

Date: January 24, 2007

Premier Ship Models (PSM) Ltd is a UK based retailer of quality ship models. PSM has always since inception traded through the internet, and as such has been using SEO services and PPC services for the past 4 years and 2 years respectively..

In September 2005, PSM appointed eBrandz for their SEO services. Results were very encouraging 3 to 6 months down the line, and in late 2006 following a visit to eBrandz in India, we also gave our second web site [www.model-ships.co.uk](http://www.model-ships.co.uk) to eBrandz for SEO work.

Having met with Prasanna Mody (who heads the business development of PPC department) while visiting eBrandz in August 2006, we decided to appoint eBrandz for PPC for both of our web sites in September 2006.

We found the PPC management professionally run, and within set agreed budgets. This was helped by weekly reports which helped us with key financial and management information. The keyword research was well carried out, and aided by the fact eBrandz already carried out our SEO activities.

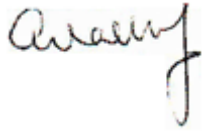
The feature which we found most impressive was weekly reporting. Weekly reports are short, concise and have the key data that we need. Also the fact that eBrandz can do both Yahoo as well as Google was an added benefit to us. The service has always been prompt & efficient and eBrandz has always been able to change campaigns at very short notice.

We started to see results fairly straight away, and model-ships has certainly begun to deliver results, since we started doing PPC.

Model-ships has since started providing a positive return since we started doing PPC. It is also probably due to SEO activities on that site, which was handed over to eBrandz around the same time.

I would suggest to Companies to certainly talk to eBrandz and make up their own mind. They offer a powerful combination of SEO / PPC / Affiliate marketing that would cover most clients on line activities.

Once the web site for our new Travel business is set up, we will be talking further to eBrandz.



Rashid  
R. Lalloo MSc Shipping, ACA

---

Sunny View, Causeway Close Potters Bar,  
Hertfordshire, EN6 5HW  
United Kingdom.  
Tel (office) 00 44 1707 66 20 10  
Tel (mobile) 00 44 7971 555 878  
Website: [www.model-ships.co.uk](http://www.model-ships.co.uk)