the visibility of websites, market verticals and social media presences in the same workspace where they do all major project activities – domains and keyword analysis, link building and reporting. Less time spent switching between tools and manually producing reports, means more time focusing on activities that drive revenue.

Competitive Data Advantage = Top Positioning

Searchmetrics Suite™ delivers a true data advantage by providing the best-quality data on a global scale for search (organic, paid and universal) and social media. Searchmetrics data is proprietary to ensure that our customers have accurate, high-quality information that they can trust to make smart marketing decisions. Providing both a broad overview and the ability to drill down into detail, Searchmetrics analytics are actionable giving companies clear direction to get ahead.

Introducing Searchmetrics Essentials™



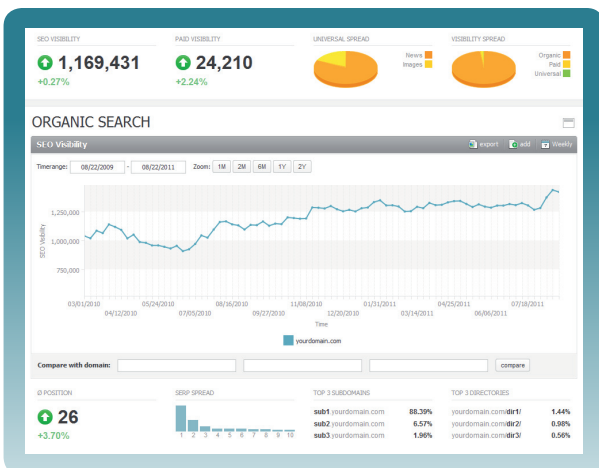
For companies that need competitive research and market insights on a global scale, Searchmetrics Essentials™ consists of the largest, fastest databases available for search and social marketing. Be it in the areas of SEO, paid search, universal search or social media, Searchmetrics Essentials™ gives companies the unique data advantage to stay ahead of the competition.

Integral part of the Searchmetrics Suite™ - Imagine the possibilities

The first two modules of Searchmetrics Essentials™, »SEO+SEM« and »Social«, can be integrated components of Searchmetrics Suite™ or accessed individually through the Searchmetrics online shop. With an easy-to-use interface, Searchmetrics Essentials™ gives companies instant access to precise data in clean, colorful diagrams, graphs and tables complete with filtering and export functionality. More than just raw numbers, each Essentials data module presents intelligent analytics to help drive business.

Essentials »SEO+SEM«

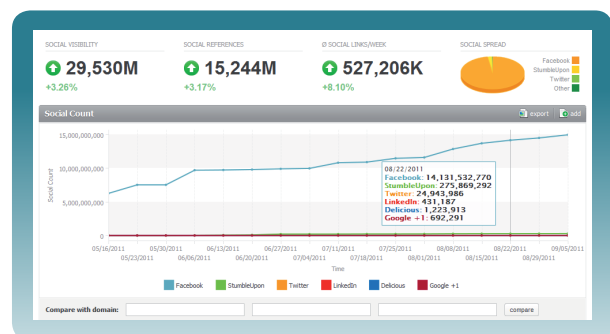
Imagine being able to immediately assess your company's search engine visibility, competitor landscape and market verticals. Imagine being able to drill down deeper to see which organic, paid and universal keywords you share with competitors. This is the power of Searchmetrics Essentials™ »SEO+SEM«. Available in 15 countries with historic data, Essentials »SEO+SEM« provides access to 100 million keywords and 75 million domains.



Keyword research and prioritization is also a major component of Essentials »SEO+SEM«. The data module includes positions, search volume, similar keywords, trends and the ability to view overlapping keywords of competitive websites.

Essentials »SOCIAL«

Imagine looking up the social media presence of any website instantly. Imagine being able to compare Facebook 'likes' vs. 'shares' vs. 'comments' for a specific website. Combined with detailed analyses of LinkedIn, Twitter, Google+, Delicious, and StumbleUpon, Searchmetrics Essentials™ »Social« is the first global social media database for search marketing.



A visualisation of the social media presence of brands, competitor analysis and research are also available in this unique data module. In addition to a social overview, companies can take a deep dive into Searchmetrics social data to see the exact page of a website that received a mention, share, like or comment, to reveal the most popular content on each social network.

Search and social media become more intertwined every day. As forward-thinking marketers once realized that internet could open up new markets worldwide, successful search marketers will also take advantage of social media opportunities.

