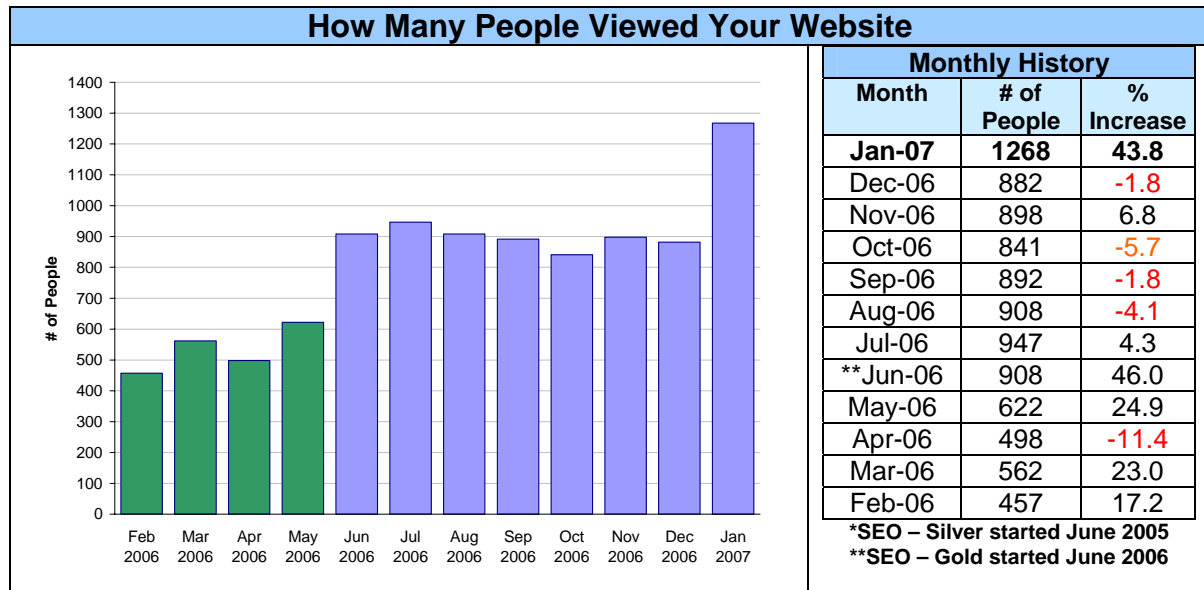




# AHOLATTAFUN CREATIVE SOLUTIONS SEARCH ENGINE OPTIMIZATION GOLD REPORT

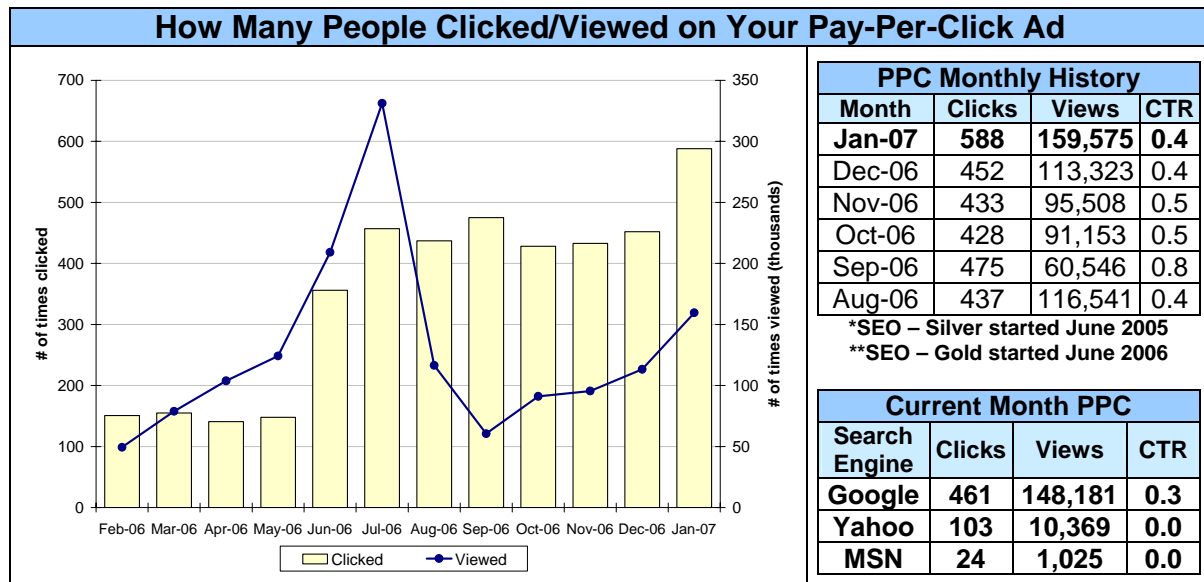
Client: **Company Name**  
 Website: www.companyname.com  
 Date: February 1, 2007  
 Renewal: June 1, 2007  
 Report No: 19 of 24

Average Visitors to Your Website			
Overall Increase	Monthly Increase	Average Before SEO	Average After SEO
<b>258%</b>	<b>43.8%</b>	175	626
First 12 Month Campaign Overall Increase (Silver package)			137.1%



**Description:** The graph and accompanying table shows the number of **unique individuals** that viewed your website over the last 12 months.

