

INVESTOR DAY
2010

SEM/SEO

Tracy Smith

Vice President, Performance Marketing

SEM/SEO is About Prominence on Major Search Engines



Combined, these search engines essentially reach all Canadian internet users

Paid Results (SEM) Appear Based on Relevance and Cost Per Click

The image shows a Google search interface for the query "car insurance". The search results are displayed on a yellow background. The search bar contains "car insurance" and the "Rechercher" button is visible. Below the search bar, there are options for "Web", "Pages francophones", and "Pages : Canada". The search results are listed as "Résultats 1 à 10 sur un total d'environ 91 200 000 pour car insurance (0,10 secondes)".

The search results include several paid listings (SEM) highlighted in yellow:

- L'Assurance Auto Canada** (www.kanetix.ca/assurance-auto) - Obtenez plusieurs soumissions en ligne gratuitement et facilement.
- Assurance Auto** (SSOgenerale.com) - Soumission auto rapide en ligne Rabais de 120 \$ contrat de 2 ans.
- belairdirect - Car and home insurance, Assurance auto et habitation** - [Traduire cette page]
Car and Home Insurance. Get a quote online. Assurances auto et habitation. Obtenez une soumission en ligne.
Our products - Contact us - Auto Insurance Quote Online ...
https://www.belairdirect.com/ - En cache - Pages similaires
- Competing Car Insurance Quotes, Auto Insurance Rates Instantly ...** - [Traduire cette page]
Kanetix: Save time & MONEY! Compare personal auto insurance quotes and car insurance rates from Canada's top providers. Quick, easy-to-use free service.
www.kanetix.ca/auto-insurance - En cache - Pages similaires
- Compare Insurance Quotes, Mortgage Rates & More. Save Money Today** ... - [Traduire cette page]
Car & Home Insurance, Travel, Life, Motorcycle, Auto, Health, Business Insurance ... Quote and compare online car insurance, home insurance, life insurance, ...
Car Insurance - Travelers insurance - Home Insurance
www.kanetix.ca/ - En cache - Pages similaires

On the right side of the search results, there are additional paid listings:

- Save on Car Insurance**
Call an Allstate car insurance Agent and learn how you can save!
FindAllstateAgents.ca/car-insurance
- Car Insurance**
Get Quick Free Quotes & SAVE
Compare Top Insurance Sites On Ask!
Car-Insurance.Ask.com
- Car Insurance Quote**
Award-winning UK car insurance
Get an instant quote online now.
www.churchill.com
- Online Insurance Quote**
Competitive rates for Young Drivers and Home Insurance.
www.votrecurrier.com
Québec
- Find Car Insurance**

Search Engine Marketing (SEM) is about making businesses appear in Paid Listings

Organic Results (SEO) Appear Based on Relevance & Credibility

The image shows a Google search interface for the query "car insurance". The search bar contains the text "car insurance" and a "Rechercher" button. Below the search bar, it indicates "Rechercher dans : Web Pages francophones Pages : Canada". The search results are displayed on a light blue background. The first result is "L'Assurance Auto Canada" with the URL "www.kanetix.ca/assurance-auto" and a description: "Obtenez plusieurs soumissions en ligne gratuitement et facilement." The second result is "Assurance Auto" with the URL "SSQgenerale.com" and a description: "Soumission auto rapide en ligne Rabais de 120 \$ contrat de 2 ans". The third result is "belairdirect - Car and home insurance, Assurance auto et habitation" with a description: "Car and Home Insurance. Get a quote online. Assurances auto et habitation. Obtenez une soumission en ligne." The fourth result is "Competing Car Insurance Quotes, Auto Insurance Rates Instantly ..." with a description: "Kanetix. Save time & MONEY! Compare personal auto insurance quotes and car insurance rates from Canada's top providers. Quick, easy-to-use free service." The fifth result is "Compare Insurance Quotes, Mortgage Rates & More. Save Money Today" with a description: "Car & Home Insurance, Travel, Life, Motorcycle, Auto, Health, Business Insurance ... Quote and compare online car insurance, home insurance, life insurance, ...". The sixth result is "Find Canada's Cheapest Car Insurance Quotes - Insurance Hotline" with a description: "Compare your car insurance rate against 30 other companies online. Our free service helps you find the lowest car insurance rates in Ontario & Alberta." On the right side of the search results, there are several sponsored links: "Save on Car Insurance", "Car Insurance", "Car Insurance Quote", "Online Insurance Quote", and "Find Car Insurance".

