

Good morning, my name is Paul Sanar and I am the 23 year old CEO & Founder of SkyFacet.com, a successful online diamond retailer. We have been featured in Forbes, Modern Bride Magazine, For The Bride Magazine, Chicago Bride Magazine and in countless bridal fashion shows. I started SkyFacet.com in 2004 when I was 18 years old and I am proud to say that we are currently expecting sales of 55 million dollars for 2008. I was asked by Bill Maguire, who found my company through a Forbes article, to speak about my past experience with Google. I first started advertising on Google in December of 2004 and have learned the importance of running a profitable advertising campaign using the Google AdWords system, the search engine's advertising platform.

What I admire most about Google AdWords is that it gives all advertisers a level playing field from small companies to large enterprises like SkyFacet.com. The minimum ad spend on Google AdWords is \$5 which means all business have access to advertise on the internet.

By now, most business's have heard of Google AdWords and realize that it is a very powerful advertising tool. Unfortunately, most small firms don't understand that Google AdWords will not guarantee sales but if used correctly, can attract more potential customers. If this concept is understood by the advertiser upon creation of their AdWords campaign, that company has the opportunity to become highly successful and profitable.

Unfortunately, a lot of e-commerce retailers don't effectively diversify their marketing plans. The perfect example of this would be an article Forbes published named "Condemned To Google Hell" where according to writer Andy Greenberg "Paul Sanar, the 21-year-old New Yorker depended solely on the search engine to keep traffic flowing to Skyfacet.com, his online diamond business; Sanar says he sold \$3 million dollars worth of jewelry a year. Then, he says, Google turned its back on Skyfacet.com, condemning the site to Internet obscurity."

I explained to Mr.Greenberg that I lost 500 thousand dollars because my site went into the Google supplemental index which penalizes websites that try to game the Google algorithm. However, what he failed to mention, which I had made explicitly clear, was that my marketing plan was not based solely on Google advertising. Mr.Greenberg misquoted me in order to sell his story. Despite the inaccuracy of his statements, I believe that any press is great press as is evident from the more than \$400,000 profit SkyFacet.com gained as a result of that article. That Forbes article gave the Sky Facet brand legitimacy which Google does not currently offer to any advertiser big or small. Google can easily help advertisers build confidence among consumers if they simply added a rating system of their advertisers and actually displayed the average rating score on the ad similar to what Bizrate.com and EBay do for there retailers.

In conclusion, I would like to thank you for your time and the opportunity to speak about my experiences and when shopping for jewelry remember SkyFacet.com for quality and service of a higher level.