



Audit Sheet - Your Company Name

Name of site	www.yourcompanyname.com
Date of audit	5/30/2007
Time of audit	10.30 AM (EST)

%Numeric Reach, Google	53.0%
%Numeric Reach, Yahoo	47.0%

%Reach, Google	12.0%
%Reach, Yahoo	57.0%

Keywords	Google							Yahoo						
	Searches	Total Clicks	CPC	Currently Bidding in PPC	Position	Pos. Index	Est. Clicks	Searches	Total Clicks	CPC	Currently Bidding in PPC	Position	Pos. Index	Est. Clicks
Samsung cell phone accessory	1,405	42	0.88	Y	5	0.60	25	1081	32	0.67	N	0	0	0
Nokia accessory	8,285	249	0.72	Y	2	1.00	249	6373	191	0.65	N	0	0	0
Accessory cell lg phone	1,691	51	0.88	N	0	0.00	0	1301	39	0.57	N	0	0	0
Lg phone accessory	1,916	57	0.88	Y	8	0.35	20	1474	44	0.50	Y	2	1	44
Little black dress	23,254	698	0.73	N	0	0.00	0	17888	537	0.29	N	0	0	0
Jeans skinny	16,166	485	1.04	Y	5	0.60	291	12435	373	0.49	Y	2	1	373
Tank tops	16,493	495	1.05	N	0	0.00	0	12687	381	0.37	Y	3	1	305
Denim skirt	10,456	314	1.03	N	0	0.00	0	8043	241	0.58	Y	4	1	169
Pleated skirt	4,580	137	0.84	N	0	0.00	0	3523	106	0.30	N	0	0	0
Petites	3,350	101	0.66	N	0	0.00	0	2577	77	0.45	N	0	0	0
Quilted jacket	1,266	38	1.03	Y	5	0.60	23	974	29	0.64	N	0	0	0
Strapless dress	3,195	96	0.57	Y	11	0.20	19	2458	74	0.42	N	0	0	0
Silk skirt	803	24	0.89	Y	9	0.30	7	618	19	0.41	Y	7	1	15
Prom	98,627	2,959	0.69	N	0	0.00	0	75867	2,276	0.15	Y	8	1	1,593
Prom decoration	5,171	155	1.21	Y	6	0.50	78	3978	119	0.20	Y	8	1	71
Totals	196,658	5,901		8 Y's			712	151,277	4,538		7 Y's			2,570

Note:
 Numeric Reach is the number of keywords www.yourcompany.com is bidding for out of the given sample of keywords.
 % Reach is the estimated number of clicks divided by the total number of clicks.