Google car insurance Rechercher Résultats 1 à 10 sur un total d'environ 91 200 000 pour car insurance (0,10 secondes)

Web Afficher les options...

L'Assurance Auto Canada Liens commerciaux
www.kanetix.ca/assurance-auto Obtenez plusieurs soumissions en ligne gratuitement et facilement.

Assurance Auto Liens commerciaux
SSQgenerale.com Soumission auto rapide en ligne Rabais de 120 \$ contrat de 2 ans

belairdirect - Car and home insurance, Assurance auto et habitation - [Traduire cette page]
Car and Home Insurance. Get a quote online. Assurances auto et habitation. Obtenez une soumission en ligne.
[Our products](#) - [Contact us](#) - [Auto Insurance Quote Online ...](#)
<https://www.belairdirect.com/> - [En cache](#) - [Pages similaires](#)

Competing Car Insurance Quotes, Auto Insurance Rates Instantly ... - [Traduire cette page]
Kanetix. Save time & MONEY! Compare personal auto insurance quotes and car insurance rates from Canada's top providers. Quick, easy-to-use free service.
www.kanetix.ca/auto-insurance - [En cache](#) - [Pages similaires](#)

Compare Insurance Quotes, Mortgage Rates & More. Save Money Today
... - [Traduire cette page]
Car & Home Insurance, Travel, Life, Motorcycle, Auto, Health, Business Insurance ... Quote and compare online car insurance, home insurance, life insurance, ...
[Car Insurance](#) - [Travelers Insurance](#) - [Home Insurance](#)
www.kanetix.ca/ - [En cache](#) - [Pages similaires](#)

Plus de résultats de www.kanetix.ca

Find Canada's Cheapest Car Insurance Quotes - Insurance Hotline - [Traduire cette page]
Compare your car insurance rate against 30 other companies online. Our free service helps you find the lowest car insurance rates in Ontario & Alberta.
www.insurancehotline.com/ - [En cache](#) - [Pages similaires](#)

Save on Car Insurance
Call an Allstate car insurance Agent and learn how you can save!
FindAllstateAgents.ca/car-insurance

Car Insurance
Get Quick Free Quotes & SAVE
Compare Top Insurance Sites On Ask!
Car-Insurance.Ask.com

Car Insurance Quote
Award-winning UK car insurance
Get an instant quote online now.
www.churchill.com

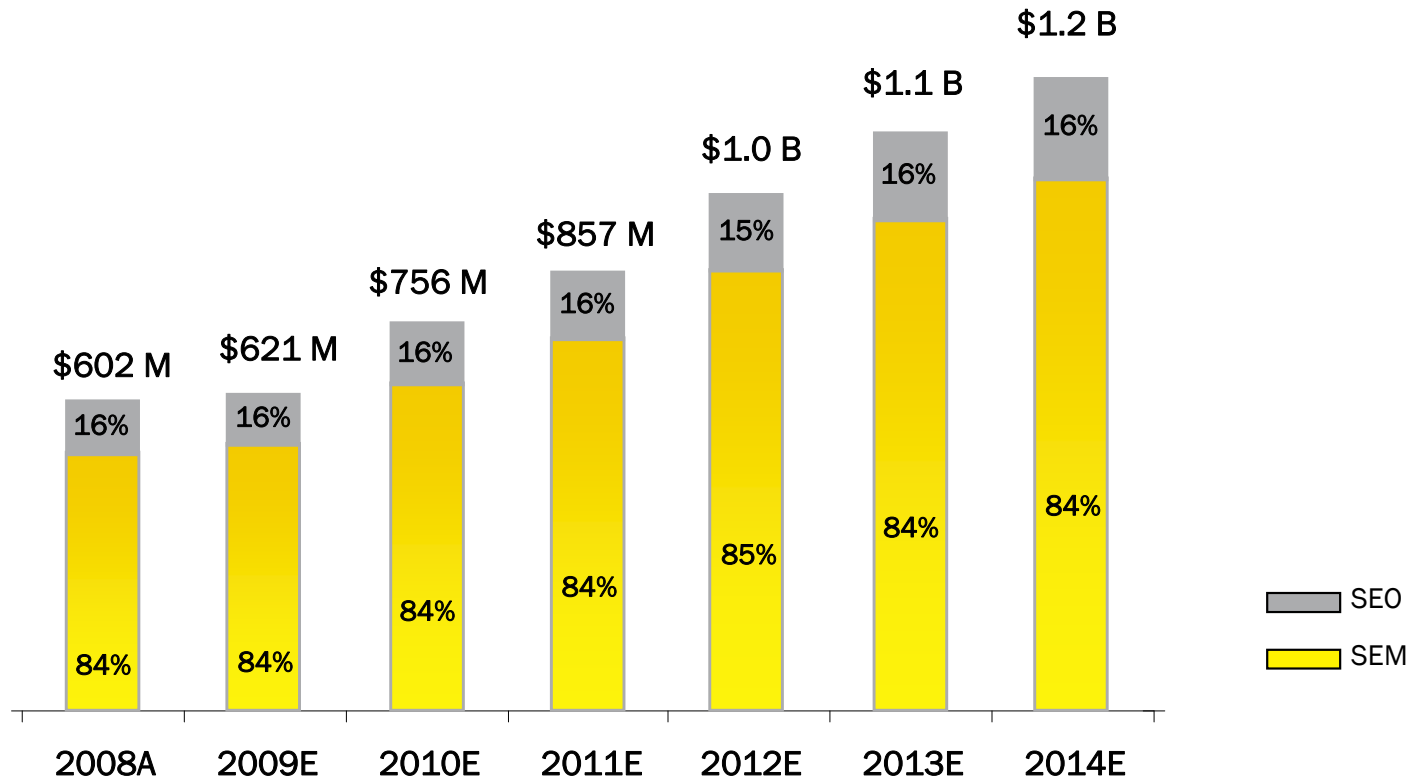
Online Insurance Quote
Competitive rates for Young Drivers and Home Insurance.
www.votreccourtier.com
Québec

