



# SEARCH ENGINE OPTIMIZATION

## Search Engine Market Share

Google	49.2%
YAHOO!	23.8%
msn	9.6%
OTHERS	17.4%

Source: July 2006, Nielsen NetRatings

The following companies have taken advantage of this service.

**POINTER AVIONICS**

**↑ 216%**  
OVERALL INCREASE

**J-D JUST DESK LEATHERS**

**↑ 372%**  
OVERALL INCREASE

**STEEL CITY TRAVEL**

**↑ 138%**  
OVERALL INCREASE

**CAMBRIDGE CENTRE DENTAL OFFICE**

**↑ 331%**  
OVERALL INCREASE

**hotsy CLEANING SYSTEMS**

**↑ 209%**  
OVERALL INCREASE

For a completely out-sourced solution, contact an **Aholattafun** Business Manager or register online at [aholattafun.ca](http://aholattafun.ca).

**CONTACT A BUSINESS MANAGER TODAY!**

195 STEEPLERIDGE ST.  
KITCHENER, ONTARIO  
CANADA, N2P 2V1

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

© 2007 Aholattafun



## PACKAGES INCLUDE

	BRONZE	SILVER	GOLD	PLATINUM
Dedicated Hours	1	1.5	2.5	3.5
Online Monthly Reports	✓	✓	✓	✓
Monthly Review		✓	✓	✓
Search Engine Submission	✓	✓	✓	✓
Google Local Submission	✓	✓	✓	✓
Home Page Optimization	✓	✓	✓	✓
Inner Page Optimization	✓	✓	✓	✓
Monthly Directory Submissions			✓	✓
Competition Research Report			1	2
Website Population Campaign				✓
Google & Yahoo Sitemaps				✓
Google Local Coupons				✓
Pay-Per Click Campaign		✓	✓	✓
Pay-Per Click Budget		\$50	\$250	\$650
Keyword Research		✓	✓	✓
Google AdWords <small>• global • local • site</small>		✓	✓	✓
Yahoo SEM <small>• global • local</small>			✓	✓
MSN AdCenter <small>• global</small>			✓	✓
Pay-Per Click Conversion Rate			✓	✓
Multiple Pay-Per Click Ads				✓
Set-Up Fee	\$499	\$999	\$2,499	\$4,999
Monthly Fee	\$99	\$199	\$499	\$999
Package Upgrade		\$500	\$1,500	\$2,500

- Monthly payments priced for 12 month duration.
- Package upgrade cost available after 3rd month on existing program.
- Review Pay-Per Click Plus Program for increased budget flexibility.

[aholattafun.ca](http://aholattafun.ca)