

# SEARCH MARKETING PROGRAM

## We can make “Google It” mean something

**for your business.** Google processes 40,000 search queries every second of every day. How does your business stack up in search results versus your competitors? Search engines should be sending more traffic to your website than any other channel. Is your website utilizing best-practice search engine strategies? UNFI Digital Marketing will show you how to compete with search marketing and grow your business

**Why invest in search marketing?** Getting found online is the biggest concern of any business with a website. Search engines drive 93% of all website traffic. 18% of all local searches lead to a sale within one day. 72% of people who visit a physical location will choose one within 5 miles of their original location.

**Search Engine Optimization:** Our SEO experts will help you make your website more visible for Google and Bing and all search directories across the web. We can grow your website traffic via “free” clicks from the major search engines. We can help you learn how to leverage your social media channels to grow your other digital programs.

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**\$1,000 one-time audit fee**  
**\$100 per consulting call**  
**\$100/hour per hour for SEO work performed**

**Paid Search Program:** Are you advertising in Google – the world’s largest search engine? If not, your competitors are. If your store offers a grocery delivery service, you must be in the game with Paid Search. Our team can manage your entire Paid Search program and make your business more visible when your customers are searching in Google and Bing. We will teach you how to utilize best-practice methods for Paid Search advertising, tracking and reporting.

**\$1,000 one-time audit fee**  
**\$100 per consulting call**  
**\$100/hour for paid search work performed**

## CONSUMER MARKETING + DIGITAL



## WHY CHOOSE UNFI?

- We are the supermarket grocery experts and we know the retail business. Also, our digital marketing team has over 160 years of combined experience and can provide professional services to grow your search marketing program. Our SEO and Paid Search experts can show you each step along the way to build your search programs.

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**UNFI**   
**PROFESSIONAL SERVICES**