Find Car Insurance
Your Car Insurance is too costly?
Consult insurance experts and save!
www.Car-Insurance.best-price.com

[Affichez votre annonce ici »](#)

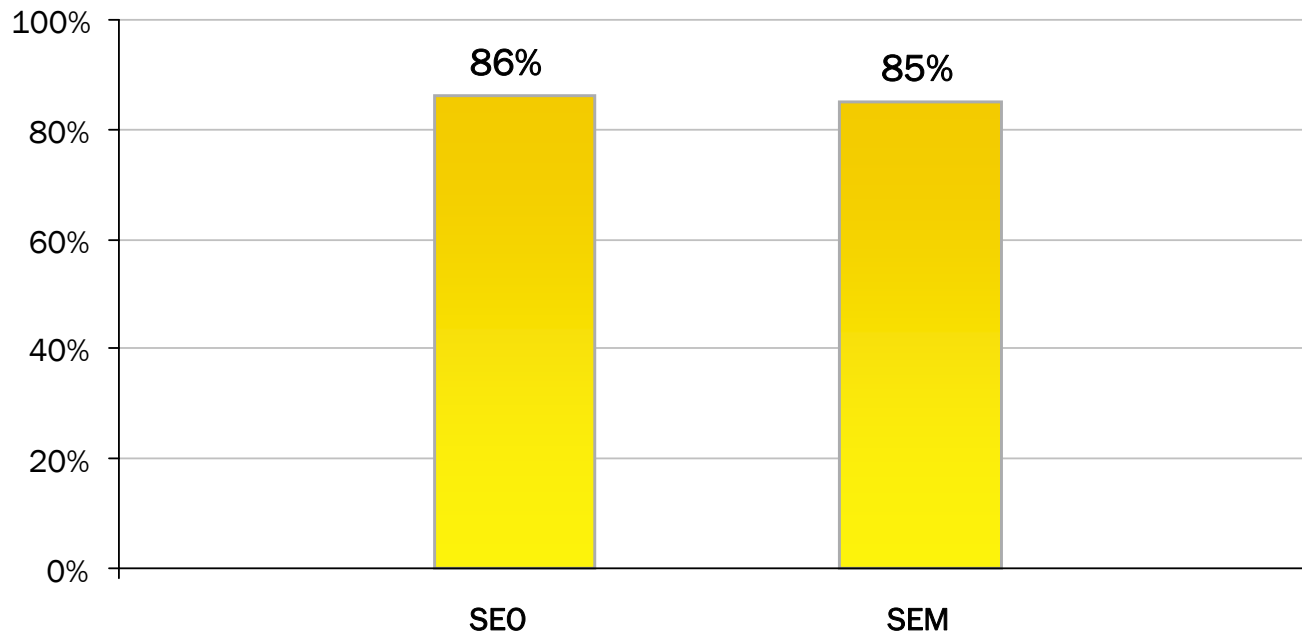
Search Engine Optimization (SEO) is about making businesses appear in Organic Listings

