

WEBSITE DESIGN



What's Available?

Custom Web Design

Custom Flash Design

Ecommerce

Custom Dynamic Websites

And More.....

Professional Design and Coding Practices

Crest Media Internet Marketing brings expertise, and **RESULTS** to your campaign. Our experienced web design staff is ready to put your Facility on-line by building a custom web site that will be beneficial to you and your clients.



Get Started Today!

Crest Media Internet Marketing
1140 E. Route 66
Glendora CA, 91740

(800) NET-GUY-5

info@crestmediainc.com

www.crestmediainc.com

What's Included?

Keyword Analysis

Initialization of
Search Engine
Account

Search Phrase
Bidding

Regional National
Search Phrases

Ad Writing

Account Maintenance

PPC Marketing Campaign

Crest Media's pay per click services are specific, targeted and can be customized in order to fit into any budget. The main purpose of pay per click is as a marketing tool through search engines and can require highly specialized techniques and training in order to get the most for your money. Our PPC experts use search engines including Google, Yahoo and MSN in order to give our clients the highest visibility at the best prices.

PPC Initial Marketing Program

Crest Media specializes in achieving high return on investment (ROI), because it is possible to receive a good ranking in search engine popularity, but not receive any customers that actually want to use your service or buy your product. Our job is to optimize your website and target the customers you want that want you, not clients that accidentally found your site.

We are committed to finding real, prospective leads and to increasing your sales by creating a PPC marketing campaign that is consistently monitored and improved.



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Brian – Trekell & Company

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What's Included?

Dynamic Prospect Targeting

Email Record List Acquisition

Consumer and Business Email Records Available

Email Marketing Campaign Deployment

Customizable Email Marketing Campaign

Email Deployment Scheduling

Email Marketing Campaign

Email Marketing is different from spam. Email marketing is more akin to traditional direct mail marketing. By providing targeted consumers with your business newsletters, events and sales letters you can cost effectively reach a large market that is interested in what your business has to offer.

Unlike traditional direct mail, email marketing has the added bonus of immediate feedback; readers can click to your business as they are reading, ending up in advertising turnover rates far greater than traditional mail.



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"Crest Media Has been highly responsive, and professional in their follow up."

John Alsop – John Alsop Insurance Agency

What's Included?

Search Engine
Positioning Reports

Constant Monitoring
of Key Phrases

Results and Ranking

Search Engine
Visibility Index

Visitor Analysis
Report

Adjustments and
Resubmissions

SEO Marketing Campaign

Crest Media's marketing program is designed to attract new visitors to your site in the most cost-effective way. Search engine marketing is the most effective way to drive qualified new visitors to your website. Crest Media will provide a comprehensive search engine strategy for your web site.

Initial SEO Marketing Program

- A complete review of your website for search engine optimization.
- An extensive keyword and key phrase analysis, including estimated usage on the search engines. Selecting key phrases that are used by people searching for you and your services or products.
- Create professionally written information marketing pages based on the content of your site. Each information marketing page is optimized for a single keyword or phrase.
- Link building, directory submissions, and article submissions. This process ensures that your submission is successful and that your pages are indexed by the search spiders. The top 10 search engines will account for over 90% of your search traffic.

Create links to your site, which is a major factor in determining how your marketing page ranks on most of the major search engines.



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Jeremy Wolfe – Safe & Sound

What's Included?

Commercial Grade
Videos

Video Clips

Onsite Video
Production

B-Roll Available

Editing and
Graphics Included

Consultation

Video Production

With Video Marketing, Crest Media will help you:

- **Increase your ROI:** Improve key site metrics and maximize your search marketing spend.
- **Generate Additional Incremental Sales:** Engage in more conversations with qualified prospects and close more deals.
- **Communicate your Value Proposition:** Engage your users through dynamic, rich media experiences.
- **Solidify your Place in the Market:** Enhance your credibility and boost perceived value.
- **Build Brand Equity and Maximize Eyeball Time:** Enhance the all important "Stickiness" factor of your website.



Custom Video Production

- 2-3 Minutes of Video Clip
- Onsite Video Production
- B-Roll Available
- Editing and Graphics

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"We are delighted with our site and equally delighted with the professional and lightning fast service we got from Crest Media. I'd have no hesitation in recommending Crest Media as a top notch web design company! "

James – Gorlitz Sewer & Drain

WEB LOGS also known as "BLOGS"

What's Included?

