

UNIT  
SCIENTIFIC

Solving the Digital Marketing Puzzle

# Increase Revenue & Grow Online



eCommerce Foundation recently released the "United States Ecommerce Country Report" that covered eCommerce data from the last year.

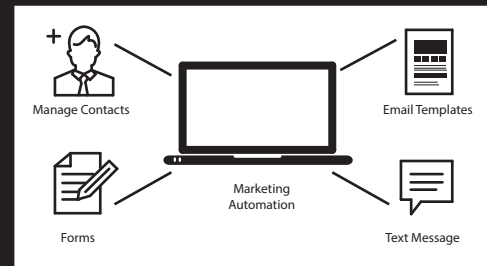
That data strongly indicates 88% of consumers pre-research their buys online before making a purchase either online or in-store.

This statistic is for general consumers, but the percentage of online searches regarding the life sciences is greater than 90%. The remaining purchases are mainly due to "cross-sells" and "upsells" from preexisting customers. Based on the data, it is critical to have a digital marketing strategy as a major part of a marketing plan.

## No Matter The Stage You're In



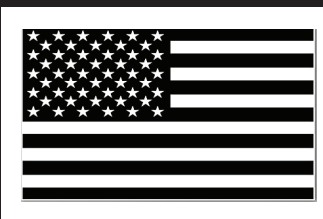
From Website...



...To Full Marketing Automation

Whether you only have a website or a fully integrated marketing automation system, Unit Scientific offers a software that will bring your company to the first page on all of the major search engines. We make it easier for your prospective customers to find your products and services. No matter what stage your company's digital marketing is in, Unit Scientific can help.

## The New Secret Weapon



Unit Scientific has proprietary software that has been developed by a team based in the United States working on search engine optimization (SEO) for almost 20 years. This team is having incredible success in other industries and Unit Scientific presents an opportunity to provide this same advantage to companies in the life sciences.

[info@unitsci.com](mailto:info@unitsci.com)

## Getting Started

1

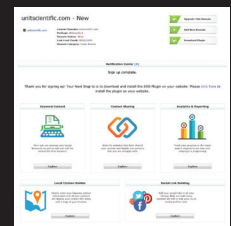
Go to: [www.unitsci.com/keywords](http://www.unitsci.com/keywords)

Fill out the form and select keywords

2

Create Account & Purchase Keywords

Members of Unit Scientific will work with your team to develop a keyword strategy



3

Install Software **\*critical step\***



This file is unique for each client with encrypted authorization tokens that allow the software to communicate with the website. This is how clients create a keyword strategy to get ranked on the first page of search engines.

4

Login to Dashboard

Your Dashboard Visibility:

- All keyword positions
- Exact keyword position on Google, Yahoo, and Bing
- Change of position for keywords in 10 day increments
- The competitive index for each keyword.
- Downloadable reports available in 10 day increments
- Website analysis
- Social media analysis

Keyword	Google	Yahoo	Bing	Competitor
keyword 1	1-10	1	1	420,000
keyword 2	2-17	2	2	74,000
keyword 3	3-15	3	3	40,000
keyword 4	4-10	4	4	400,000
keyword 5	5-17	5	5	200,000

We will review your keyword strategy together to optimize results

Get started today at [www.unitsci.com/keywords](http://www.unitsci.com/keywords)