The Canadian SEM/SEO Market Will Reach the \$1 Billion Mark in 2012



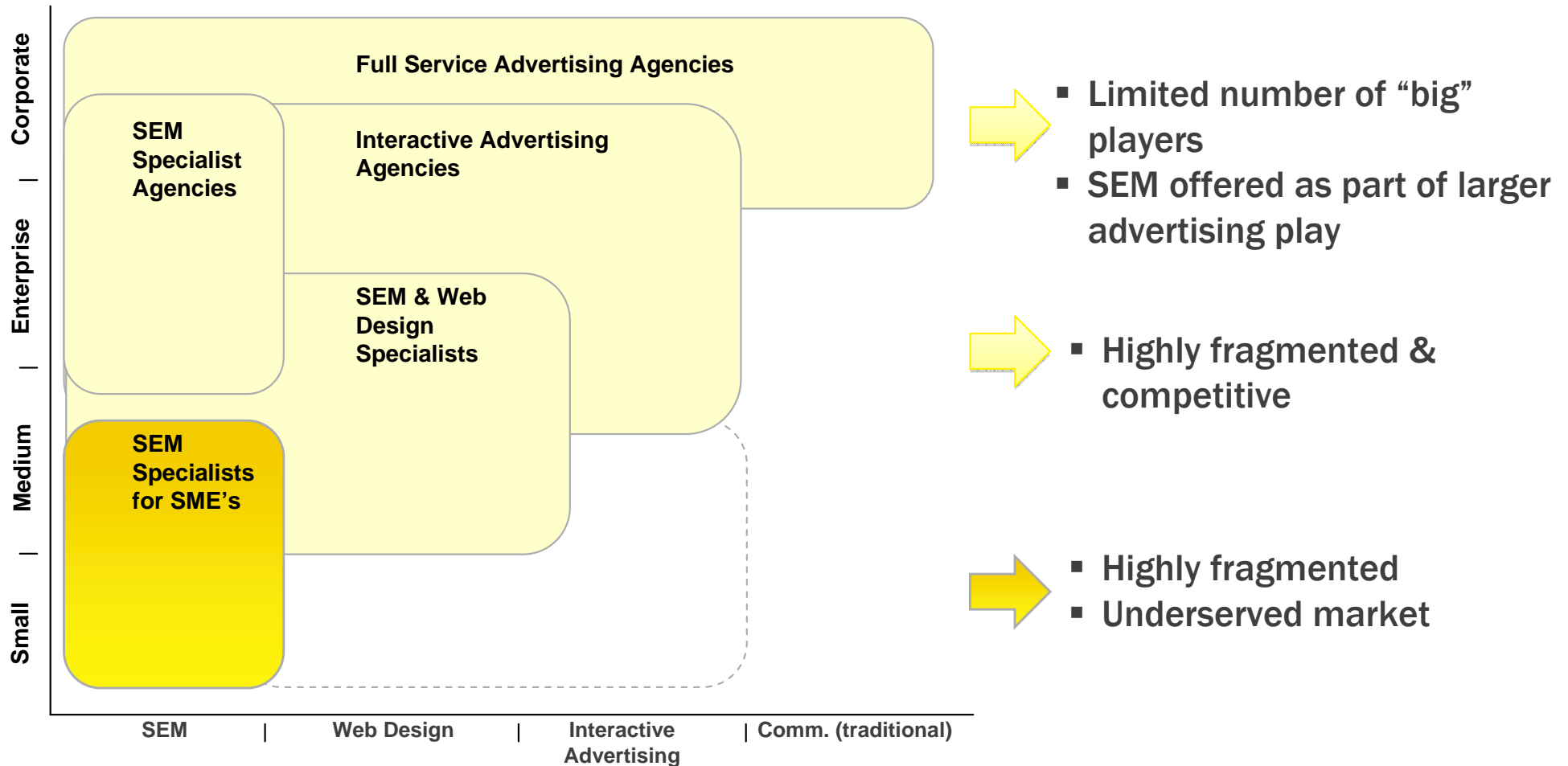
By 2010 SEO/SEM will represent 35% of online media spend

SME's That Have Used SEM or SEO Believe They Offer a High ROI



SEM and SEO generate the highest perceived ROI after email marketing (87%). Trackability of results likely contribute to this perception

The SME Market Is Fragmented and Underserved



YPG Has the Needed Assets to Win in The SEM/SEO Space

- **This is an extension of directional media**
- **We are the reference in local search**
- **We know how to service SMEs**
- **We have coast to coast sales presence**

