



# internet marketing solutions

## Internet Marketing

**HAVING A GOOD LOOKING WEBSITE IS ONE THING. DRIVING TRAFFIC AND BUSINESS THROUGH THAT SITE IS ANOTHER. INVERSE PARADOX SPECIALIZES IN THE DEVELOPMENT OF HIGHLY MARKETABLE WEB CAMPAIGNS TO INCREASE YOUR BUSINESS.**

### CODING & USABILITY OPTIMIZATION

Underneath your website are thousands of lines of code. This code is interpreted by search engines all across the Internet. Many websites and businesses are never found due to poor coding. At Inverse Paradox, we optimize the coding of sites to ensure that you are getting maximum exposure to search engines and thereby increasing the number of visitors, and potential customers to your site. We then look at your site to see what might be hindering people's ability to navigate through your site, find the information they need, or make the decision to buy your product or use your service. From this, we make minor enhancements to the design, navigation, and/or organization of your site to retain prospects and further drive them towards your business.

### LANDING PAGES

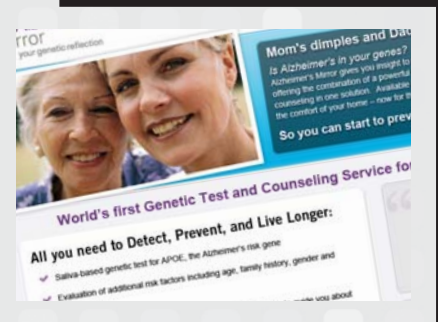
Are you looking to do a Google Adwords campaign? Don't simply link to your website's homepage, link to a landing page that sells. Landing pages are a great way to market your entire business in a consolidated page that drives action from your prospective customers. This is because rather than relying on your prospects to find the product or service they are looking for, a landing page shows them exactly what they want and motivates them to give you their business.

### E-MAIL MARKETING

Looking to notify your existing client base or subscribers about the latest happenings at your business? Perhaps you are promoting a new product or a sale? Inverse Paradox produces high impact, permission-based, mass distribution e-mails to drive people towards your business. At Inverse Paradox, we specialize in e-mail production using Epsilon DreamMail, Responsys, iContact, and Constant Contact to name a few.

### BANNER ADVERTISING

Your presence on other business' websites can be just as important as your own site. Clicks can be increased significantly with the right design or ad concept to drive people to your business. Don't simply start an affiliate relationship with another site without having the right ad campaign; have Inverse Paradox design banners that produce clicks and retain the prospect with our landing page solutions.



► To begin optimizing your website or to start your next internet marketing campaign, call 215-478-6586 or e-mail [sales@inverseparadox.com](mailto:sales@inverseparadox.com).



visit: [www.inverseparadox.com](http://www.inverseparadox.com) | call: 215.478.6586