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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 service for the past 4 years.

In October 2004, PSM embarked on a selection exercise to find a professional SEO Company. This was as a result of a disappointing experience with a previous SEO Company. The SEO companies were requested to complete a questionnaire which was then vetted internally. This was after a pre-qualification round where we looked at a number of SEO companies through their own web sites, and short listed 10 SEO Companies in the UK, Canada, USA and Ind. We selected those SEO companies that had good rankings for the keyword "search engine optimization". eBrandz was one of those Companies.

eBrandz response to our questionnaire was truly impressive, and explained step by step their SEO approach. Their response was timely, and so were their answers to follow up questions.

We did not have any concerns while signing up with eBrandz - the answers that eBrandz fed back was sufficient. It was not so much that eBrandz were Ind based, but the fact that eBrandz were overseas, which usually means it is difficult to meet. However we felt that eBrandz was certainly worth a try.

We followed up by a face to face meeting with the key personnel in eBrandz approximately 1 year after signing up.

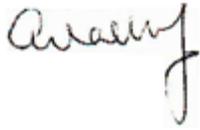
The team assigned to our web site was very professionally and did the work as per the SEO schedule they provided.

There was a good combination of an excellent Project Manager, CTO, Links and Reporting Manager.

The reporting of the SEO work through monthly reports is also valuable.

We started seeing the difference realistic within the 3-6 months period. The increased on line presence has meant that expensive traditional off line marketing (advertising / shows) are no longer used as much as before. We now rely on organic SEO and PPC. We are now achieving a lower cost of sales or a higher GP margin.

I would suggest to online Companies to certainly talk to eBrandz and make up their own mind. We have now given them a second site to optimize with the possibility of a third site for a new Travel business.



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