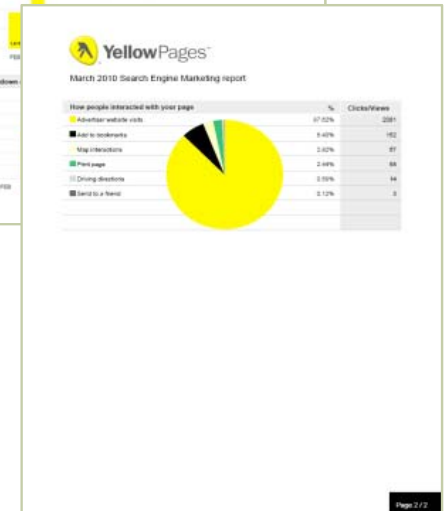
Moreover YPG Has the Product Offering to Best Serve SME Needs

SEM Solutions

- Prominence on Google, Yahoo, Bing

SEO Solutions

- Improves ranking on Google, Yahoo, Bing



All about leads, not just clicks!

Introducing Search Engine Solutions...





SEM

User Enters Keywords



Kitchener jet pack services|

[Advanced Search](#)
[Language Tools](#)

Google Search

I'm Feeling Lucky

Search: the web pages from Canada

Paid Listing - Ad Campaign

Google Search [Advanced Search](#)
Search: the web pages from Canada

Web [+ Show options...](#) Results 1 - 10 of about 5,320 for **Kitchener jet pack services**. (0.20 seconds)

[Quality Jet Pack Services](#) Sponsored Link
www.JetPacksCanada.ca Our Jet Packs and Rocket Belts Lift You Above Commutes. Call Us Today.

[ONLINE RESUME](#)

Designing was another **service** our store now provided! Gemini **Jetpack** For 8 years I ran a store in **Kitchener** Waterloo along with my partner. ...
www.winonline.com/RESUME.html - [Cached](#)

[Jet Packs - Rocket Belts - iFly - Toronto - Ontario](#)

Services. Jet Pack Sales; **Jet Pack** Servicing; **Jet Pack** Repairs ... "I live in **Kitchener** and work in Toronto and the commute on certain days can be so ...
www.nationaltest04.com/ - [Cached](#)

[Kitchener / Waterloo new & used boats for sale - Free Kitchener ...](#)

Kitchener / Waterloo. Kijiji: Mobile Marine **Service** & Repairs ... appraise at \$13000.00 . possible trade for **jet** skis, boat pu or ? andy 9053295302 ... 36 **pack** of 6 strips per box (216 strips in total) Price is firm If you are a die ...
kitchener.kijiji.ca/f-cars-vehicles-boats-watercraft-W0QQCatIdZ29QQPageZ6 - [Cached](#)

[X-Men Movie Toys \(Red X Logo\) Lot Sale- 23 items - Kitchener ...](#)

21 Jan 2010 ... All Ads; buy and sell; **services**; cars & vehicles ... (1) X-JET (1) Lady Liberty Playset ... (1) 2 **Pack** Bin Movie/Retro Figure Wolverine ...
kitchener.kijiji.ca/c-buy-and-sell-toys-games-X-Men-Movie-Toys-Red-X-Logo-Lot-Sale-23-items-W0QQAdIdZ181263130 - 5 hours ago

[Books & Magazines: Kitchener & Waterloo](#). [KitchenerWaterlooDirect.info](#)

[Quality Jet Pack Services](#)
Our Jet Packs and Rocket Belts lift you above commutes. Call us today
www.JetPacksCanada.ca

Unique URL

Customer's Unique Campaign Page - Trackable

Unique URL

The image shows a screenshot of a web browser displaying the iFly website. The address bar contains the URL <http://www.jetpackscanada.ca/>, which is highlighted with a yellow box. An arrow points from a box labeled "Unique URL" to this address bar. The website header features the iFly logo and the text "iFly offers Jet Packs and Rocket Belts" and "Toronto, ON - Jet Packs". Below the header are navigation buttons for "CALL US", "VISIT OUR WEBSITE", "EMAIL US", "ADD TO BOOKMARK", and "PRINT". The main content area includes a "CALL TODAY (800) 836-2607" button, a "What We Do" section with a photo of a person in a jet pack, and a video player showing a person in a jet pack. The video player has a play button and a progress bar. Below the video player are "Map" and "Directions" buttons.

