

OVERVIEW OF PAY PER CLICK WEBSITE TRAFFIC OPTIMIZATION



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Top 5 Search Engines in the U.S. For May, 2007

<u>Provider</u>	<u>Searches (000's)</u>	<u>YOY Growth</u>	<u>Market Share</u>
1. Google Search	4,033,277	44.9%	56.3%
2. Yahoo! Search	1,540,949	18.6%	21.5%
3. MSN/Windows Live Search	605,400	0.8%	8.4%
4. AOL Search (uses Google)	381,961	5.1%	5.3%
5. Ask.com Search	142,418	-2.8%	2.0%
Total Top Five	6,704,005		93.5%

Source: Nielsen/Net Ratings MegaView Search May, 2007



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elder law attorney - Google Search - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.google.com/search?hl=en&q=elder+law+attorney>

Google Search [Advanced Search](#) [Preferences](#)

New! [View and manage your web history](#)

Web Results 1 - 10 of about 2,500,000 for [elder law attorney](#). (0.13 seconds)

Elder Law Attorney
www.OleshLaw.com NYC Expert Estate & Will Planning For Reasonable Prices Since 1975.

Attorneys for the Elderly
www.elder-law-cutner.com Proper Medicaid Planning can save your parent's Income, Home, Savings

Elder Law Attorney
aarp.org Legal resources for adults 50+ AARP official site - Learn more!

Sponsored Links

Sponsored Links Or Pay Per Click

Organic or Natural Position

National Academy of Elder Law Attorneys
NAELA defines the scope of **elder law** and gives the latest news about legal issues affecting the elderly. Includes a searchable directory, a bibliography and ...
www.naela.org/ - 17k - [Cached](#) - [Similar pages](#) - [Note this](#)
[Join NAELA](#) - www.naela.org/applications/Membership/
[Member Login](#) - www.naela.org/applications/surveys/intro.cfm
[Media](#) - www.naela.org/media/index.htm
[More results from www.naela.org >](#)

NAELA - Public- NAELA Member Consumer Registry
Users of this directory should determine for themselves the qualifications of any **elder law attorney** prior to utilizing his or her services. ...
www.naela.org/applications/ConsumerDirectory/ - 15k - [Cached](#) - [Similar pages](#) - [Note this](#)

National Elder Law Foundation
National **Elder Law** Foundation. Your Lawyer and Accredited Specialist Certification. Contact Us. Finding a CELA. Becoming a Certified **Elder Law Attorney** ...
www.nelf.org/ - 8k - [Cached](#) - [Similar pages](#) - [Note this](#)

Elder Law Comes of Age
Elder law attorneys may now be certified in this field by the Board of Certification of ... In advising about these matters the **elder law attorney** must pay ...
www.nelf.org/elderlaw.htm - 16k - [Cached](#) - [Similar pages](#) - [Note this](#)
[[More results from www.nelf.org](#)]

ElderLawAnswers – The Internet's leading elder law resource for ...
Why Wills Won't Work, **Elder law attorney** Armond Budish explains why the most common planning strategies are not enough to protect assets and how his ...
www.elderlawanswers.com/ - 40k - Jul 6, 2007 - [Cached](#) - [Similar pages](#) - [Note this](#)

Estate Planning, Probate & Elder Law Attorneys : National Directory
Contains their "National Directory of Estate Planning, Probate and **Elder Law Attorneys**" and estate planning articles.
www.search-attorneys.com/ - [Similar pages](#) - [Note this](#)

Sponsored Links

Caregiving & Alzheimer's
Tips on AD Care, Issues & Treatment Treatment is Key. Learn More.
www.aricept.com

Elder Law - Michigan
Do not let Medicaid break the bank Protect your assets and Plan
www.thecenterforelderlaw.com

Estate Planning, Probate and **Elder Law** Cases. Call for Consultation.
rp.com/PadgettLaw

Elder law attorney
Fast, Relevant Local Information. Find **Elder Law Attorney** Here!
www.local.com

Wills & Trusts
Aid in Real Estate, Family, Probate Long Term Disability **Law**. Call Us!
www.StrichLaw.com
New York, NY

Dallas Probate Attorney
Top-rated firm for wills, estate planning, & trusts.
www.EBLaw.net

Elder Law California
Free Consultation, Qualify for Medi-Cal & Preserve the Family Home
www.ElderLawCalifornia.com

Elder law attorney
Legal Issue? Find Free Answers to Your Legal Questions at FindLaw
www.FindLaw.com

