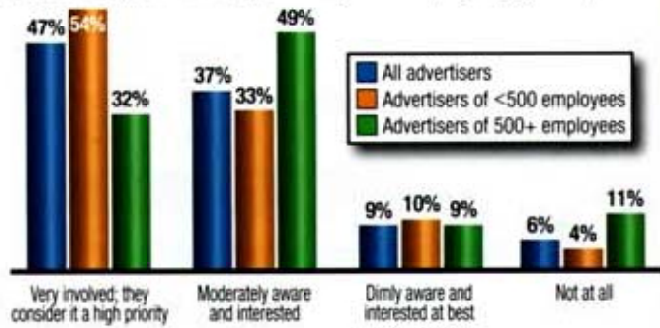
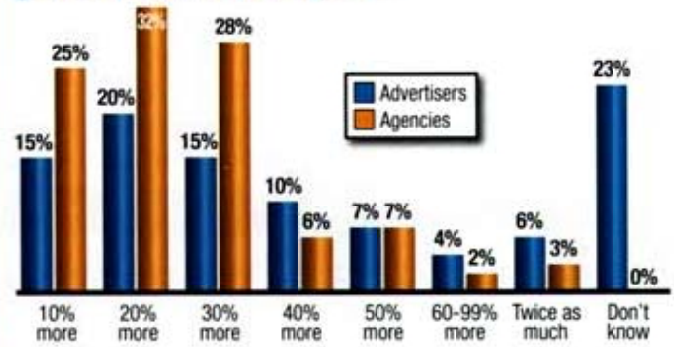


The eye of senior management

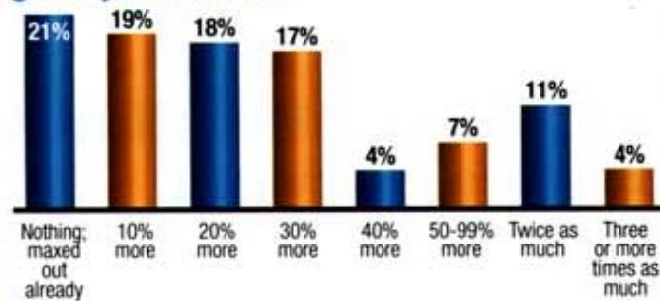
(To what extent is your senior management interested in and aware of search engine marketing practices your company engages in?)



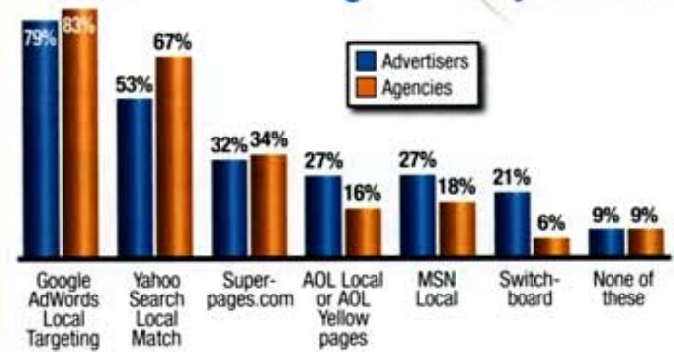
How much have keyword costs gone up in the past year?



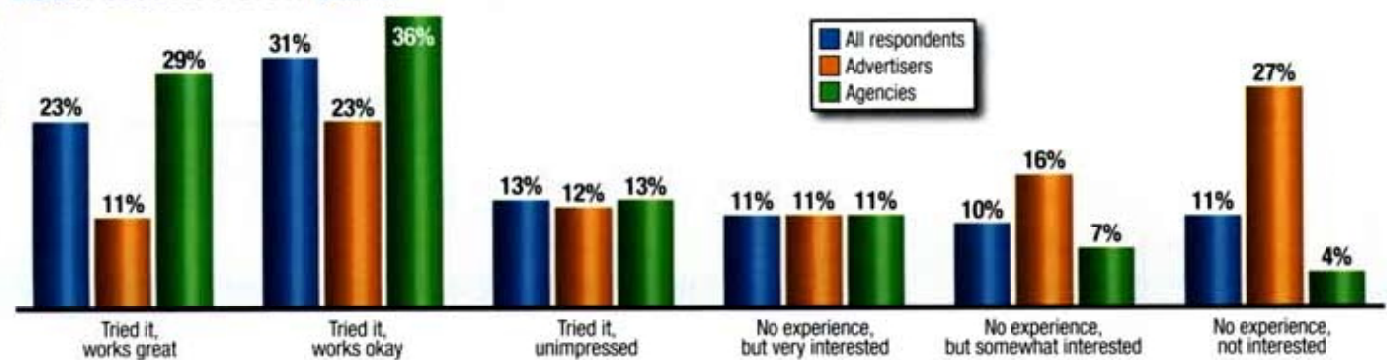
How much more are you willing to pay, given your return?



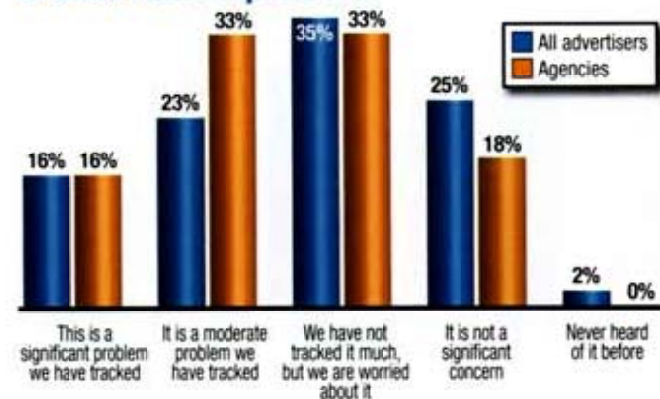
Which local search engines have you used?



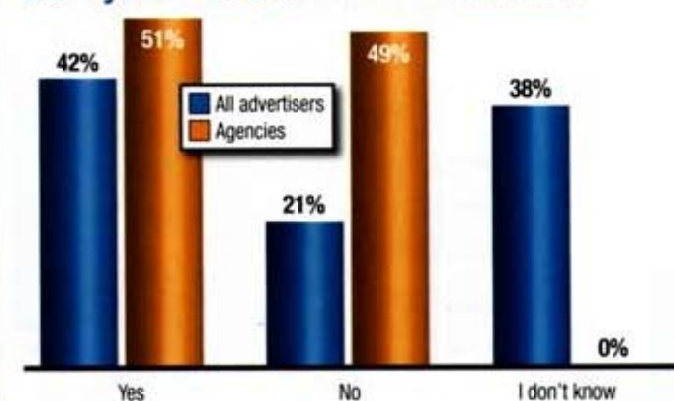
Local search's slow climb



Is click fraud a problem?



Have you been a victim of click fraud?



Source: Search Engine Marketing Professional Organization and Radar Research