

A full-page background image of an astronaut in a white space suit floating in space. The astronaut's helmet is clear, and the background is a starry night sky with a colorful nebula in shades of purple, pink, and blue. The astronaut is positioned on the right side of the frame, looking towards the left.

matter

A Brand Elevation Agency

Q2 / 2024

SEARCH CAPABILITIES

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Overview

Unleash the power of search with our strategic solutions, designed to propel your brand to the top. We offer a potent combination of SEO and SEM, allowing you to choose a holistic approach or leverage the individual service that best suits your needs.

In addition to our search offerings, our in-house analytics experts can also provide ongoing performance reports, helping you understand what's working and where to optimize for even greater impact.

SERVICES INCLUDE:

- SEO (Organic Search Engine Optimization)
- SEM (Paid Search Engine Marketing)
- Analytics Services

The collage features several key components:

- SEO Keyword Strategy:** A list of keywords for 'Boston/Massachusetts' such as 'digital marketing agency boston', 'boston digital marketing agency', and 'marketing firms boston'.
- Gender & Age:** A heatmap showing user demographics, with a note that it is based on 80% of impressions with known gender and age.
- Day & Hour:** A heatmap showing performance by day of the week and time of day.
- Devices:** A bar chart showing ad performance across mobile phones, tablets, and computers.
- Google Ads SEM Dashboard:** A comprehensive overview showing spend of \$2,332, 11,497 impressions, 1,102 clicks, and a 9.6% CTR.
- Searches and Words:** A section showing top searches and words within searches, including terms like 'matter communications', 'smma', and 'pr firms'.
- Impressions by Network:** A pie chart showing 100% of impressions coming from the Search Network.
- Campaigns Table:** A table summarizing campaign performance across five different product categories.

Campaign	Spend	Impressions	Clicks	CTR	CPC
1. Products-ADK	\$1,211	3,398	200	5.9%	\$6.06
2. Products-Gastro-GI	\$729	6,588	311	4.7%	\$2.35
3. DaVinci - Brand	\$303	1,236	546	44.2%	\$0.55
4. Products-Tri-Mag 300	\$73	243	38	15.6%	\$1.93
5. Products-CholestSure	\$16	32	7	21.9%	\$2.23
Grand total	\$2,332	11,497	1,102	9.6%	\$2.12



SEO Services

The organic path to the top. We optimize your website and content to rank higher in search engine results for relevant terms, attracting free traffic over time.

KEY SERVICES INCLUDE

- Keyword Research
- Full SEO Strategy
- On-Page Optimizations
- Technical SEO Audits and Implementations
- New Content Optimizations
- Local SEO
- International SEO

Row	Address	Content Type	Status Code
101	https://info.matternow.com/hubfs/ZFDM_01.png	image/png	
102	https://info.matternow.com/matter-health-htm-webinar	text/html; charset=UTF-8	
103	https://info.matternow.com/q3video	text/html; charset=UTF-8	
104	https://matternow.com/	text/html; charset=UTF-8	
105	https://www.matternow.com/	text/html; charset=UTF-8	
106	https://www.matternow.com/?post_type=mtr_cs_type&p=10189	text/html; charset=UTF-8	
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108	https://www.matternow.com/_news/10-7-2008.pdf	text/html; charset=UTF-8	
109	https://www.matternow.com/_news/6-10-2008.pdf	text/html; charset=UTF-8	
110	https://www.matternow.com/_news/April2008release_FINAL.pdf	text/html; charset=UTF-8	
111	https://www.matternow.com/_news/InfoMedcs%20client%20win%20FINAL.pdf	text/html; charset=UTF-8	
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124	https://www.matternow.com/_news/pr_20101020.pdf	text/html; charset=UTF-8	
125	https://www.matternow.com/_news/pr_20101117.pdf	text/html; charset=UTF-8	
126	https://www.matternow.com/_news/pr_20110308.pdf	text/html; charset=UTF-8	
127	https://www.matternow.com/_news/pr_20110628.pdf	text/html; charset=UTF-8	
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129	https://www.matternow.com/about-us/careers/	text/html; charset=UTF-8	
130	https://www.matternow.com/about-us/kudos/	text/html; charset=UTF-8	
131	https://www.matternow.com/about-us/leadership/	text/html; charset=UTF-8	

matter MK TG
SEO Keyword Strategy

Organic Research: matternow.com | US 2.6K | CA 112 | IN 103 | Device: Desktop | Date: May 19, 2024 | Currency: USD

Overview: Positions, Position Changes, Competitors, Pages, Subdomains

Keywords: 2.6K | Traffic: 1.6K | Traffic Cost: \$5.6K | Ranked Traffic: 966 | Non-Ranked Traffic: 680

Organic Keywords Trend (Bar Chart): Shows traffic volume from June 23 to May 24.