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Done Internet

Important Organic Design Elements

- **Research Keywords.** Why build a website or a webpage that no one is looking for. First research for what terms people are looking and then build your website and web pages to match those keywords.
- **Site Structure.** Missing links and poor site layout is bad for visitors trying to find their way around on your site, but they also impact the ability of the search engine to search your site for targeted information. Also have a site map linked to your home page to assist the search engines in navigating your site.
- **Site Content.** There are several types of web page information that search engines use to analyze your site to determine best fit. This includes Title Tags, Meta Description Tags, Meta Keywords, and Viewable Page Text.
- **Matching Content.** Search Engines look to see if each web page appears to be authentic. They look for multiple frequencies of the key words between Title Tags, Meta Description Tags, Meta Keywords, and Viewable Page Text. More is better, but too many is penalized. Use of “Alt Text” with images is one way to increase matches.
- **Links from Other Sites.** Search engines typically increase your ranking if you have other high traffic, relevant sites that provide links to your site. One-way links to your site are valued higher than two-way, reciprocal links, but two-way links still help increase your “value” to the search engine.
- **Use of Certain Features.** Use of framing technologies and fancy “flash” images can make it more difficult, if not impossible, for search engines to find the important keywords within the content of your web pages. Make sure you understand the tradeoffs, before committing to a site design that uses these technologies.



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Google Ad Words Keyword Tool



It's All About Results™

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Keyword Tool

The Keyword Tool generates potential [keywords for your ad campaign](#) and reports their Google statistics, including search performance and seasonal trends. Start your search by entering your own keyword phrases or a specific URL. You can then add new keywords to the green box at the right. [Learn more](#)

Important note: Please note that we cannot guarantee that these keywords will improve your campaign performance. We also reserve the right to disapprove any new keywords you add. Keep in mind that you alone are responsible for the keywords you select and for making sure that your use of the keywords does not violate any applicable laws, including any applicable trademark laws. For more details, please review our [Terms and Conditions](#).

Results are tailored to **English, United States** [Edit](#)

Keyword Variations

Site-Related Keywords

Enter one keyword or phrase per line:

Use synonyms

Choose data to display: [?]

Get More Keywords

Selected Keywords:

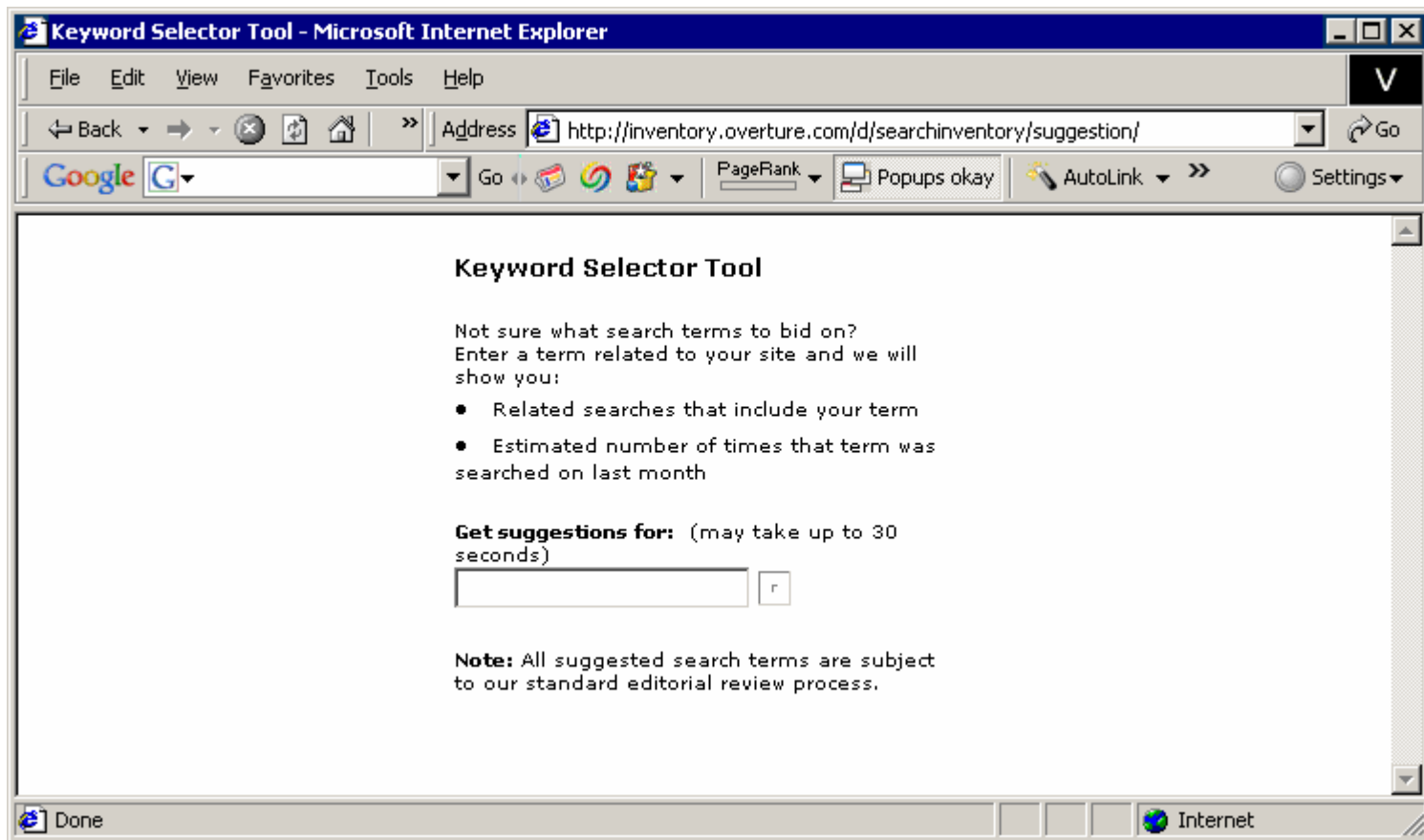
Click 'Sign up with these keywords' when you are finished building your keyword list.