Jet Packs - Rocket Belts - i...

http://www.jetpackscanada.ca/

iFly offers Jet Packs and Rocket Belts

iFly
Toronto, ON - Jet Packs
Also serving Greater Toronto, Including Mississauga, Oshawa, Hamilton and Kitchener

CALL US VISIT OUR WEBSITE EMAIL US ADD TO BOOKMARK PRINT

Overview Services Photos

iFly
325 Milner Avenue
Toronto, ON M1B 5S8
(800) 836-2607
[Visit Our Site for More!](#)

CALL TODAY
(800) 836-2607

What We Do
When traffic's got you down, iFly will lift you up! iFly is Toronto's premier dealer of high quality Jet Packs and Rocket Belts that are both fuel efficient and affordable. Whether you need to fly over the morning commute to speed you to work on time, or soar above afternoon rush hour to get to an appointment, we've got the traffic solution for you.

Make traffic commutes a thing of the past. Call (800) 836-2607 today!

iFly Jet Packs and Rocket Belts are for more than just alleviating your traffic woes. Each Jet Pack or Rocket Belt is personally suited to match your weight and height and

CALL US (800) 836-2607

0:00 / 1:29

Map Directions

Mirror of Customers Website - Trackable



The image shows a screenshot of a web browser displaying the iFly website. The browser's address bar is highlighted with a yellow box and contains the URL `http://www.jetpackscanada.calls.net/test/`. A black box with the text "Unique URL" has an arrow pointing to the address bar. The website header features the "iFly" logo in large, white, 3D-style letters on a blue background with clouds. Below the logo is a navigation menu with five buttons: "Home", "Services", "About Us", "Contact Us", and "Testimonials". The main content area displays the text "iFly" and "800-836-2607". To the left of a photograph of a person in a jetpack, there is a paragraph of text: "Today traffic is increasing exponentially rendering roadways to parking lots and extending commutes by minutes and hours. We here at iFly have set out to solve the problem of traffic congestion by offering high quality, fuel efficient, and affordable jet packs and rocket belts that will let you ride above it all - and get".

`http://www.jetpackscanada.calls.net/test/`

Unique URL

iFly

Home Services About Us Contact Us Testimonials

iFly
800-836-2607

Today traffic is increasing exponentially rendering roadways to parking lots and extending commutes by minutes and hours. We here at iFly have set out to solve the problem of traffic congestion by offering high quality, fuel efficient, and affordable jet packs and rocket belts that will let you ride above it all - and get



SEM Advertiser Reports



March 2010 Search Engine Marketing report

Contract summary

Business name: iFly*	Start date: February 2010	Duration: 12 months	Budget: \$10,000+
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Performance summary

	March	Total
Leads	3,717	5,584
Clicks	3,678	5,545
Calls	36	36
E-mails	3	3

Monthly breakdown of leads to your business (click, calls, emails combined)

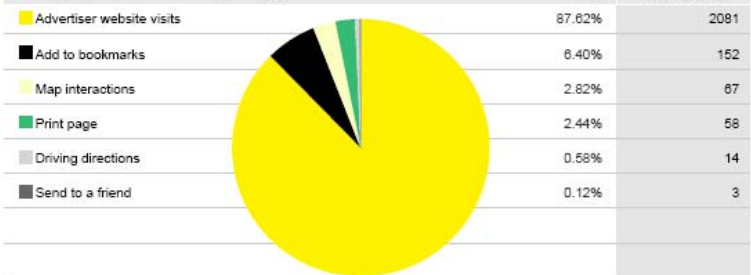


Monthly breakdown of phone-call leads



March 2010 Search Engine Marketing report

How people interacted with your page



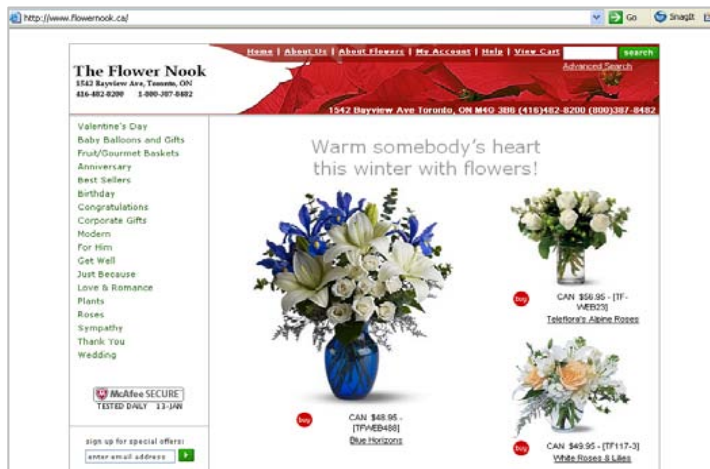


SEO

YPG SEO Offer

On Page Factors

Information is relevant, consistent and easy to find throughout the website.



