

November 2, 2008

Companyformations247.com is based in the UK and has been the leading provider in the UK of UK and offshore company formation and related services for a number of years. In early 2008 we belatedly decided to promote these services online and recruited the assistance of eBrandz after a few months, having realized that we needed a far more professional approach than we were able to provide.

The management of a PPC campaign is a very time consuming project and dedication and expertise is necessary in order to choose and monitor keyword performance and bids. Whilst the results were encouraging during the period we were managing this ourselves, we found that the number of conversions, cost per click and cost per conversion all improved very soon after eBrandz took over the management of the campaign. They have actually improved every month over the five months during which we have recruited eBrandz!

eBrandz are always available, very informative and often proactive, which is very reassuring when dealing with matters that are often difficult to comprehend. They provide weekly and monthly progress reports as well as providing ad hoc advice and responding to queries very quickly and accurately. They are clearly a company that wishes to develop and maintain customer loyalty.

We have also been using eBrandz for SEO optimization over the past few months and have found their service to be comparable to PPC. We feel very satisfied that we are benefiting from their expertise in this highly technical area and they have proactively advised on many matters that would not have occurred to us such as link advertising and reciprocation, website (in particular landing page) wording, keyword selection, reporting and monitoring.

We have now developed a second website in a related field and have no hesitation in passing the PPC and SEO work to eBrandz or recommending them to anyone seeking an honest, reliable, efficient and professional company on website matters.

Yours faithfully



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