

We turn **Clicks** into **Calls**

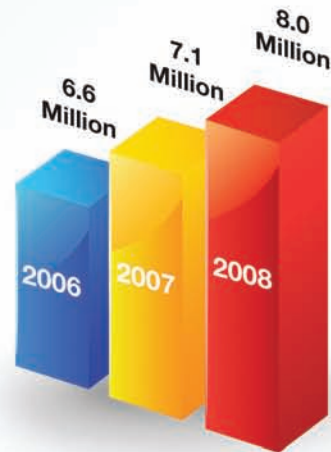


Get online and reach 96.7% of Australia!*

Each day more and more consumers are using the internet, and as result, getting online has become a vital link for any business.

The result of this increasing usage is a growing number of activated consumers who are searching for and purchasing products and services every day.

As a leading provider of online advertising services, Yodel promotes your business on major search engines like Google, Yahoo!7, ninemsn, Sensis, LiveSearch and many more. Using our expertise, tools and experience, we create campaigns to make your website stand out in search engine results in order to connect your business with potential customers that are searching online.



Google and Yahoo! advertising promotes your website by increasing its visibility to users who are searching for relevant products and services, allowing you to precisely target your audience.

When a user types a keyword into a search engine, your business advert appears under the sponsored links, displayed prominently above or adjacent the natural results on the search engine's results page. Continually managing which keywords are most relevant, effectively distributing your advertising spend and getting the most out of this powerful medium is called Search Engine Marketing.

The model used in the Google AdWords and Yahoo! Search Marketing is a Pay-Per-Click program - an internet advertising model in which advertisers pay only when their ad is clicked by interested users.

The prices for the sponsored links adverts are defined through a bid system, and that's

why constant monitoring is required to make sure you get the desired results with the lowest cost per click.

Benefits of Online Advertising



Reach - 90% of internet users in Australia are exposed to AdWords Ads on sites such as MySpace, Fairfax & YouTube.



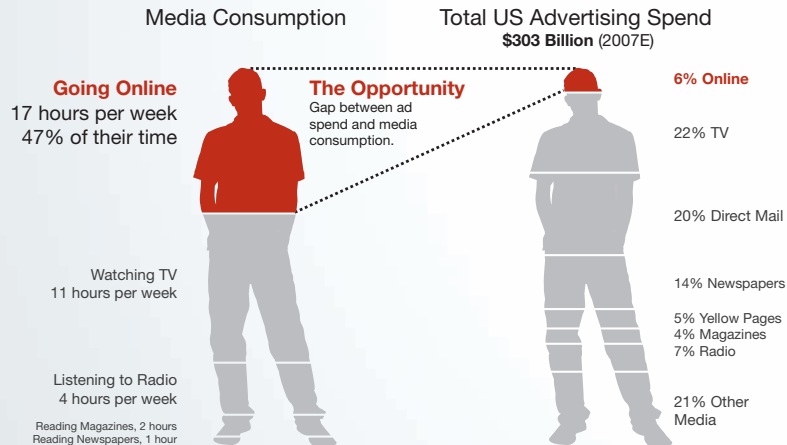
Cost - You only pay when someone clicks on your Ad, thereby getting qualified leads.



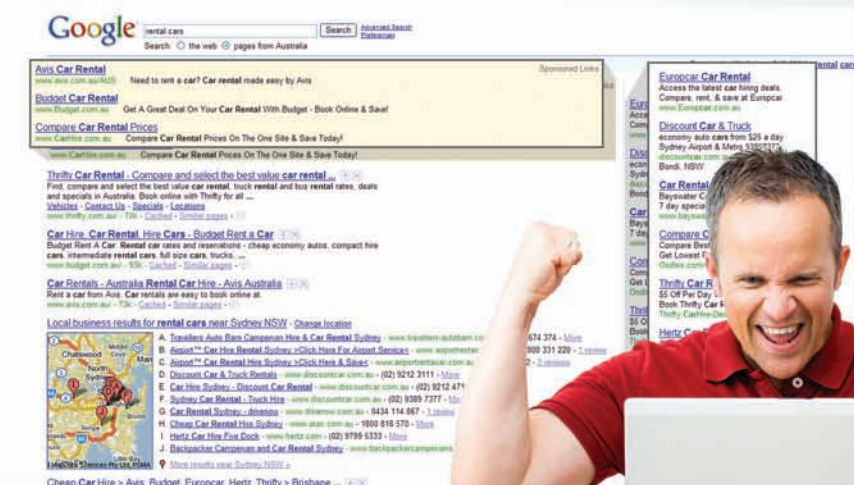
Timing - Google Ads are shown when users are searching for those products.



Flexibility & Control - Yodel can update your campaigns at any time to adapt to any current promotion or campaign.



*Source: US Entertainment and Media Consumer Survey Report 2007; Jupiter Research (April 2007); Universal McCann (June 2007); eMarketer (Feb 2007); Google Internal Estimates



Who is Yodel Australia?

Yodel is the largest reseller of the Pay-Per-Click advertising systems *Google AdWords* and *Yahoo! Search Marketing* in Australia and New Zealand. Yodel became the first Authorised Reseller of Google AdWords and Yahoo! Search Marketing in Australia and New Zealand in 2006 and today is also available in other countries around the world such as South Africa, Ireland, United Kingdom and the Philippines.

Yodel Australia has over 26 qualified Google AdWords Professionals and Yahoo! Certified Ambassadors who are experts in getting clicks to your website and generate the best results so you won't have to concern yourself with the complexities of online marketing.

With our search marketing strategies, as well as real-world advertising experience, we can optimise your campaign and select the most effective keywords from our extensive database to generate leads to your website, take care of your market research, competitor analysis, online budgeting and campaign creation.