(green = Silver SEO campaign; blue = Gold SEO campaign)



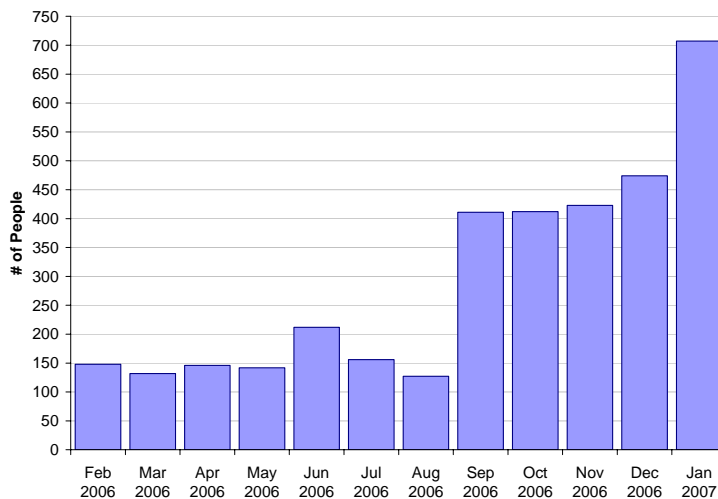
**Description:** The above graph tracks and compares the number of people that have clicked (bar graph scale to the left) and viewed (line graph scale to the right) your **paid ad** on the Google AdWords over the last 6 months.

Phone: (519) 893-4386  
 Toronto: (416) 607-6756  
 Email: info@aholattafun.ca  
 www.aholattafun.ca



# AHOLATTAFUN CREATIVE SOLUTIONS SEARCH ENGINE OPTIMIZATION GOLD REPORT

## How Many People Clicked on Your Free Listings



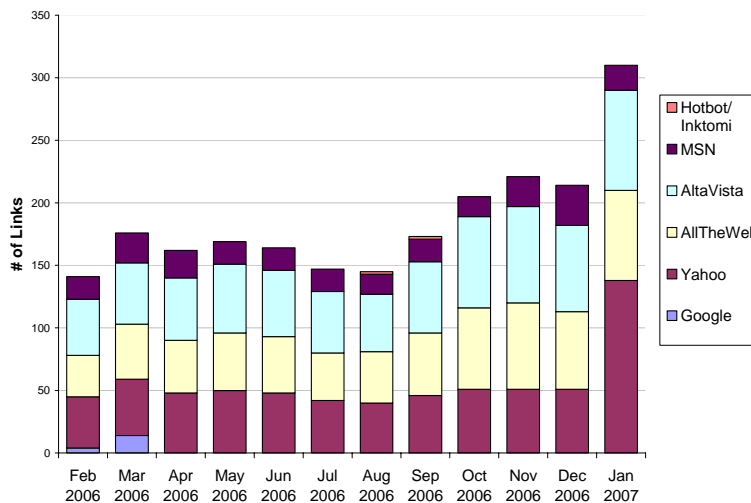
Monthly History		
Month	Clicks	%
Jan-2006	707	49.2
Dec-2006	474	12.1
Nov-2006	423	2.7
Oct 2006	412	0.2
Sep 2006	411	223.6
Aug 2006	127	-18.6
July 2006	156	24.8
June 2006	125	-11.9
May 2006	142	-2.7
Apr 2006	146	10.6
Mar 2006	132	-10.8
Feb 2006	148	-15.4

\*SEO – Silver started June 2005  
\*\*SEO – Gold started June 2006

**Description:** The graph and tables above show the number of people that clicked on your **free listings** on various search engines. Free listings, also known as organic listings, are shown to users when they search for keywords or phrases. The order of these listings appear are determined by unique unknown factors that each search engine sets in order to try and display what they believe are the most relevant listings first.

(green = Silver SEO campaign; blue = Gold SEO campaign)

## How Popular is Your Website



Monthly History		
Month	Links	%
Jan-07	310	44.9
Dec-06	214	-3.2
Nov-06	221	7.8
Oct-06	205	18.5
Sep-06	173	19.3
Aug-06	145	-1.4

\*SEO – Silver started June 2005

Current Month's Links	
Search Engine	Clicked
Google	0
Yahoo	138
AllTheWeb	72
Altavista	80
MSN	20
Hotbot/Inktomi	0

**Description:** The graph and tables above show how many websites on the Internet (according to each search engine, see second table) have a link that points to your website. The (link) popularity of your site is one of the known factors that search engines use to determine your websites ranking when people search for keywords and phrases.

