

business & services

GotoBaby.com Increases Sales Three-Fold With the Help of eBrandz.com

Creating and maintaining a successful business is all about exposure — and in today's business world, ecommerce has given exposure a whole new meaning. No longer does heavy foot traffic or tantalizing window displays guarantee a high level of profits. Magazine and radio advertisements, in fact, are often not enough to attract a high number of customers. It's the Internet that consumers are

now relying on in record numbers, and unless a business is prepared to face the challenges that Internet-based advertising provides, success is often fleeting.

"With limited resources I had the task of finding someone whose skills would be able to propel my business to compete with the bigger businesses," says GotoBaby.com's Stuart Sherman of his experience in starting his own Web-

based business. "I was desperate to find a way to get listed on the major search engines. My business depended on traffic and I looked everywhere to gain exposure."

After suffering a few hard-learned lessons in search engine optimization (SEO), Sherman finally stumbled across eBrandz.com, an internationally-based SEO company with offices in eight major cities across the world

that has successfully executed over 1,200 campaigns since its start in 2003. Among the company's diverse clientele are Citibank, Cardservice International and Manpower, Inc. With their technical team based in India, it gives eBrandz.com a big advantage over American companies. It allows them to offer top-notch work at price far below the competition. According to Sherman, eBrandz.com was

the only company he encountered that was able to successfully get his Web site noticed on major search engines.

"My sales grew a very significant 75% after working with eBrandz.com for one year," says Sherman.

Much of this increase came as a result of GotoBaby.com springing into the top 10

under the keyword "baby gifts" on nearly every major search engine, including Google and Yahoo!, as a result of eBrandz.com's efforts.

"Without eBrandz.com I am not sure if GotoBaby.com would have turned into the amazing business it has become," says Sherman.

real estate auctions

LA JOLLA, CA - 9253 Regents Rd 404
About 2 miles from Solana Beach.
Opening Bid: \$100,000
Inspections: 1-4pm Sun. Aug. 5th & 12th and 2hrs prior to sale.
SAN DIEGO, CA - 3030 Suncrest Dr #408
1BR 1BA 636sf +/- condo. Taxes approx \$2744 (06). Pinetree subdivision.
Opening Bid: \$50,000
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EL CAJON, CA - 505 E Madison Ave 79
2BR 1.5BA 925sf +/- condo. Carport.
Opening Bid: \$25,000
Inspections: 1-4pm Sun. Aug. 12th and 2hrs prior to sale.
EL CAJON, CA - 620 E Lexington Ave #31
2BR 1BA 864sf +/- condo.
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HOROSCOPES

August 2007 — Week 2

<p>CAPRICORN December 22–January 19</p> <p>Broken hearts are no more, Capricorn, and love fills the air. Show that special someone what they mean to you with a small token of your affection.</p>	<p>ARIES March 21–April 19</p> <p>A financial proposal turns out to be legit, and you get in on the action. For the best use of profits, long-term planning is a must. A change at work takes place.</p>	<p>CANCER June 22–July 22</p> <p>Mood swings hit, and your family and friends begin avoiding you. Take a hard look within and find out what is bothering you. Then fix it before you alienate anyone else.</p>	<p>LIBRA September 23–October 22</p> <p>Time is of the essence, Libra, and you're going to need all hands on deck to meet a deadline. A foe turned friend gives you the surprise of a lifetime.</p>
<p>AQUARIUS January 20–February 18</p> <p>You can't straddle the fence another day. It's time to decide once and for all where you stand. All bets are on you to lead a project at work.</p>	<p>TAURUS April 20–May 20</p> <p>Your home takes a beating after a large family function. Take the opportunity to do more than just pick things up, Taurus. A money crisis is avoided.</p>	<p>LEO July 23–August 22</p> <p>Your plan is not as solid as it appears. Do not present it to your supervisor until you look at it again and work out all of the kinks, Leo.</p>	<p>SCORPIO October 23–November 21</p> <p>You get lost in the moment and remember what relaxation is all about. Take a hard look at your daily schedule and pen in some time to stop and smell the roses.</p>
<p>PISCES February 19–March 20</p> <p>Business picks up, Pisces, and you receive your piece of the pie. Splurge a little on yourself. An inspection turns up a flaw that must be fixed pronto.</p>	<p>GEMINI May 21–June 21</p> <p>Health and fitness move front and center, and you must make changes for the better. A true-blue friend makes an unusual request. Honor it without question.</p>	<p>VIRGO August 23–September 22</p> <p>A gamble pays off, and you are able to use your benefits for yourself and for others. A small gift packs a lot of punch at an upcoming event.</p>	<p>SAGITTARIUS November 22–December 21</p> <p>Summer rays inspire you to take a trip. Dream big, Sagittarius, and go someplace exotic. A budget dilemma on a home improvement project is resolved.</p>

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