



Need Business Right Away?

Call Accelerator

Will Get Your Phones Ringing.

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How does the *Call Accelerator* Platform work?



We set up your campaign:

1. Build a keyword library of terms and phrases that are relevant to your product or services.
2. Set up the tracking and identify priority conversions such as phone calls, emails and form submissions of website visitors from keyword search.
3. Write relevant ads based on keyword groups and search engine or publishing sites.
4. Identify your geographic target. Targets can be local, regional or national.
5. Proxy your website. Simple put we create a mirror image of your site that resides on our servers.
6. Purchase a toll free number that replaces your phone number. Only visitors from keyword search will land on the proxy website. All in bound calls are forward to your original number.

Once these steps are completed Call Accelerator begins its work.

Call Accelerator has two components, Tracking and Bidding components.

Tracking Component:

- Tracking is associated only with the proxy of your website. (Mirror Site)
- It monitors all traffic 24/7 that comes to the proxy site through keyword search from all the major search engines.
- It has been programmed to identify high priority conversions such as phone calls, emails and form submissions.
- High priority conversions are communicated to the bidding component.

The Bidding Component:

- The bidding component receives the information from the tracking component and adjusts the bid for that specific keyword or phrase in order to maintain a first page presence or move to the back pages. In some cases if the keywords are not generating quality traffic it will disregard the keyword and drop it out of the campaign.

Transparency:

Complete reporting including the number of times your listing was shown on the major search engines, Website visits, Phone Call Tracking, Phone Call Recording, E-Mail Tracking, Coupon Tracking... we even track where a prospect goes once they arrive on your site. And much more!

Call Accelerator - The ultimate in online advertising accountability.

