

# FACT SHEET

## WHO WE ARE

Proximity Search is a client service capability within the Proximity Network, aligned to BBDO. We operate out of the Barefoot Proximity office in Cincinnati, Ohio and collaborate with our colleagues in 59 Proximity offices around the world to meet the search marketing needs of our clients.

## WHAT WE DO

**Organic Search Optimization (SEO)** - Organic search & inbound link audits, organic search strategy & planning, ongoing optimization, and content/link development.

**Paid Search Marketing (PPC)** - Campaign audits, paid search strategy and planning, pay-per-click program management.

**Local Search** - Local search audits and ongoing optimization of visibility in local search results.

**Mobile Search** - Content development, paid placement, and directory submission. Analysis to support optimization of content based on device, screen size & video support.

**Video Optimization** - Analysis and optimization of file formats, metadata, on-site content and usability. Creation of environments that encourage inbound links and video sharing.

**Analytics & Measurement** - Analysis of detailed performance data in support of effective and efficient paid campaigns and organic optimization efforts.

**Alternative Discovery** - Identification and optimization of non-HTML content elements such as PDF's, word processing documents, spreadsheets, RSS feeds, blog posts, and news articles that have the potential to appear in results of relevant search queries.

**Image Optimization** - Proper formatting and integration of images into your website to improve visibility in image-based search results and augment organic text-based search presence.

## WHY CLIENTS HIRE US

We solve complex business problems with a simple strategy: change individual consumer behavior. We succeed by fusing our search marketing expertise with our in depth knowledge of web analytics and measurement. The end result is a measurable and memorable engagement with each and every one of our clients' brands.

## KEY FACTS

Founded in 2005

Headquarters: Cincinnati, OH, USA

Website: [www.proximitysearchmarketing.com](http://www.proximitysearchmarketing.com)

## RECENT CLIENTS

Our integrated approach to search marketing drives the nature of our client relationships. We strive for long-term business partnerships that are strategically challenging, creatively rewarding, and that give us the opportunity to steward brands in the digital space. Some of our recent clients include:

Cincinnati Children's Hospital and Medical Center  
Freedom Boat Club  
Home Made Simple (Procter & Gamble)  
Hormel  
Jennie-O  
Mickey's (MillerCoors)  
Splenda

## WHO'S IN CHARGE

Sean Barton, New Business  
Brian MacDonald, Director of Search Marketing  
Tom Cummins, Sr. Search Strategist