Searchmetrics Suite™

Product Information



	BASIC	PREMIUM	ULTIMATE
Projects			
Domains			
Own domains	3	from 5	from 10
Domain details, popularity	•	•	•
Audit score	•	•	•
Keywords			
Own keywords	100	> 250	> 500
Selectable search engines	1	3	139
Keyword Page Optimizer	•	•	•
Links			
Link manager	•	•	•
– Active links / all links	25,000 / 100,000	100,000 / 300,000	250,000 / 500,000
Hub finder	•	•	•
– Hub searches per month	50	100	300
Traffic			
Traffic potential	—	•	•
Web analytics integration	—	•	•
– Data import interface	—	•	•
Advertiser			
for own domains	•	•	•
for all domains	—	—	•
Market analysis			
Detailed market analysis	•	•	•
Google News Optimizer	—	—	•
Research			
Organic			
SEO visibility	•	•	•
Keyword rankings	•	•	•
Competition analysis	•	•	•
Winners & losers	•	•	•
Industry analysis	•	•	•
SERP Spread	•	•	•
Top sub domains & directories	•	•	•
Paid			
Paid visibility	•	•	•
Paid keywords	•	•	•
Ads	•	•	•
Competition analysis	•	•	•
Industry analysis	•	•	•
Universal Search			
Universal visibility	•	•	•
Universal rankings	•	•	•
Keywords			
Keyword search	250	250	250
Keyword rankings (Organic, Paid, Universal)	•	•	•
Social			
Social visibility	•	•	•
Social spread (Facebook, Twitter, Google+1 and more)	•	•	•
Social trend	•	•	•
Client administration			
Admin	1	1	1
Other users	0	2	4
Other features			
Credits (for exports)	250,000	750,000	2,000,000
Support per month	—	1h	2h
Price per month	from 398 \$	from 675 \$	from 1,325 \$

Searchmetrics Essentials™

Product Information

Actionable search and social data for online marketing insight and advancement.

Searchmetrics Essentials™ modules are integrated in Searchmetrics Suite™ with full functionality and also individually available for purchase directly on www.searchmetrics.com by credit card or direct debit. Companies have the option to select from different product levels to meet their specific marketing needs.

While monthly subscriptions are available, yearly subscribers benefit from a price discount. Companies can also take advantage of a free evaluation period before placing an order.



Searchmetrics Suite™

Searchmetrics Essentials™

We are confident that Searchmetrics Suite™ and Essentials will become an integral part of your marketing.



Research	SEO+SEM	SOCIAL	LINKS	
Organic				
SEO visibility	•	9 weeks	beta phase	
Keyword rankings	•	7		
Competition analysis	•	3		
Winners & losers	•	—		
Industry analysis	•	—		
SERP Spread	•	—		
Top sub domains & directories	•	—		
Paid				
Paid visibility	•	9 weeks		
Paid keywords	•	7		
Ads	•	4		
Competition analysis	•	3		
Industry analysis	•	—		
Universal Search				
Universal visibility	•	—		
Universal rankings	•	5		
Keywords				
Keyword search	250	7		
Keyword rankings (Organic, Paid, Universal)	•	—		
Social				
Social visibility	current value KPI	•		
Social spread (Facebook, Twitter, Google+1 and more)	—	•		
Social trend	—	•		
Client administration				
Admin	1	1		
Other users	0	0		
Other features				
Credits (for exports)	100,000	100,000		
Individual reports	2	2		
Support per month	—	—		
Price per month	89 \$	189 \$		

International. Efficient. Searchmetrics Suite™



Searchmetrics is the global expert in search analytics software, empowering marketers to increase visibility and market share on the world's leading search engines. We create value by providing the best quality data on a global scale. Searchmetrics' robust search marketing tool, Searchmetrics Suite™, is supported by a unique server infrastructure that offers monitoring of over 139 search engines worldwide. Searchmetrics Suite™ is also home to the Searchmetrics Essentials™ data modules, »SEO+SEM« and »Social«, encompassing 100 million keywords, 75 million domains and trillions of points of social media data. Essentials products are available independently as an affordable solution for search and social media marketers.

Clients and partners worldwide rely on Searchmetrics to maximize return from search investments with actionable insights that help better manage, improve and scale search marketing campaigns. Searchmetrics has offices in New York, Berlin, London and Paris and sells its SaaS solution via a network of agency partners and its website.

Additional information on Searchmetrics and the Searchmetrics Agency Partner Program are available at:
www.searchmetrics.com

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