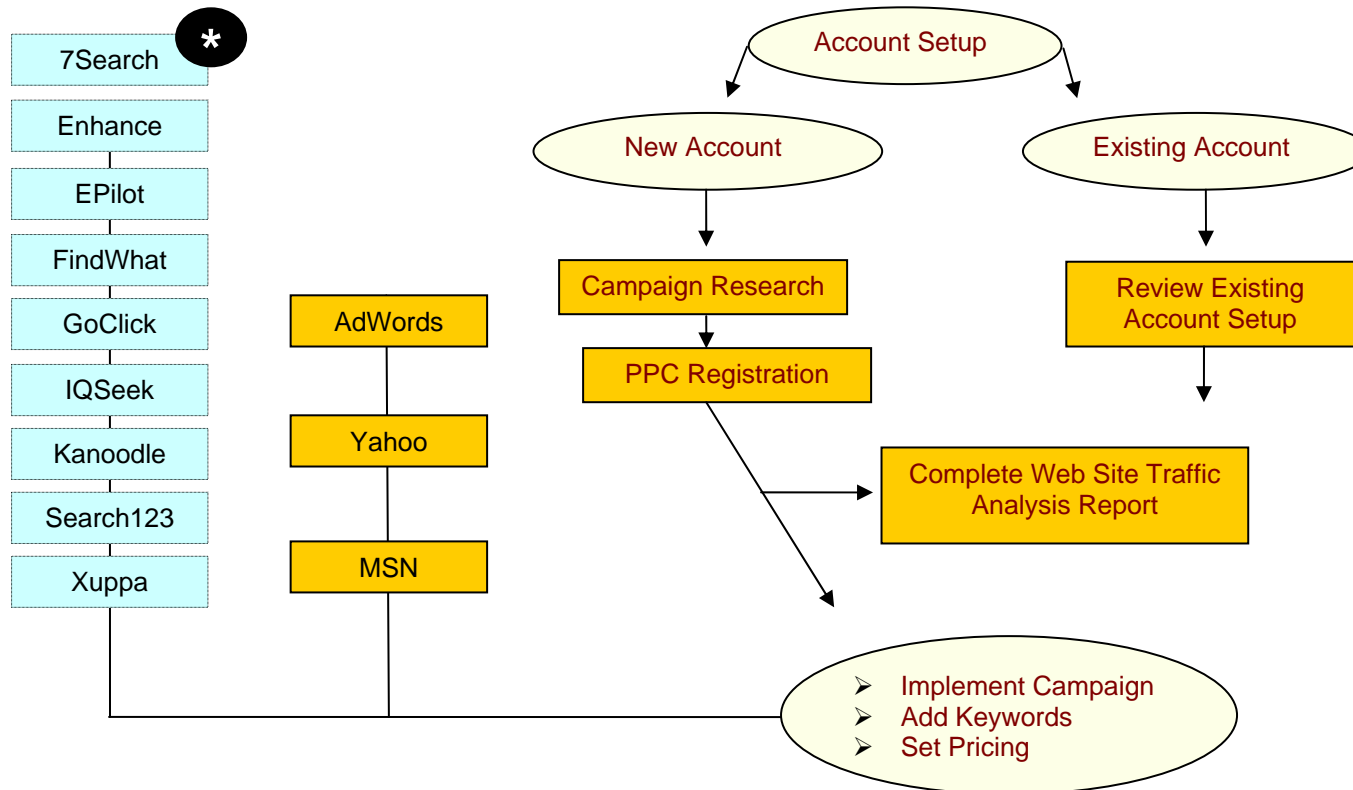




Pay Per Click (PPC) - New Account Setup



* These PPC providers have not yet been used by SARBRO Solutions

>>> New Account Setup

1. The first step of a new Pay Per Click (PPC) **Account Setup** depends on whether or not the client has had a previous PPC account.
 - If the client has an **existing PPC account**, SARBRO Solutions will review the current account(s) setup to ensure its compliance with PPC marketing procedures.
 - If the client requires a **new PPC account**, SARBRO will start with a **Campaign Research** to provide an adequate description and title to groups of keywords related to the account. Following the campaign research is **PPC Registration** with PPC search engines.



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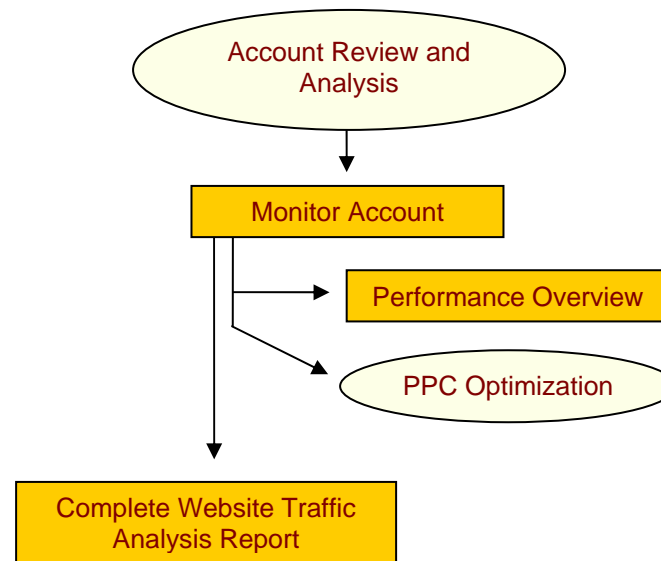
PHONE | 818 654 9711
FAX | 818 337 2002
EMAIL | SEO@SARBROSOLUTIONS.COM
WEBSITE | WWW.SARBROSOLUTIONS.COM

2. The second step is the **Complete Web Site Traffic Analysis Report** which requires SARBRO to research competitors; create SMTH (Show Me the Hits), website traffic, and online revenue reports; and finally utilize any other relevant statistical measures.

