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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.

HOROSCOPES

July 2007 - Week 1

CAPRICORN
December 22-January 19
A vacation opportunity comes knocking. Seize it with all of your might, Capricorn. Small blunders at work make for a trying week. Someone close swoops in with the answer.

ARIES
March 21-April 19
The pull of friends is strong. You must resist the temptation in order to meet a deadline. Finish on time, Aries, and you'll be free to play all you want.

CANCER
June 22-July 22
A news item inspires you to reach out to others. Start with an organization close to home, Cancer. Your stance on an issue is seriously challenged.

LIBRA
September 23-October 22
Privacy becomes a real issue at home. Face the facts, Libra, and resolve to protect yours at all costs. What others do not know will not hurt them in this case.

AQUARIUS
January 20-February 18
Bold, bold, bold. What more can you say about your recent financial stroke, Aquarius? Get ready to sit back and reap the rewards. Tips from a loved one are right on target.

TAURUS
April 20-May 20
Chortles of laughter enliven the week, Taurus. You begin to make heads and tails of a mess left in your hands, and the workload decreases significantly.

LEO
July 23-August 22
Pools of apologies flood your home this week, Leo. Be forgiving and hold no grudges. Your love life gets a major boost with a mini vacation.

SCORPIO
October 23-November 21
Bad, bad, bad. That is all that comes to mind when a touchy subject becomes the focus of a discussion yet again, Scorpio. Stay out of it. You've already said your peace.

PISCES
February 19-March 20
Independence comes at a huge price at home. Be strong, Pisces, and move forward with no regrets. A goal once thought lost is finally fulfilled.

GEMINI
May 21-June 21
A masterful plan is set into action. Be careful to play your part well, Gemini. A comment from a stranger helps you see a situation for what it is.

VIRGO
August 23-September 22
The humdrum of life starts to get to you. Break out of the routine by accepting an invitation, Virgo. You will have a great time in spite of your reservations.

SAGITTARIUS
November 22-December 21
A freak incident at home rattles everyone's cage. Take steps to ensure it doesn't happen again, Sagittarius. Issues at work require further research before any action can be taken.

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