



# JAZD Markets Search Engine Optimization (SEO)

**Five ways JAZD drives qualified buyers to you:**

## #1 Organic Optimization

JAZD SEO experts optimize hundreds of thousands of Web pages to appear in top 10 search engine results for thousands of unique keyword searches across the entire marketplace taxonomy.

In each Directory powered by JAZD, HTML pages are individually optimized by hand. With more than 30 SEO analysts worldwide working on your behalf, JAZD leverages 100,000+ taxonomy-relevant keywords and phrases to drive qualified buyers across Google, Bing, Yahoo! and other search engines.

## #2 Paid Search (Pay-Per-Click)

JAZD SEO analysts manage over 50,000 keywords per directory across hundreds of directory categories to capture long-tail search traffic. PPC advertising programs include Google AdWords, Yahoo! Search, and MSN AdCenter.

## #3 Partner Traffic

JAZD has partnered with leading B2B publishers to co-brand user relationships and provide a robust user experience across dozens of vertical markets. JAZD embeds JavaScript Snippets throughout the partner content websites creating contextual bridges in to the Directory and to your company.

## #4 JAZD Product Insights – Opt-In Contextual Content

JAZD Content Gurus create SEO optimized product briefs, ratings and reviews, monthly reports, whitepapers and daily product commentary to a dedicated opt-in readership. JAZD content is interlinked and aligned with the JAZD organic and paid traffic generation campaigns to ensure high-quality repeat buyers.

## # 5 Opt-In Newsletters

JAZD Newsletters target product category updates, company news and product innovation trends. JAZD embeds opt-in sponsored links to whitepapers, research reports and company microsites to drive engaged traffic to the specific companies and products that will meet their purchasing requirements. JAZD Newsletters reach over 200,000 opt-in subscribers across multiple markets.

Interested in leveraging JAZD's unique traffic driving programs?

Visit [www.JAZD.net](http://www.JAZD.net) to learn more about the vertical markets we target through our MaaS directory platform and how you can reach your audience today.

Don't hesitate to contact us directly at [sales@jazd.net](mailto:sales@jazd.net) or +1 978-470-4620.