Top Keywords Table:

Keyword	Position	IP	Value	Traffic %	IP
matter communications	7	720	34.99		
marketing agency	9	33.1K	10.02		
matter	17	80.5K	5.48		
matter communications boston	1	8	90	4.37	
matter agency	1	5	90	4.37	

Keywords by Intent (Stacked Bar Chart): Shows distribution of keywords by intent (Informational, Navigational, Commercial, Transactional).

Keyword	Volume	KWD	Current Rank	Ranking URL
digital marketing company in boston	480	39	-	
content marketing boston	320	40	96	https://www.matternow.com/who-we-are/loc
social media agency boston	320	39	96	https://www.matternow.com/who-we-are/loc
digital marketing agencies boston	260	36	94	https://www.matternow.com/
massachusetts marketing agency	170	45	95	https://www.matternow.com/who-we-are/loc
	140	44	-	
	90	41	59	https://www.matternow.com/who-we-are/loc
	90	39	-	
	90	18	-	
	90	17	77	https://www.matternow.com/
	70	39	-	
	50	26	18	https://www.matternow.com/who-we-are/loc

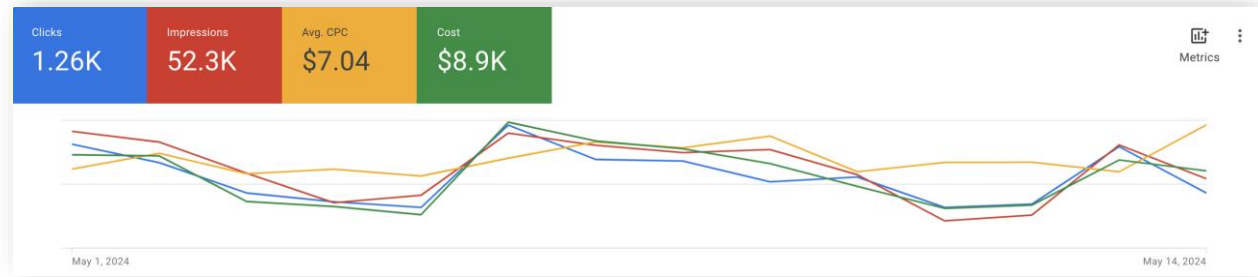


SEM + Paid Search Services

Fast-track to prime real estate. We create targeted paid ads that appear at the top of search results, putting your brand in front of potential customers immediately.

KEY SERVICES INCLUDE

- Paid Search Campaign Development and Management
- Bidding Strategy
- Search Term Targeting and Strategy
- Ad Copywriting
- Ongoing Maintenance
- Budget Management



Keyword	Match type	Campaign	Ad group	Status	Max. CPC	Policy details	Final URL	Impr.	Interact	Interact r	Avg. cost	Cost	↓ Con	Cost coi
Total: Keywords in your...								20,152	1,251 clicks	6.21%	\$7.01	\$8,773.63	44.00	\$199.
"healthcare marketing companies"	Phrase match	Matter - Healthcare	Healthcare PR	Eligible	-	Eligible	-	484	20 clicks	4.13%	\$11.32	\$226.37	4.00	\$56.
"video production agency"	Phrase match	Video - Generic	Generic Video Production	Eligible	-	Eligible	-	474	25 clicks	5.27%	\$5.35	\$133.73	4.00	\$33.
"public relations agency"	Phrase match	PR-General	PR-General											
"best pr agency"	Phrase match	PR-General	PR-General											
"Healthcare Communicator"	Phrase match	Matter - Healthcare	Healthcare PR											
"matter agency"	Phrase match	Brand	Matter											
"marketing firm"	Phrase match	Digital Marketing-MKTG	Digital Marketing											
"digital marketing company"	Phrase match	Digital Marketing-MKTG	Digital Marketing											

Gender & Age

Male: 18-24, 25-34, 35-44, 45-54, 55-64, 65+

Female: 18-24, 25-34, 35-44, 45-54, 55-64, 65+

Based on the 80% of your impressions with known gender and age.

