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# How to Use Display Retargeting to Grow Your Search Business



Comtex

ESCONDIDO, Calif., Feb 05, 2010 /PRNewswire via COMTEX/ ---- Businesses interested in maximizing their SEO and Pay Per Click (PPC) retargeting via display ads in order to draw past visitors back to their website. If you are familiar with how SEO and PPC work, you know that many visitors never make a purchase, sign up, or use the contact form. Instead of counting those clicks as "lost", retargeting customer who is clearly already interested in your industry or product.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20100205/LA50616LOGO>)

Retargeting is a method whereby websites post a cookie on the [computer](#) of a website visitor, and later "find" that visitor again in ad space. Advertisers can "retarget" their previous website visitor by using a display ad to get their brand back in front of the visitor.

Are there benefits to repositioning your ad in front of someone who decided to leave your site? Certainly! The previous website visitor has already seen your brand, and they have already seen your brand. We know brand awareness is extremely important for consumers and can be a very effective tool in future purchase decisions.

Once you decide to retarget your ads, you have many options from which to choose. You can use the products offered from the Yahoo! Retargeting program (<http://yhoo.client.shareholder.com/PRESS/releasedetail.cfm?ReleaseID=367244>) or Google's Remarketing program. Agencies like Titan SEO, which can use a retargeting company such as Titan SEO's retargeting technology powered by Fetchback. Agencies like Titan SEO, which can use a retargeting company such as Titan SEO's retargeting technology powered by Fetchback. Agencies like Titan SEO, which can use a retargeting company such as Titan SEO's retargeting technology powered by Fetchback. Agencies like Titan SEO, which can use a retargeting company such as Titan SEO's retargeting technology powered by Fetchback.

Bottom line: if you see visitors bouncing off your site without converting, it might be worth considering whether or not retargeting to PPC and SEO, retargeting has the potential to turn many "lost" visitors into customers.

Contributed by Amanda Finch, VP Operations, Titan SEO, Inc.

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