No keywords added yet

[+ Add your own keywords](#)

Sign up with these keywords

Yahoo Search/Overture Keyword Tool



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New! Earn \$400 towards your first ad when you advertise on the radio with Google Audio Ads. Offer expires July 31, 2007. Create a radio ad, choose where and when your ad will run, and launch your campaign. To get started, click the **Audio Ads** tab.
[Learn more](#) | [Dismiss this message](#)

Campaign Summary

This month (Jul 1, 2007 to Jul 8, 2007)

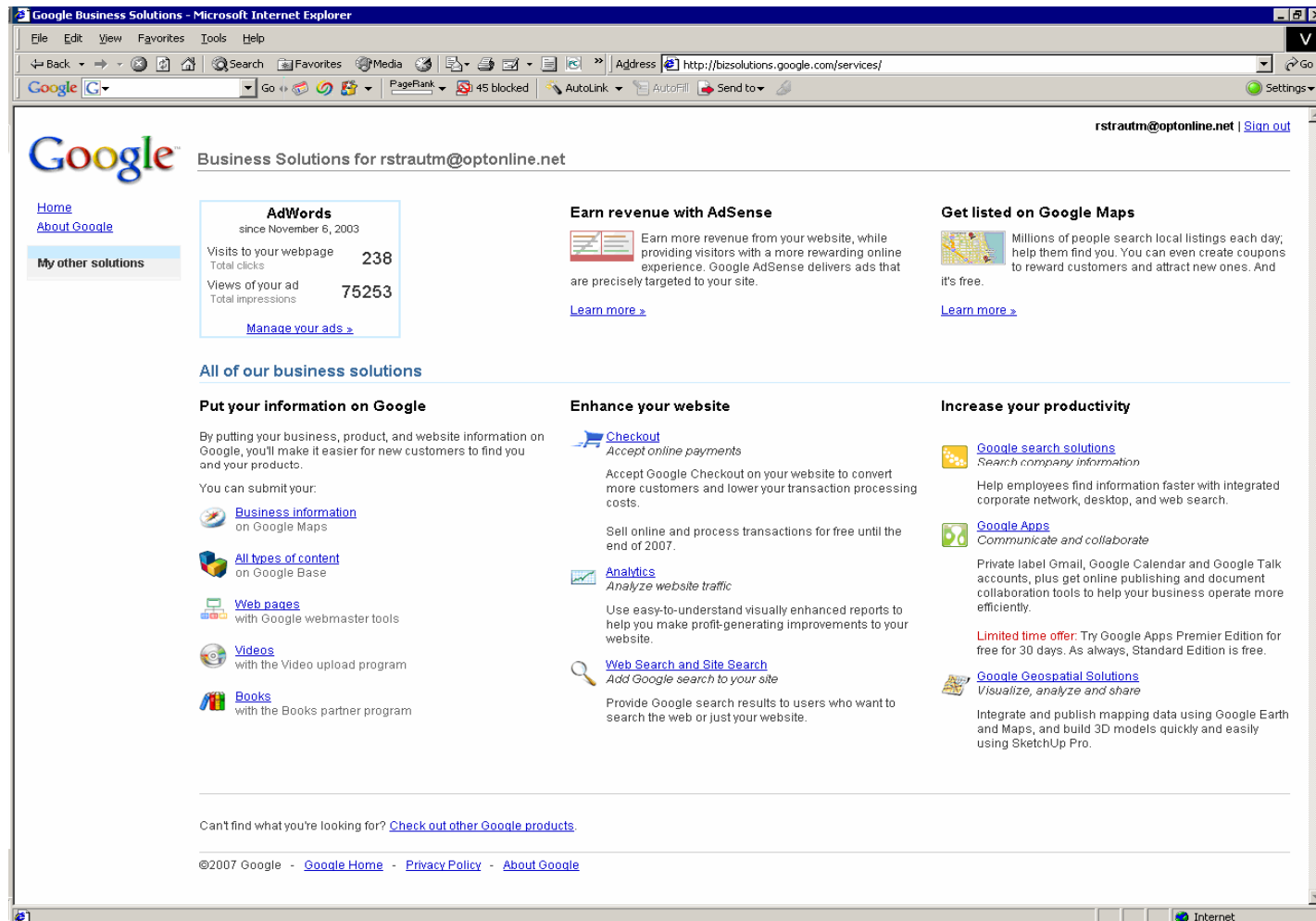
-

Online Campaigns [hide](#) show: [all](#) | [all active](#) | [all but deleted](#)

[Customize columns](#) keyword-targeted | [site-targeted](#) ?"/>

<input type="checkbox"/>	Campaign Name ▲	Current Status	Current Budget ?	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	Campaign #1	Active	\$15.00 / day	0	5	0.00%	-	\$0.00
<input type="checkbox"/>	Campaign #2	Active 1 Ad Groups Paused	\$15.00 / day	0	0	-	-	\$0.00
<input type="checkbox"/>	Campaign #3	Active 1 Ad Groups Paused	\$60.00 / day	0	0	-	-	\$0.00
<input type="checkbox"/>	Campaign #4	Deleted	[\$1.00 / day]	0	0	-	-	\$0.00
<input type="checkbox"/>	Campaign #5	Paused	[\$500.00 / day]	0	0	-	-	\$0.00
<input type="checkbox"/>	Campaign #6	Active	\$10.00 / day	1	19	5.26%	\$0.05	\$0.05
<input type="checkbox"/>	Campaign #7	Active	\$5.00 / day	1	33	3.03%	\$0.09	\$0.09
Total - all 7 campaigns			\$105.00 / day active campaigns	2	57	3.50%	\$0.07	\$0.14

Other Search Engine Business Solutions



The screenshot shows a Microsoft Internet Explorer browser window displaying the Google Business Solutions page for the user rstrautm@optonline.net. The page features several key sections:

- Google Business Solutions for rstrautm@optonline.net**: Header with user name and sign-out link.
- My other solutions**: A sidebar menu with links for Home and About Google.
- AdWords**: A box showing performance metrics: "since November 6, 2003", "Visits to your webpage: 238", and "Views of your ad: 75253". A link to "Manage your ads" is provided.
- Earn revenue with AdSense**: A section with a small AdSense icon and text explaining how to earn revenue from a website. A "Learn more" link is included.
- Get listed on Google Maps**: A section with a map icon and text about local listings. A "Learn more" link is included.
- All of our business solutions**: A central heading for the main content area.
- Put your information on Google**: A section describing how to submit business information. It lists options: Business information on Google Maps, All types of content on Google Base, Web pages with Google webmaster tools, Videos with the Video upload program, and Books with the Books partner program.
- Enhance your website**: A section with three sub-items: Checkout (Accept online payments), Analytics (Analyze website traffic), and Web Search and Site Search (Add Google search to your site).
- Increase your productivity**: A section with three sub-items: Google search solutions (Search company information), Google Apps (Communicate and collaborate), and Google Geospatial Solutions (Visualize, analyze and share).

At the bottom of the page, there is a footer with the text: "©2007 Google - Google Home - Privacy Policy - About Google".



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