Off Page Factors

Good quality, relevant, inbound links give credibility to the website.



Both help make sure search engines see website as a good, reliable source of information by search

What Search Engines Look For

On Page Factors

Recommendations to improve website content and how it is recognized by search engines

- Landing page optimization
- Create Title & Meta Tag Edits
- Website Copy Edits

Off Page Factors

Creating inbound links to a customer's website (from directories, blog posts, etc.)

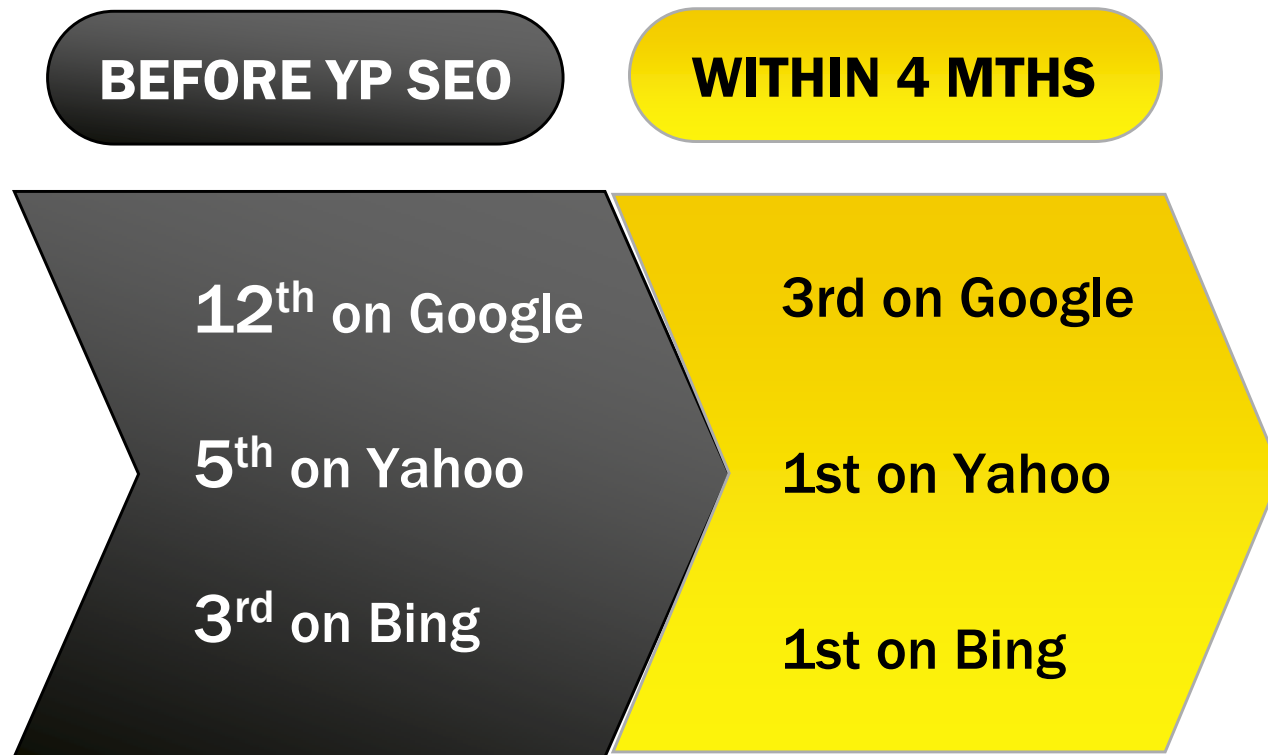
- General Directories
- Article Creation and Distribution
- Social Links and sharing
- Blog Post Creation and Distribution

Emphasis is on Off Page Factors that represent approximately 70% of organic ranking

SEO Case Study

Vending Machine Company – Toronto

- Optimized site for 'vending machine toronto' and 'vending machines toronto'
- Average of 2,900 'exact' searches monthly