# AHOLATTAFUN CREATIVE SOLUTIONS SEARCH ENGINE OPTIMIZATION GOLD REPORT

## Pay-Per-Click Keyword Summary (Google AdWords)

Keyword	Viewed	Clicks	CTR	Avg. CPC	Cost	Avg. Position	Conv.	Conv. Rate
Overall Totals:	148,181	461	0.31%	\$0.40	\$186.44	5.2	227	49.24%
<i>Content Targeting Total:</i>	<i>135,270</i>	<i>71</i>	<i>0.05%</i>	<i>\$0.30</i>	<i>\$21.14</i>	<i>5</i>	<i>7</i>	<i>9.86%</i>
Keyword 1	4,499	272	6.05%	\$0.38	\$104.00	2.9	150	55.15%
Keyword 2	4,017	41	1.02%	\$0.53	\$21.74	10.6	24	58.54%
Keyword 3	574	38	6.62%	\$0.52	\$19.76	3.3	22	57.89%
Keyword 4	880	15	1.70%	\$0.53	\$7.95	9.2	7	46.67%
Keyword 5	304	12	3.95%	\$0.50	\$5.95	6.2	11	91.67%
Keyword 6	113	3	2.65%	\$0.29	\$0.88	9.7	1	33.33%
Keyword 7	458	2	0.44%	\$0.70	\$1.41	8.4	2	100.00%
Keyword 8	192	2	1.04%	\$0.56	\$1.11	10.2	1	50.00%
Keyword 9	104	2	1.92%	\$0.54	\$1.07	6.3	1	50.00%
Keyword 10	1152	1	0.09%	\$0.57	\$0.57	16.7	0	0.00%
Keyword 11	455	1	0.22%	\$0.35	\$0.35	13.3	0	0.00%
Keyword 12	15	1	6.67%	\$0.51	\$0.51	6.8	1	100.00%
Keyword 13	109	0	0.00%	\$0.00	\$0.00	4.2	0	0.00%
Keyword 14	23	0	0.00%	\$0.00	\$0.00	9.1	0	0.00%
Keyword 15	16	0	0.00%	\$0.00	\$0.00	3.6	0	0.00%

## Pay-Per-Click Keyword Summary (Yahoo Overture USD\$)

Keyword	Viewed	Clicks	CTR	Avg. CPC	Cost	Avg. Position	Conv.	Conv. Rate
Overall Totals:	10,369	103	0.01%	\$0.82	\$84.80	3.6	92	0.89%
Keyword 1	7,467	78	0.01	\$0.85	\$66.30	4.0	71	0.91
Keyword 2	1,006	12	0.01	\$0.90	\$10.83	1.5	5	0.42
Keyword 3	82	5	0.06	\$0.19	\$0.96	3.7	8	1.60
Keyword 4	388	4	0.01	\$1.43	\$5.70	2.5	4	1.00
Keyword 5	94	3	0.03	\$0.20	\$0.59	2.3	4	1.33
Keyword 6	474	1	0.00	\$0.42	\$0.42	3.4	0	0.00
Keyword 7	821	0	0.00	\$0.00	\$0.00	2.7	0	0.00
Keyword 8	29	0	0.00	\$0.00	\$0.00	1.6	0	0.00
Keyword 9	5	0	0.00	\$0.00	\$0.00	5.6	0	0.00
Keyword 10	3	0	0.00	\$0.00	\$0.00	4.0	0	0.00

Phone: (519) 893-4386  
 Toronto: (416) 607-6756  
 Email: info@aholattafun.ca  
[www.aholattafun.ca](http://www.aholattafun.ca)

