

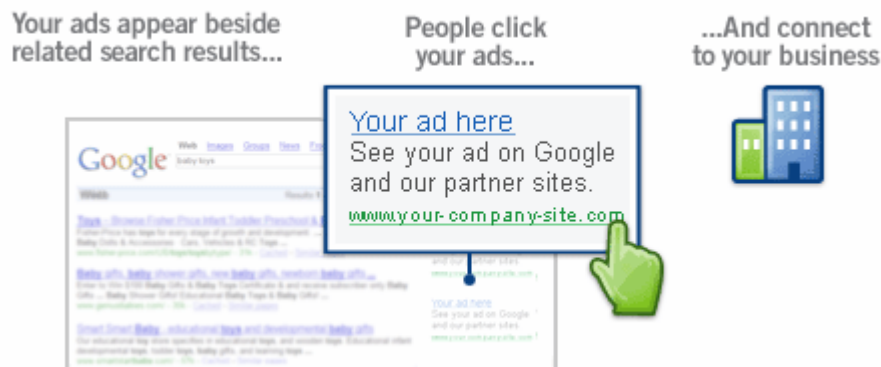
## GOOGLE ANALYTICS AND ADWORDS

### Google Analytics

Google Analytics helps you identify the keywords, ads, referrals and campaigns that contribute the most to your bottom line. All you have to do is paste the Google Analytics tracking code into each of your website pages and tracking begins immediately.

### Google AdWords

Helpwise also recommends using Google AdWords as one of your marketing tools. No matter what your budget, you can display your ads on Google and pay only if people click your ads.



#### Overview:

Using a Google Account (free signup), you create ads and choose keywords, which are words or phrases related to your business. Then when people search on Google using one of your keywords, your ad may appear next to the search results.

There's no minimum spending requirement - the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.

For more information, please visit Google Adwords - <http://adwords.google.com/>