SEO Advertiser Reports



April 2010 Search Engine Optimization report

Contract summary

Business name:
Saunacore Heater & Steamer
Manufacturer

Start date:
March 1 2010

Duration:
12 months

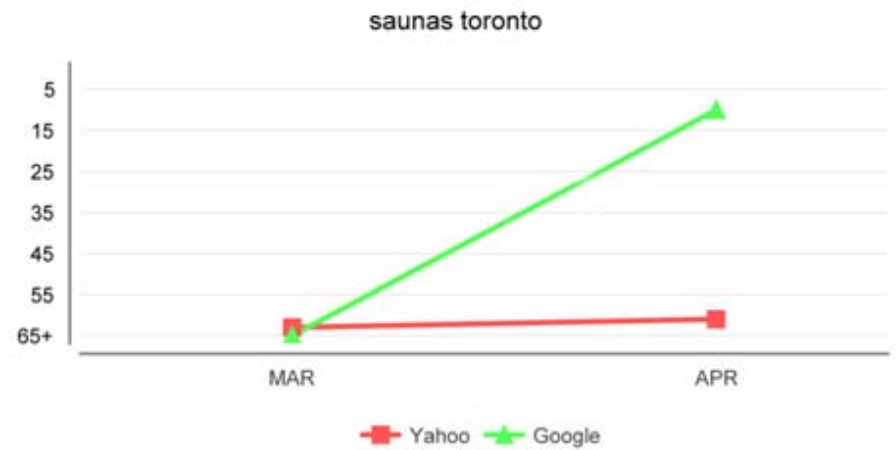
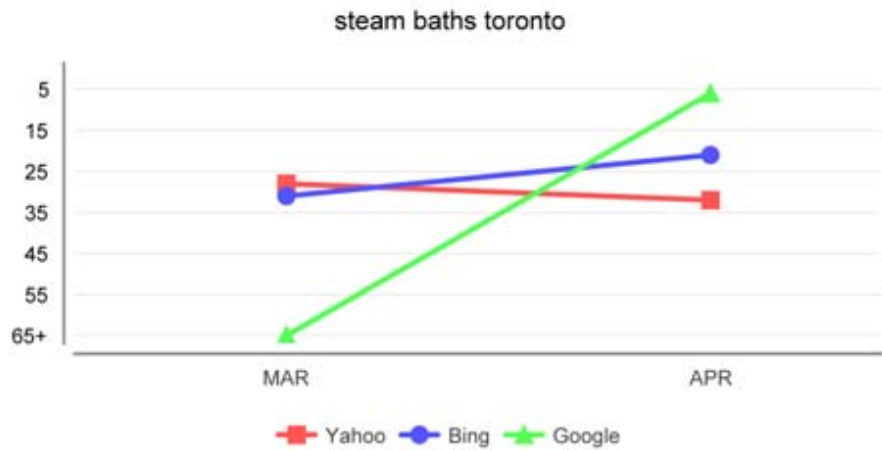
Keywords	Search engine	Initial rank	Current rank	Current page	Notes
steam baths toronto	Bing	31	21	3	You are appearing on page 3 of the results. Most users refine their query before reaching this page. As your site optimizes, its rank will improve.
saunas toronto		6	36	4	You're just a few pages away from effectively reaching potential customers. We'll keep working to get you there.
steam baths toronto	Yahoo	28	32	4	You're just a few pages away from effectively reaching potential customers. We'll keep working to get you there.
saunas toronto		63	61	7	We are working on setting your business apart from your competitors to improve your ranking in the search results.
steam baths toronto	Google	65+	6	1	Congratulations on landing on page 1 of the search results! Most of internet searchers click results within the first page of results.
saunas toronto		65+	10	2	You are appearing on page 2 of the search results. A minority of searchers follow their query into the second page of results. You've almost made it to page 1!

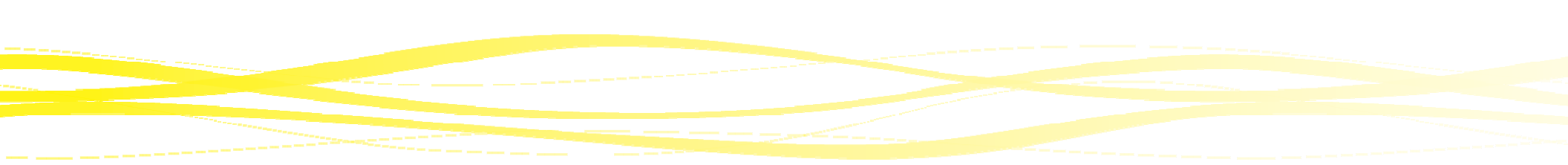
SEO Advertiser Reports



April 2010 Search Engine Optimization report

Keyword position over time





WEBSITES
Coming soon...