



Dear Coach Hoos,

How can I say thank your 37,000 times? Due to Ameritrans Inc.'s sponsorship of the UGA Ice Hockey Team and the subsequent listing / link to our page on the Ice Dawgs website, ***we have reduced our online advertising budget from \$49,000 to \$12,000—a savings of \$37,000 a year!***

While supporting the Ice Dawgs is an honor in itself; I wanted to let you know how Ameritrans, Inc. has directly benefited from its support of the UGA Hockey Team. Ameritrans was established in 2000 and since our beginning we have had an active web presence. Over the years our primary sales and outreach method was paid internet advertng such as Google Adwords. Year over year, our budget increased to keep us at the top of the “paid” search results (the “ads” at the top and side of the screen when you use Google or other search engines); however, no matter how much we spent our “free” or organic search results ranking (the actual search results generated by the search engine) only improved slightly. The trend of paying more for online search placement continued for several years culminating in 2009 when Ameritrans paid Google alone ***over \$49,000*** for online advertising services.

As the economy began to shift in 2010, Ameritrans decided to focus its marketing strategy on improving our free / organic search listing. After many months of search engine optimization, we were able to move our listing from page 9 to the bottom of page 1 on the search results. This was an improvement; however, despite the time and dollar commitment we made to search optimization, we were unable to move from the bottom to the top of page one. No matter what we did the top search results / ranking eluded us.

That was, until we started our support for the University of Georgia Hockey Team in the 3rd quarter of 2010. After placing a link to our website on the Ice Dawgs' homepage, we are excited to announce that we are ***constantly ranked in the top 2 results on the 1st page of the search listing for our industry.*** After a keyword analysis and a review of incoming traffic by our IT Department, it was clear our affiliation with the Ice Dawgs' website is what moved Ameritrans to the top listing in our industry. ***With the advanced placement in our industry search listing, our cost for the “paid” listing is down from the \$49,000 to \$12,000—an annual savings of \$37,000, which is completely contributed to the Ice Dawgs.*** We are still amazed at how we have been able to reduce our advertising budget while maintaining and even increasing our fiscal performance.

In closing, congratulations to you and the University of Georgia Hockey Team for your 25th year anniversary. The hard work, sacrifice and dedication that you, the coaching staff and team have demonstrated is truly an inspiration to the sport, the students, the University of Georgia and to our community. Thank you for allowing Ameritrans Inc., the opportunity to support the University of Georgia Hockey Team, while helping us reduce advertising expenses and increase our online presence. We are looking forward to continuing our partnership and watching the Dawgs skate to victory this year. Go Dawgs!

Sincerely

David L. Brooks
Ameritrans Inc.