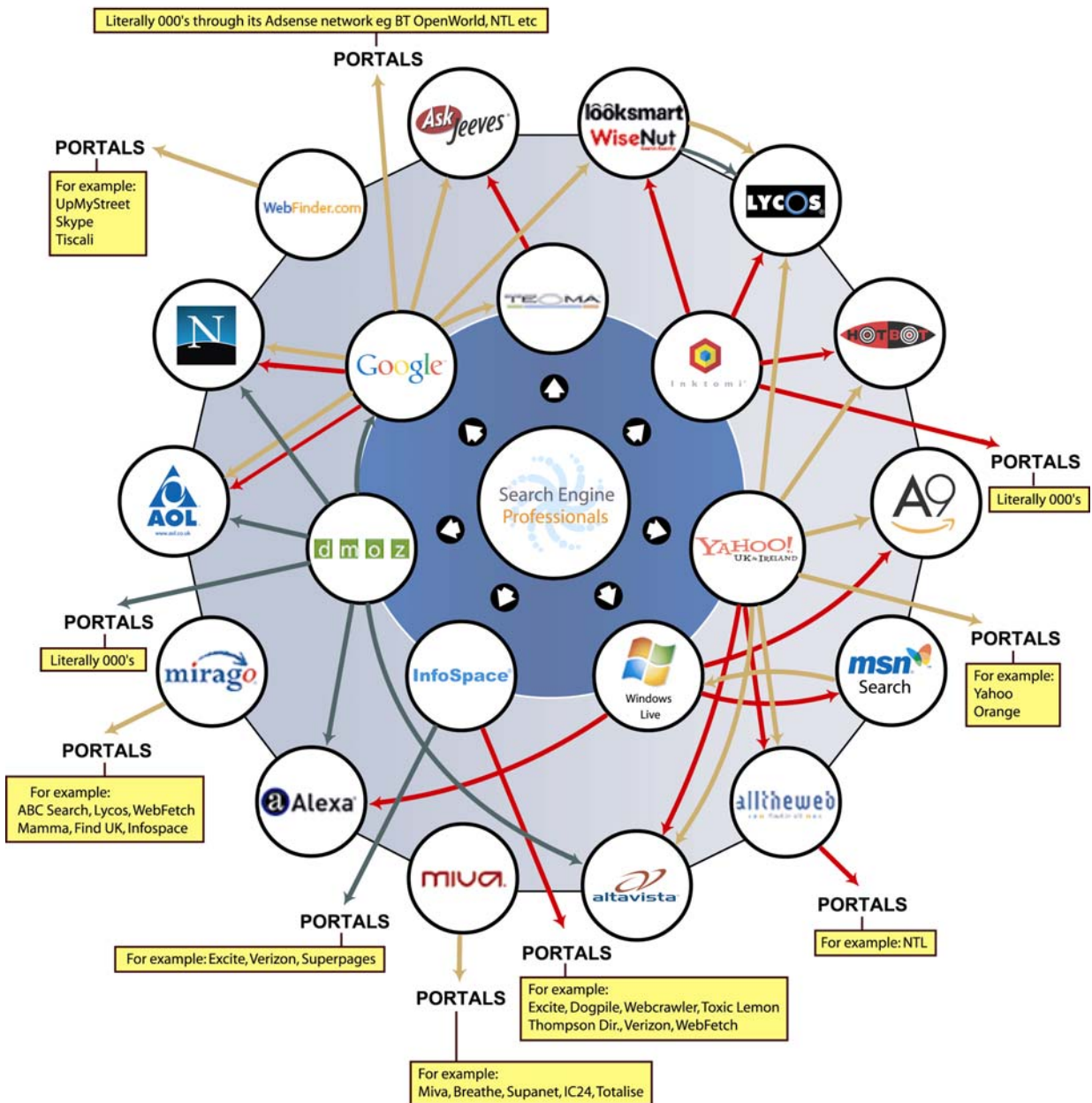


## Search Engine Relationship Chart

Correct as of Jan 2007\*. An interactive version is available at: [www.omegadm.co.uk/relationship-chart.htm](http://www.omegadm.co.uk/relationship-chart.htm)

● Organic    
 ● Pay-Per-Click    
 ● Directories



© Omega Digital Media 2007

\*This chart is from a UK perspective i.e. in the US, some of the PPC relationships are different. For example, Excite.com, Lycos.com and HotBot.com receive PPC results from Google Adwords.

All logos are the property of their respective owners.