Day & Hour

Your performance by day of week and time of day

Day: S, M, T, W, T, F, S

Hour: 12 AM, 6 AM, 12 PM, 6 PM, 12 AM

Billing

Balance as of May 14, 2024: \$3,841.18

Next automatic payment: Jun 1, 2024

Payment methods: Primary Amex **** 3003, Backup Add a backup

Ad performance across devices

Mobile phones: 33.5%, 11.8%, 33.1%

Tablets: 0.4%, 0.3%, 0.6%

Computers: 66.1%, 87.9%, 66.3%

Searches

Sort by: Impressions

Top searches and words within searches where people saw your ads

Searches: matter communications, smma, pr firms, marketing agency, animation studios, pr agencies, production companies, pr agency, matter agency, movie production companies, video production, digital marketing agency, matter pr, public relations firms

Display ads

Sort by: Impressions

Ad: Own your brand space

Status: Enabled, Eligible

Impressions: 12,608, Clicks: 2, Conversions: 0.00

Search keywords

Summary of how your keywords are performing

Keyword	Cost	Clicks	CTR
"marketing firm"	\$819.25	121	4.70%
"best pr agency"	\$528.97	130	6.45%
"tech pr companies"	\$493.56	19	4.63%
"social media services company"	\$455.27	59	6.39%
"public relations agency"	\$411.86	89	4.82%