# AHOLATTAFUN CREATIVE SOLUTIONS

## SEARCH ENGINE OPTIMIZATION GOLD REPORT



### Pay-Per-Click Keyword Summary (MSN AdCenter USD\$)

Keyword	Match Type	Viewed	Clicks	CTR	Avg. CPC	Cost	Avg. Position	Conv.	Conv. Rate
Overall Totals:	n/a	1,025	24	0.02%	\$0.28	\$33.00	177.0	2	0.09%
Keyword 1	Phrase	232	8	3.45	\$1.46	\$11.71	2.4	14	175.00
Keyword 2	Phrase	30	7	23.33	\$0.64	\$4.47	1.0	21	300.00
Keyword 3	Phrase	430	5	1.16	\$1.83	\$9.15	5.0	7	140.00
Keyword 4	Broad	85	4	4.71	\$1.85	\$7.39	6.0	1	25.00
Keyword 5	Exact	103	0	0.00	\$0.00	\$0.00	4.9	0	0.00
Keyword 6	Broad	65	0	0.00	\$0.00	\$0.00	4.7	0	0.00
Keyword 7	Exact	27	0	0.00	\$0.00	\$0.00	1.5	0	0.00
Keyword 8	Exact	16	0	0.00	\$0.00	\$0.00	8.9	0	0.00
Keyword 9	Broad	7	0	0.00	\$0.00	\$0.00	7.6	0	0.00
Keyword 10	Broad	6	0	0.00	\$0.00	\$0.00	4.5	0	0.00
Keyword 11	Phrase	5	0	0.00	\$0.00	\$0.00	45.2	0	0.00
Keyword 12	Phrase	4	0	0.00	\$0.00	\$0.00	3.8	0	0.00
Keyword 13	Exact	3	0	0.00	\$0.00	\$0.00	46.0	0	0.00
Keyword 14	Exact	3	0	0.00	\$0.00	\$0.00	18.3	0	0.00
Keyword 15	Exact	2	0	0.00	\$0.00	\$0.00	2.5	0	0.00
Keyword 16	Exact	2	0	0.00	\$0.00	\$0.00	3.0	0	0.00
Keyword 17	Phrase	1	0	0.00	\$0.00	\$0.00	3.0	0	0.00
Keyword 18	Phrase	1	0	0.00	\$0.00	\$0.00	5.0	0	0.00
Keyword 19	Broad	1	0	0.00	\$0.00	\$0.00	1.0	0	0.00
Keyword 20	Exact	1	0	0.00	\$0.00	\$0.00	1.0	0	0.00
Keyword 21	Phrase	1	0	0.00	\$0.00	\$0.00	2.0	0	0.00

**Keyword:** Keywords that are currently being bid on in your PPC campaign.

**Viewed:** This is the number of times your paid ad has been displayed on Google when someone has typed the corresponding keyword in their search

**CTR (Click-Through-Rate):** This is the number of the times your ad has been viewed divided by the number of times someone has clicked on your paid ad. This is used to show the effectiveness of your paid ad. Ads that have a higher CTR are shown to more people and in more prominent positions, as Google feels they are more relevant to what their users are searching for.

**Avg CPC (Average Cost-per-Click):** The average cost for each click your paid ad received.

**Cost:** The total cost of your paid ad.

**Avg Position:** The average position your ad is placed. There are 8 ads per page and the top spots are positions 1-3, as research has shown that these are looked at by most Google users.

**Content Targeting Total:** Google AdWords displays your paid ad not only on Google.com but also on its partnering websites known as the Google Network. If a partnering website has content that Google deems related to your website, it will display your paid ad on that site. Content targeting is optional. You can also choose to do site-targeting PPC campaign in the Gold and Platinum SEO Packages (ask your business manager for more details)

Phone: (519) 893-4386  
 Toronto: (416) 607-6756  
 Email: info@aholattafun.ca  
[www.aholattafun.ca](http://www.aholattafun.ca)

# AHOLATTAFUN CREATIVE SOLUTIONS SEARCH ENGINE OPTIMIZATION GOLD REPORT

## Monthly PPC Budget Difference

Month	Paid	Used	Difference
Previous	\$600.00	\$601.12	\$1.12
Jun-06	\$250.00	\$236.37	(\$13.63)
Jul-06	\$250.00	\$250.57	\$0.57
Aug-06	\$250.00	\$256.84	\$6.84
Sep-06	\$250.00	\$223.86	(\$26.14)
Oct-06	\$250.00	\$229.63	(\$20.37)
Nov-06	\$250.00	\$205.67	(\$44.33)
Dec-06	\$250.00	\$257.86	\$7.86
Jan-07	\$250.00	\$321.91	\$71.91
<b>TOTAL DIFFERENCE:</b>			<b>(\$16.18)</b>

## Directory Submissions:

- <http://www.softzdirectory.com>
- <http://directory.portalit.net>
- <http://www.deregular.com>
- <http://www.directoryon.info>
- <http://www.relevant-links.com>
- <http://www.landoflinks.com>
- <http://www.allshowevents.com>

## Notes/Recommendations:

- Congratulations your website has reached an all-time high for number of unique visitors, clicks on your paid ad, clicks on your free ad, and your websites popularity. We are glad to see your website doing so well and hope that this is translating into real customers. If you have any questions please feel free to contact your **Aholattafun** Business Manager.
- Added following to PPC:
  - Keyword 1
  - Keyword 2
  - Keyword 3
  - Keyword 4
  - Keyword 5
  - Keyword 6
- Removed following from PPC:
  - Keyword 7
  - Keyword 8
  - Keyword 9

Phone: (519) 893-4386  
Toronto: (416) 607-6756  
Email: [info@aholattafun.ca](mailto:info@aholattafun.ca)  
[www.aholattafun.ca](http://www.aholattafun.ca)