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The Hits Doctor Proves that Effective Pay Per Click Management Positively Increases Lead Volume by 1,000%

(Miami, FL) - The Hits Doctor proves that their effective pay per click campaign management services produce amazing results.

The Hits Doctor, a successful search engine optimization and pay per click management firm based in Miami, FL, takes its place as a leader in the industry. With over 11 years of experience, Brett Fisher, Founder and President, has impressively lead large corporate search campaigns on Google, Yahoo!, MSN and Ask.com. Companies using The Hits Doctor services have seen phenomenal increases in leads. The Hits Doctor utilizes rigorous testing and optimization methodologies to select very best keywords for generating sales and optimize companies' returns on pay per click marketing expenditures.

Vocus*, a company that provides on-demand software for PR professionals, has seen impressive lead volume growth in their pay per click campaigns in Q4 2007 due to The Hits Doctor's efforts. A summary of results show lead volume growth by 1167% in Vocus' white paper campaigns and 352% growth in demo campaigns. This progress is even more extraordinary considering the cost per lead remained the same.

Tanya Omeze, VP of Online Marketing for Vocus and PRWeb states, "I can't say enough about what a superstar Brett is. He's managed search campaigns for me at Citibank and at Vocus, two organizations with very different budgets, goals and products, and at both places, his performance has been stellar." Omeze goes on to say "Brett is unique in his depth of understanding of search, his ability to understand business objectives and execute the search strategy based on that, his understanding of a direct response approach, and his integrity as it relates to spending of budget and client billing. He also is responsive to requests, and I would call on his agency for any search related initiative, knowing that he knows how to drive results quickly."

The Hits Doctor's pay per click management service includes: campaign implementations on all the major search engines, creative ad text development, custom landing page development and optimization, weekly campaign reporting, optimization recommendations, conversion tracking, identification of keywords that generate sales and leads, strategic bid management, Google analytics, and advanced bidding optimization to increase return on investment. The Hits Doctor's organic Search Engine Optimization (SEO) services include: comprehensive keyword analysis, website architecture review for SEO friendliness, keyword density analysis, HTML code optimization, search engine submission, monthly monitoring, link building and social media marketing.

Through its host of expert services, The Hits Doctor provides companies profitable and effective methods of increasing awareness of their brands and websites through organic SEO and pay per click search campaigns. For additional information on The Hits Doctor's SEO and pay per click management services, contact Brett Fisher at brett@thehitsdoctor.com, call (305) 989-5779, or visit www.thehitsdoctor.com.

*Vocus, Inc. (NASDAQ: VOCS) is a leading provider of on-demand software for public relations management. Vocus delivers solutions over the Internet using a secure, scalable application and system architecture, which allows customers to eliminate expensive up-front hardware and software costs and to quickly deploy and adopt the on-demand software. Vocus is used by more than 2,000 organizations worldwide and is available in five languages. Vocus is based in Lanham, MD with offices in North America, Europe, and Asia.