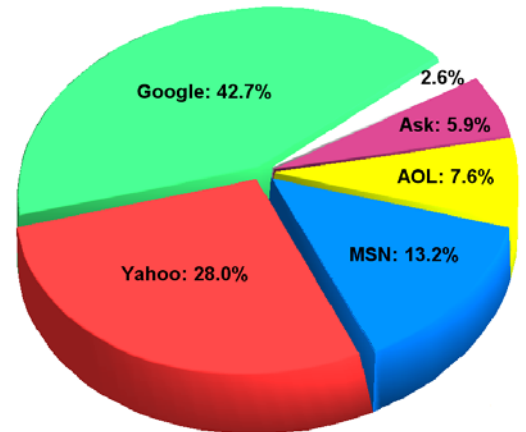


SEARCH ENGINE MARKETING

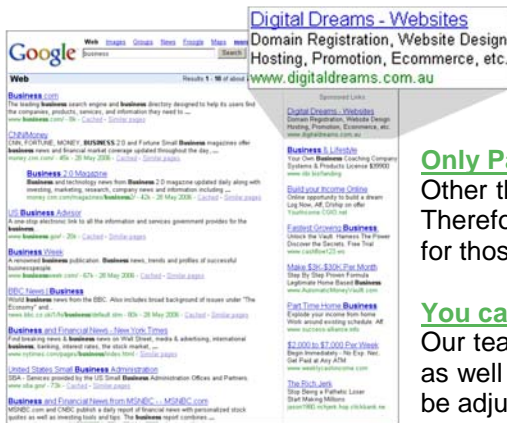
To drive traffic to your website may require a little more than just waiting and hoping that people will know how to get to your website. Search engines will play an important role in bringing traffic to your website, however, these results can be greatly increased by advertising on the search engines as sponsors.

Whether you have a brand new website and want to really kick start it, or you have an existing website that needs a boost, Search Engine Marketing is for you. Digital Dreams will set it all up for you and manage it for you so that you get the most out of it and best of all:

You decide how much you want to spend!



Share of searches: March 2006



You can advertise your business on Google or Yahoo and MSN. There is no need to wait months before your business appears on the search engine. Once created, your advert will appear instantly for the keywords that were used, making this an effective marketing tool for immediate results.

Only Pay for Clicks

Other than the monthly management fee, you only pay for the clicks on your adverts. Therefore, if only 100 people click through to your website in a month, you only pay for those 100 clicks.

You can set the Click Price and Monthly Budget

Our team at Digital Dreams will work with you to determine the best Click Price to set as well as Monthly Budget. This keeps the spending under control and can be adjusted at any time to maximise the results.

Monthly Reports available

Monthly reports are available to view the statistics of your advertising. These reports will give you information such as:

- Number of impressions per keyword/key-phrase
- Number of clicks per keyword/key-phrase
- Amount invested per keyword/key-phrase

Change your Keywords/Key-Phrases as required

Digital Dreams will work with you by suggesting different keywords and key-phrases to use for your advertising and you can adjust your keywords and key-phrases at any time to maximise the results.



Get more visitors to your website...

**...promote your website
with Search Engine Marketing**

**FREECALL 1800 85 55 85
www.digitaldreams.com.au**