“Our professionals are fully trained by Google and Yahoo! and have experience in managing over 6,000 online advertising accounts.”

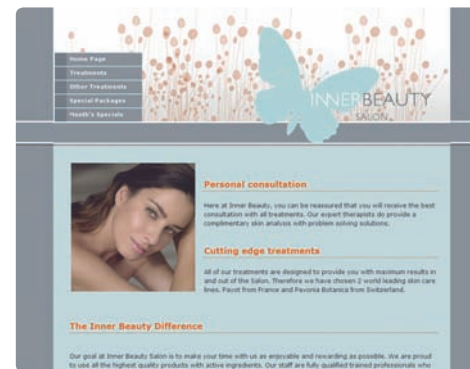
Yodel has the technology and its own custom-built tools that can help monitor the success of your campaign in terms of the number of sales, leads and phone calls you receive from your website.



Don't have a website?

No problem! Let us make one for you!

We can build you a template website free-of-charge with our packages.* After we design the website for you we will give you the tools to easily maintain and edit your own website!



innerbeautysalon.com.au



posdisplays.yodelaustralia.com.au

What do you get?

- A Free Website.
- Subdomain Name or register your own domain for \$75 (1 year registration)*.
- 4 Images Per Page.
- Choice of 150 Templates for your Website.
- 3 Email Accounts at your Domain Name, (not available on subdomains).*

* Conditions apply.



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Find the right package for you!

No Setup Fees.*

Free Website and Free Hosting.*

	\$5 per day	\$10 per day	\$15 per day	\$20 per day	\$25 per day	\$30 per day	\$50 per day
Business Starter 3 Months	\$674 * minimum spend	\$1,331 * minimum spend	\$1,971 * minimum spend	\$2,594 * minimum spend	\$3,202 * minimum spend	\$3,795 * minimum spend	\$6,246 * minimum spend
Business Smart 6 Months	\$1,251 Save \$98!	\$2,471 Save \$191!	\$3,662 Save \$280!	\$4,824 Save \$365!	\$5,958 Save \$446!	\$7,065 Save \$524!	\$11,639 Save \$854!
Business Premium 12 Months	\$2,389 Save \$112!	\$4,723 Save \$219!	\$7,002 Save \$321!	\$9,229 Save \$418!	\$11,406 Save \$510!	\$13,533 Save \$598!	\$22,305 Save \$973!

Save more! Get great value with a higher daily budget or speak to us about your own unique package!

1 Free Page
3 Months Hosting
Free Sub Domain

4 Free Pages
12 Months Hosting
Free Domain Name

2 Free Pages
6 Months Hosting
Free Sub Domain

Gold Class Membership

Additional benefits

- Qualified Professionals.
- Monthly Reports.
- Personalised Customer Care.

* Conditions apply.
All prices are inclusive of GST.

Find the right package for you!

Yodel offers a variety of other services, so you can better measure your overall return on investment and get the most out of your campaign.

Website Phone Tracking

Website Phone Tracking allow you to record how many phone call enquiries are being generated from your professionally managed campaign with us.

How it works?

Yodel Australia will provide you with a unique 1300 number that it will be placed on your website. Every time a customer calls this phone number, your account manager receives a report which shows that the call was linked directly to your Google AdWords or Yahoo! Search Marketing campaign.

How do we do it?

Yodel Australia will duplicate your website and insert your new 1300 number. The 1300 number will redirect to an answering point that you nominate. Yodel then links your advertising to this website, so every time you receive a call, you'll be able to know exactly how many enquiries you receive from Google AdWords and Yahoo! Search Marketing.



CALL 1800 SEARCH

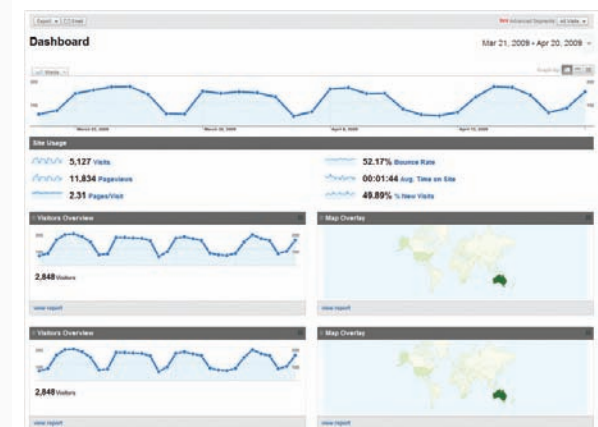


Google Conversion Tracking

Google Conversion Trackings helps you to measure conversions , to see how your campaign is working for your business and exactly which keywords are leading visitors to your website. Conversions (goals) involve the user taking a particular action - these might include completing a sale, submitting a query, or subscribing to a newsletter.

Google Analytics

See how visitors are interacting with your website with Google Analytics. Compare the behaviour and profitability of visitors, who were referred from your ads, keywords, search engines and emails, and gain valuable insight into how to improve your website's content and design to maximise your visitor's propensity to choose your business.



What people say



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We have been 100% impressed with Yodel's services. From the moment they built our website, and to the actual launch of our campaign, it has been a great experience for us. All we need to worry about now is arranging our bookings to suite our online customers!

We are extremely happy in how Yodel turns our clicks into bookings!

Virginia Buckley, Fan Fun (Feb. 2009)

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For a small business like ours other forms of advertising become very expensive so we were very pleased to learn of this form of advertising and the reduced cost.

The traffic that AdWords is bringing to our website is over 100% more than similar periods last year and is still improving.

Vaughan Cooper, Coopers Store (Mar. 2009)

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Any more questions? Give us a call or check our website

1800SEARCH



www.yodel.com.au

