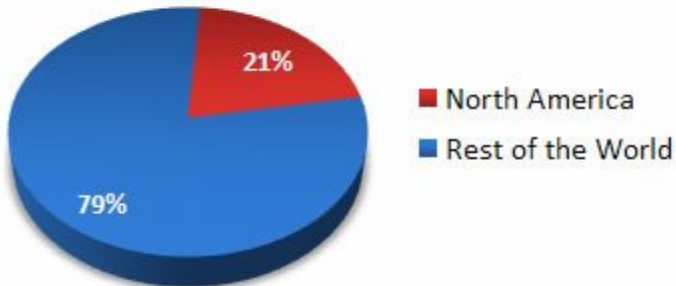


INTERNET TRAFFIC SOLUTIONS

Why Did North American Companies Spend \$9.4 Billion on Search Engine Marketing (SEM) in 2006?

Companies are pouring billions into Search Engine Marketing. By 2011 researchers estimate spending to double at an aggregate spending total of \$18.6 billion. - The State of Search Engine Marketing Report, SEMPO.org

North America Internet Users



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The name Google is synonymous with "search" and their website is used by millions on a daily basis. According to Internet World Stats there are currently 225,801,428 Internet users in the US alone.

It's no wonder that Search Engine Marketing (SEM) has become one of the most powerful marketing strategies

of the last five years. SEM has proven repeatedly to contribute effectively and dramatically to a company's profit picture. A comprehensive SEM campaign will deliver huge numbers of qualified prospects to a targeted website and will increase the rate at which those visitors become customers.

{ ITS can help you build a powerful marketing mix, synchronizing your online and traditional marketing activities and maximizing your promotional spend and ROI.

A full service Internet Marketing Agency, Internet Traffic Solutions (ITS) retains specialists in both PPC and SEO and have distinguished themselves in the marketing arena with a solid and successful track record. The ITS team invests time and research to understand you, your business, and your marketing goals.

Combining short-term and long-term strategies, ITS generates interest in clients' websites using a comprehensive and highly targeted marketing approach in combination with leading software tools.

Short-term tactics (i.e., pay-per-click marketing) create an immediate revenue boost by bringing buyers to clients' websites on a daily basis, while long-term tactics, (i.e., building brand and company awareness) bring about steady sales growth. The ITS marketing team synchronizes online and traditional marketing methods while maximizing clients' promotional spend and ROI.

The ITS portfolio of services includes:

- ITS **Search Engine Optimization Service** - integrates improved web content and quality linking techniques to move websites higher in the search results of major search engines. Maximizing search engine results can generate more revenue from the website, improve return on investment and increase overall profitability.
- ITS **Web Analytics Service** – offers intuitive, insightful analysis of websites. ITS experts review marketing campaigns in real time and make suggestions and changes to dramatically improve marketing activities and a website's performance.
- ITS **Usability Review Service** – provides conversion strategies that encourage visitors to interact with client's website and ultimately buy their products.
- ITS **Pay-Per-Click Marketing Service** – utilizes Pay-Per-Click (PPC) marketing, to ensure that the client's ads appear in front of the millions of monthly Google and Yahoo users when they search for the client's products and services online.
- ITS **Online PR Service** – creates web-powered public relations. ITS experts generate interest in the client's company by creating and issuing newsworthy press releases and articles, for a fraction of the cost of traditional PR.
- ITS **Marketing Consulting Service** – offers strategic evaluation and planning of the client's marketing campaign. ITS assists with overall strategy development, coordinating traditional advertising, exhibitions, PR and other promotional activities with online marketing elements. ITS ensures powerful market impact leading to results affecting the client's bottom line.

Testimonials

"I have not worked with many firms which combine professionalism, enthusiasm and sheer talent like ITS does. We've gained much from their efforts; ITS knows a great deal about Internet marketing, has an eye for what works, is very organized, and is constantly thinking of new ways to get the message out.

If you are looking for a company to develop, manage or promote your web site, I highly recommend ITS."

- **Daniel Ostroff** of www.LivingInComfort.com

"ITS rocks! They're professional and they get results. Our campaign with them succeeded immensely, earning us \$6 for every dollar we spent. "

- **Avrum Aaron** of Cupron Inc.

"The ITS team promised a lot - and delivered even more. Through on line press releases, pay per click marketing, usability and analytics, this savvy group of online professionals doubled our conversion rate. We have so many new sign-ups, we're still trying to catch up."

- **Meir Kessner** of RealProspex