3. The third step is solely for new PPC accounts. SARBRO will: **implement the campaign**, use keyword category, URL address list, and define campaign(s) and individualized group hierarchy; set individual title and description to each group; set up Search and Content Campaigns; **add Keywords** to correlating campaign(s)/group(s); adjust price per campaign, group, keyword; and finally set a daily Search and Content budget.



Pay Per Click (PPC) – Review



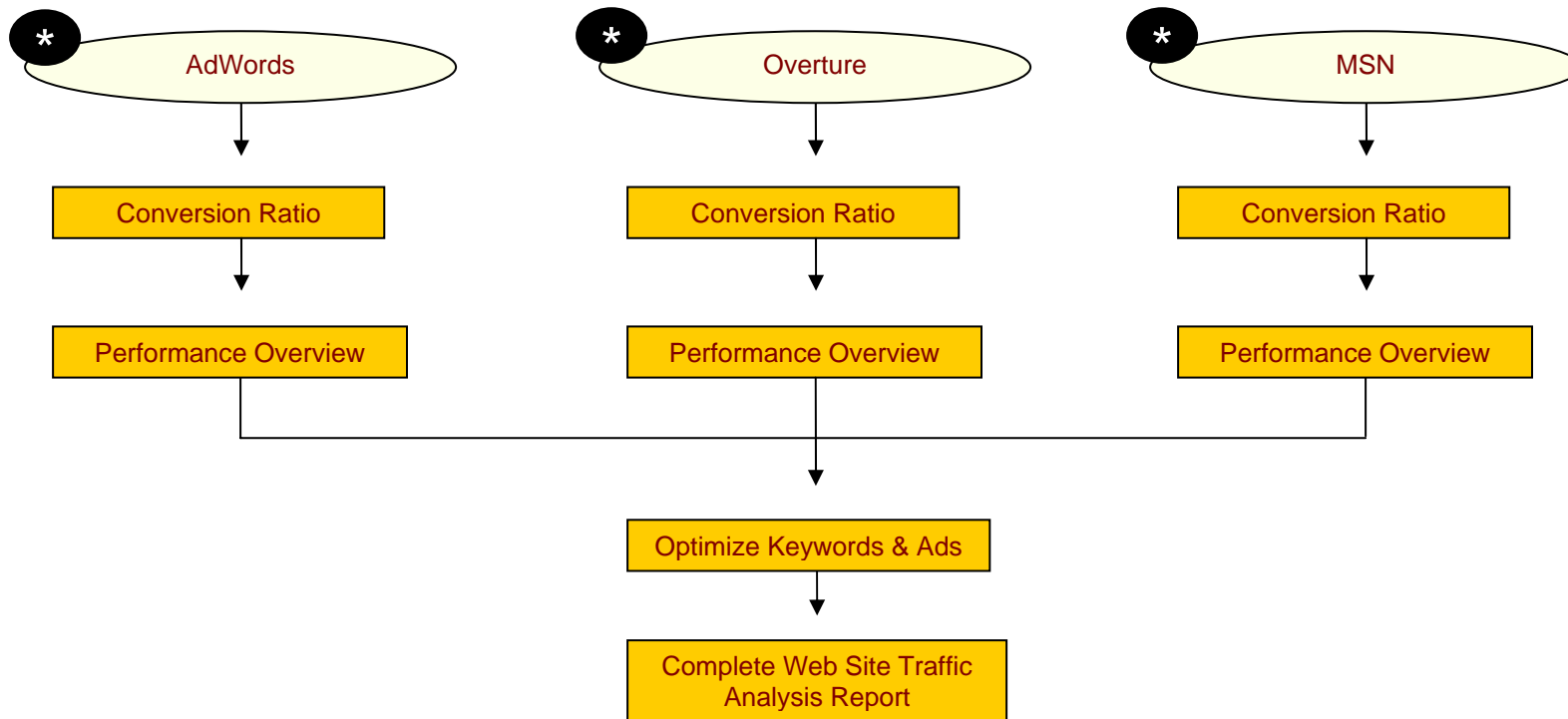
>>> Current Account Review and Analysis

PPC Review is an essential part of a successful PPC campaign and requires the following process:

We start with the **Monitor Account** stage, when we render frequent reviewing to confirm that your PPC accounts are active and stable. If your accounts are adequate, we will generate a **Complete Website Traffic Analysis Report**. If we believe that your account is not satisfactory, we will start a **Performance Overview** to fathom which PPC accounts are lacking stability and ample activity. We then take those accounts and run them through our **PPC Optimization** process.



Pay Per Click (PPC) – Optimization



* These are the current major PPC search engines. As other PPC search engines become more significant we will add that engine to the optimization list.

>>> Current Account Optimization

Depending on which PPC account needs optimization, we analyze the **Conversion Ratios** of the campaigns. Conversion Ratios are the amount of clicks converted into sales or leads. Afterwards, we start the **Performance Overview** to examine and understand which campaigns and keywords are performing poorly. We then start to **Optimize Keywords & Ads** that are performing inadequately to improve their performance and maximize your Conversion Ratio. Once we have done all of this, we generate a **Complete Website Traffic Analysis Report**.