



design.
website development.
internet marketing.

i4U Monthly Newsletter

September 2007

Pay Per Click Advertising

Current search engine results have found that 62% of search engine users click on search results within the first page, 90% of search engine users click on a result within the first three pages, and less than 10% of search engine users are willing to click on results past the third page.

If your website is not listed on the first result page, chances are your website won't be found. High search engine rankings are important if you want to increase brand awareness and sales.

That's why i4U have introduced Pay Per Click Advertising. Pay-Per-Click (PPC) Advertising can be a fast and effective way to generate website traffic by instantly ranking for search terms that are important to your business.

Delivered via major search networks - Google, Yahoo and MSN, PPC advertising allows businesses to reach a majority of internet users and target those whom you have identified are interested in your offers.

i4U can setup and manage PPC campaigns, create landing pages, and write professional copy for your campaigns. We also offer performance report packages which could include reports such as keyword, Ad Word campaigns, search query analysis and much more.

So why should you consider PPC?

Set Budgets – PPC campaigns allow you to set a daily budget which can be increased accordingly as your website begins to create revenue from the quality traffic.

Effectively Targeted Campaigns – PPC provides you with more control over which users will arrive at your website through your choice of keywords. The keywords are the most important variable in your advertising campaign, as they are used to reach your appropriate target audience.

Recently Launched

Check out some of the latest websites i4U have launched over the last month. They are a testament to the quality of all i4U projects.

Sunland Real Estate

www.sunlandportfolio.com.au

Sunland Group have launched a site dedicated to their portfolio. Sunland Real Estate is Sunland's official online portfolio.

nt3

www.nt3.com.au

nt3 Online - a revolution in recruitment!

A boutique recruitment consultancy and provider of online employment tools. Post a profile, sit back and relax and let the employers search for you!

Job advertising is now free with nt3!

Platinum International Motor Inn

www.platinuminternational.com.au

Toowoomba's first 4½ star property - With five star quality fittings you can indulge yourself in luxury and prestige.

September's Hot Deal

Flexibility – PPC campaigns can be easily adapted or modified according to your campaign. This means that you are able to change the advertising variables to target a different target audience.

Targeted Success – PPC campaigns ensure that you will only be paying for the people who are genuinely interested in your products and services, and that have decided to click through to your site.

Get Immediate Results – PPC campaigns can produce significant results in a short period of time.

If you require any further information, or if you would like to get more details on how it works, please contact our Production Manager, Andrew, on 1300 551 448 or email andrew@i4u.com.au.

It's the perfect time to get your website up-to-date! i4U is offering 10% off all maintenance work over 3 hours!*



Maintenance is additional work to maintain and improve an existing site. This can range from text changes to updating images.

Don't let this opportunity pass, call i4U on 1300 551 448 and improve your website today!

*Terms and conditions apply, call i4U for more information. Offer is valid for the month of September 2007 only.

Staff Profile

We would like to welcome Greg Tomkins, to the company. He has been appointed Business Development Manager for i4U. Greg has an extensive background in IT, management consulting and business coaching which is seen as adding a new dimension for business growth and strength to the solid team at i4U.

"I am enthusiastic about working for a dynamic company with the depth of skill and breadth of market presence exhibited by i4U and the further growth path we are to embark upon over the next 12 months" he said.

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