Campaigns

Summary of how your campaigns are performing

Campaign	Cost	Clicks	CTR
Digital Marketing-MKTG	\$1,608.84	217	4.91%



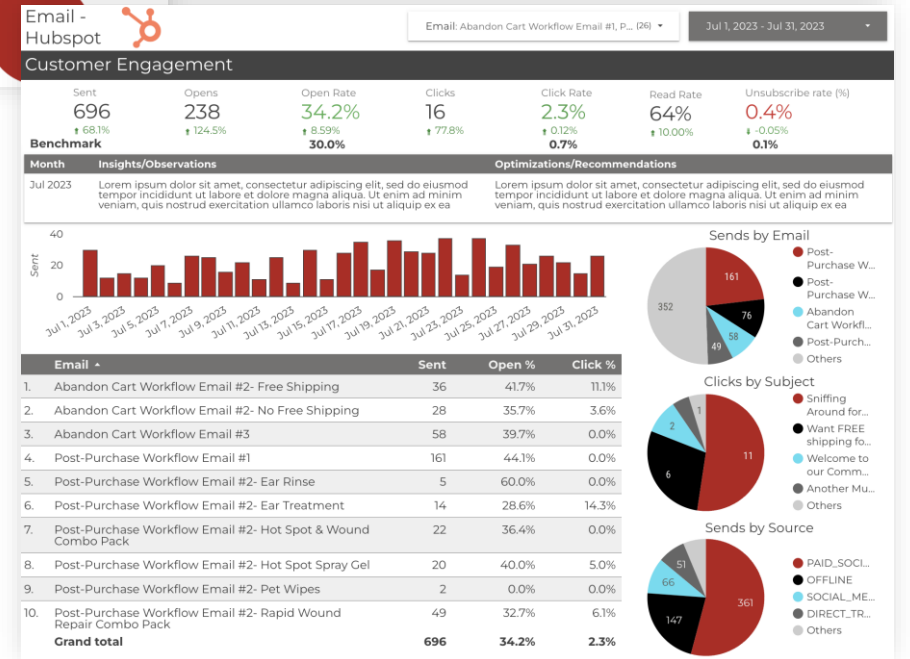
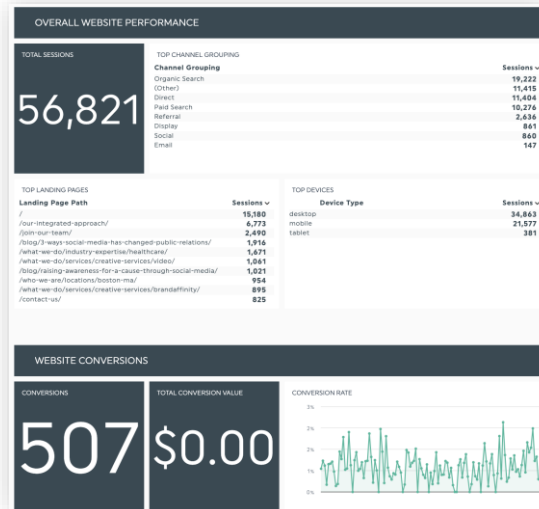
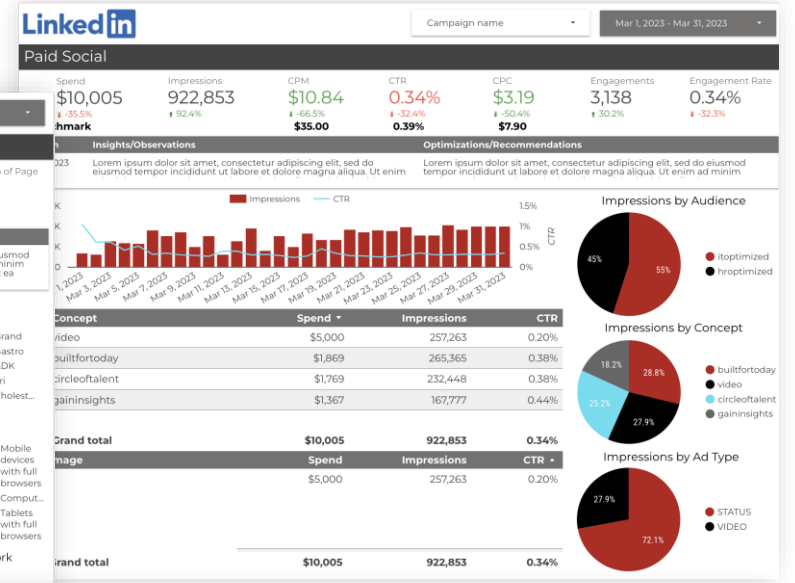
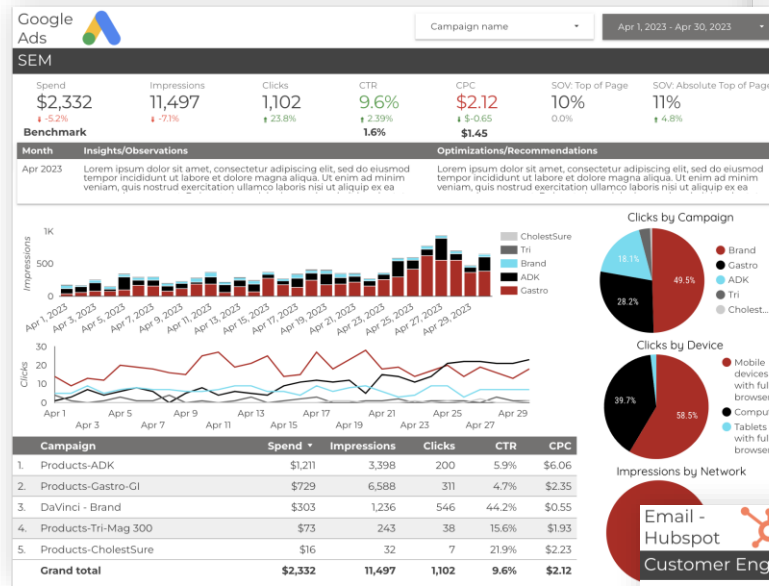
Analytics + Reporting

Don't just take our word for it! Our robust analytics services provide the insights you crave. We'll track the performance of all marketing channels, analyze user behavior, and identify areas for optimization.

With ongoing reports and expert recommendations, you'll constantly refine your strategy for maximum impact.

KEY SERVICES INCLUDE

- Website Traffic Analysis
- Custom Reporting Dashboards
- Tagging and Tracking Setup and Support
- Full integration with other marketing channels
- C-Suite Level Overviews and Overarching Reporting



THANK YOU

Jonathan Tress

Vice President, Media Marketing

jtress@matternow.com

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A Brand Elevation Agency

With 250+ professionals across offices in Boston and Newburyport, MA, Rochester, NY, Providence, RI, Dallas, TX, and Denver, CO, Matter is one of the fastest-growing PR, marketing and creative firms in the country. Matter has won 14 "Agency of the Year" accolades and has been consistently recognized as a top place to work.

About Matter Communications

Matter is a Brand Elevation Agency that integrates PR, marketing and creative services into campaigns that inspire action and build value. Founded in 2003, with offices spanning North America, Matter works with the world's most innovative companies across healthcare, high-technology, consumer technology, professional services and consumer markets.

For more information, visit <https://www.matternow.com>.