



Leslie Carruthers

- Digital Marketing Expert
- Speaker
- Author
- Internet Marketer

As a digital marketer, Leslie Carruthers helps medium, large, and enterprise level businesses make Google, Bing and Yahoo! sell for them. Her firm, The Search Guru, drives targeted traffic to client websites, improving conversion rates and increasing rankings.

A seasoned internet marketing professional and search engine marketer, her background includes internet marketing since 1999 and search engine marketing (SEM) since 2001. Leslie brings to her clients the unique advantage of being both a gifted search marketer and technologist.

Leslie Carruthers is President of The Search Guru, a digital marketing company serving medium, large, and enterprise level businesses who think big. She has made presentations to the national Direct Marketing Association (DMA), Search Marketing Expo (SMX) and the Coremetrics Client Summit, as well as numerous regional groups. Leslie is also on the advisory board of the National Network of Online Business Owners (NNOBO).

Learn how digital marketing can turn your website into a lead generating, cash-churning, high ROI (return on investment) sales channel – contact us today.

Need an SEM expert to speak at your next conference or group's meeting?

Book web marketing and SEM expert Leslie Carruthers now. Leslie will share actionable tips and strategies that you and your group can apply immediately.

The Search Guru, Inc.

Phone 440-306-2418 • Results@TheSearchGuru.com
23420 Lorain Ave., Unit 200 #71 • North Olmsted, OH 44070
<http://www.TheSearchGuru.com>

What our clients are saying...

"Leslie and her team are the penultimate teachers, because they are the keen and iterative students of ever-changing Internet search space. In two companies now, they have taken unique challenges and in turn quickly delivered tangible results...The search space is flooded with "know-it-all" people who make guarantees about expected lift and then don't deliver. Leslie and team excel at the continuing education process and keeping the right level of detail at the forefront of every conversation...Wherever I go in the Internet space, Leslie will surely follow."

— Phillip Moss, Director, Global eCommerce Operations at Levi Strauss & Co.

"Leslie is clearly an expert in her field. She readily sees the application of SEO to improve business performance. Leslie is very quick to understand nuances of individual business competencies and how to align search strategy for optimal Internet marketing. She remains very current in the field, which is critical for any business looking to stay most competitive with Internet search."

— Rebecca Bompiedi, SVP, End2End Business Transformation at Philips Lighting Americas

"I consider Leslie Carruthers to be one of the TOP experts in the field of SEM! I have introduced Leslie to a number of my high profile clients such as Brookstone.com and On Target Jobs and I always seem to receive a call from the clients I recommend a couple of months later thanking me for getting them in touch with Leslie and her team!"

— Joe Herne, Executive Vice President North American Operations, Your Amigo

"The Search Guru team is easy to work with, responsible, independently reliable and knowledgeable. They are flexible to our needs and tightly focused on our conversion goals."

— Bobbie Halfin, Senior Vice President, Shape Magazine

Top 5 Ways to Drive Leads Via Social Media



1. Paid Social Advertising

- Promote & target posts towards those who are likely to convert
- <https://www.facebook.com/business>

2. Social Listening

- Find relevant groups, follow your leads, do the outreach
- Use low-tech and paid tools

3. Target > Engage

- Look for opportunities to be a connector & share your knowledge, opinions and experiences
- Charlie Hoehn, Tim Ferriss, Ramit Sethi, Nina Mufleh (Nina4Airbnb)

4. Corporate Branding

- What is your digital footprint?
- Leverage social media in times of crisis and clients as brand ambassadors

5. Leverage Content & Build Your List

- Create great content and promote it
- Capture contact information any and everywhere you can

The Search Guru, Inc.

Phone 440-306-2418 • Results@TheSearchGuru.com • <http://www.TheSearchGuru.com>
23420 Lorain Ave., Unit 200 #71 • North Olmsted, OH 44070

Receive a complimentary online presence evaluation from The Search Guru – A \$350 value – free to the first 10 people. Fill in the information below, tear off, and provide to Leslie Carruthers.

The Search Guru Free Evaluation

Name

Company

Phone Number

Email Address