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PRESS RELEASE

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Paid-Per-Click Search Engine Advertising and Web Site Optimization Can Pay Big Dividends

80% of All Web Traffic Estimated to Begin at a Search Engine

Aliso Viejo, CA – November 27, 2007 – PPC-PRO.com, a company specializing in Pay-Per-Click Internet Search Engine advertising has completed a survey amongst customers with \$5,000 or more in monthly Internet advertising budgets. All the firms responding to the survey found pay-per-click advertising generated the largest number of qualified visitors. Responding firms also noted the importance of having their web site fine-tuned for the search engines spiders by utilizing search engine optimization methodologies.

“Driving traffic to the web site is one thing, but converting visits into sales is what Internet marketing is all about,” said Michael PPC-PRO President. “In the spirit of ‘you only have one chance to make a first impression,’ landing page design and optimization is a critical component in any on-line advertising campaign. Once visitors know they have come to the right place, they’ll stay around and seriously consider your offerings.”

The survey also revealed that budget is a major consideration for on-line marketing program managers. Almost all cited they liked pay-per-click advertising for its variable cost nature because you only pay when something happens and that you can pull ads not working in minutes.

About PPC-PRO.com

PPC-PRO.com is a subsidiary of TMW Consulting, Inc. an Internet marketing company founded in 1999. PPC-PRO specializes in paid search marketing campaigns for organization in both the public and private sectors. Over the company’s eight-year history, it has provided Internet marketing services for over 5,000 organizations in both the public and private sectors. For more information about PPC-PRO go to www.ppc-pro.com or call 866.483.5248.

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