Increases Search
Engine Positioning

Direct
Communications

Brand Building

Competitive
Differentiation

Relational Marketing

"Exploit the Niches"

Media and Public
Relations

Reputation
Management

And more...

Web Logs

You have probably heard much discussion about the new phenomenon of web logs, more popularly referred to as blogs. Long dismissed by serious webmasters and business people, blogs were thought to be the sole province of angst ridden teenagers, and a few self indulgent writers. That is not the case any longer.

How Web Logs Increase Traffic

By adding a blog to your existing website, or as a cross linked stand alone site, a blog will pay heavy dividends to your business. By adding a human element and a sense of immediacy to your site, a blog will add not only potential new customers and clients to your business, but a healthy injection of goodwill as well.



Crest Media's Steps to Blogging Success

- Determination of what you want to blog about
- Daily blog entries
- Reading other similar blogs
- Analysis of Statistics

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Crest Media provides great results. They are always willing to go the extra mile to make our website a success."

Sherrie – Yellowstone Recovery

What's Included?

Dynamic Prospect Targeting

Multi-Channeled Consumer and Business Records Available

Customizable Lead Generation Campaign

Lead Generation Campaign

Crest Media Inc specializes in one thing – getting you the high-quality sales leads that turn into sales. You will be able to:

- Rapidly deliver better campaigns
- Reach your audience at their convenience
- Measure and track results
- Create a better lead hand-off to sales
- Target business and consumer prospect with hundreds of search selections
- Be the first to reach new businesses
- Search by interests & hobbies

Crest Media is a marketing company that connects marketers to consumers through a comprehensive set online media services. Our expertise resides in online marketing, customer acquisition, email delivery, lead generation and ROI.

What's included?

1. Lead Generation Consultation
2. Landing Page Creation with Creative Design
3. Lead Tracking & Results
4. Monthly Statistics Reports



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"Crest media has done a superior job for my business. I am so happy with their consistent and friendly service."

Greg Doss – Ocean Hills Recovery

What's Included?

Call Tracking and Reporting

Call Review

Performance Management

Web-Based Performance Reviews

Missed Call Alert

Phone Call Monitoring

Crest Media Phone Call Monitoring is the solution to effectively track offline telephone calls back to the source that generated the response. By integrating offline conversion data with conventional online performance and engagement metrics Crest Media eliminates black holes in critical data needed to effectively optimize campaigns, placements, and bidding strategies.

Call Monitoring Benefits

- **Maximize return on ad spend (ROAS)** by gaining transparent visibility into which ad sources, campaigns, affiliate sources, and content and social networks are delivering “converting” visitors
- Monitor the **performance of your search-based and offline advertising campaigns** in real-time to eliminate reaction-based optimization cycles
- Chart the performance of **exclusive call-to-action and response channels, including telephone calls**, to accurately determine customer engagement behaviors and trends
- **Lower overall cost-per-acquisition** while generating increased ROI and revenue opportunities

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What's Included?

Tracking:

Blogs
Message Boards
Forums
News Sites
Social Networking
Sites

Providing the Most
In-Depth Knowledge
of Your Brand

Brand Name
Reinforcement

What is Search Engine Reputation Management?

There is a growing understanding that Online Reputation can help to increase online visibility and drive visitors to a website.

- "Create spikes of visibility and build up brand equity."
- "Foster debate."
- "Generate advocacy and build reputation."
- "Enhance conversation and create buzz."
- "Influencing the influencers."

Benefits of Online Reputation are becoming more tangible and measurable. Each press release now can easily be measured right down to its return on investment (ROI).

The rise of user-generated content ('UGC') and blogging means that there is a fast growing need to be able to monitor, engage with, and respond to what is being said about you, your brand and your product or service online



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Jeremy Wolfe – *Safe and Sound*

RETARGETING AD DISPLAY

What's Included?

Capture Interested Visitors

Geo-Targeting

Contextual-Targeting

Demographic-Targeting

Premium Site Placement

Multi-Metric Statistical Reporting

What is Display Advertising?

You already know that Search Engine Advertising through Crest Media is extremely effective in reaching people who are ready to buy. Display Advertising, on the other hand, is an effective way to brand your business with top-of-mind awareness that persuades people to make a purchase.

- Combines text and imagery for a single, compelling message.
- Remarkets your message to consumers who have already visited your site through a Search or Display Ad.
- Targets consumers based on their location, demographics, browsing interests and what type of content they're viewing.
- Reaches consumers most likely to need your product or service better than traditional brand advertising.
- Reaches people who use the Internet to stay informed and research products and services.



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