

# Website Sponsorship Opportunity

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## Australian Patent Attorney Directory - [www.patentattorney.org.au](http://www.patentattorney.org.au)

Expressions of interest are invited from patent attorney firms interested in obtaining website sponsorship of the Australian Patent Attorney Directory.

Since its inception three years ago, the Directory has grown to become a leading referral point for inventors and small businesses seeking patent attorney services. The Website provides over 17,000 visitors annually with a simple, efficient means of identifying and contacting patent attorney firms within Australia.

Dominating organic search results with major search engines including Google, Yahoo and MSN, the optimised Directory attracts highly qualified visitors seeking patent attorney advice and services.

A number of new initiatives are planned for the Website in 2009/10, including a

proposed 'Ask an Attorney' section, which will be developed in cooperation with successful sponsors.

Sponsorship benefits include:

- Position at the top of organic search engine results;
- Exposure for your firm to thousands of qualified, potential clients;
- Generate enquires via an online referral form; and
- Improve your firm's Website ranking and performance by linking with ours.

For further information please contact IDC.

Phone: 1800 995 299

Email: [info@idc-hunter.org.au](mailto:info@idc-hunter.org.au)

Web: [www.innovation.org.au](http://www.innovation.org.au)

University Drive, CALLAGHAN NSW 2308

PO Box 189, HRMC NSW 2310

Australia

## Ranking Analysis

Website positioning for [www.patentattorney.org.au](http://www.patentattorney.org.au) with Google, Yahoo! and MSN as at 22 May, 2009.

Keyword	Google Australia (World-wide search)	Yahoo! Australia & NZ (World-wide search)	MSN Australia (World-wide search)
patent attorney	1	1	1
patent attorney act	1	1	1
patent attorney australia	2	1	1
patent attorney adelaide	1	1	1
patent attorney brisbane	2	1	1
patent attorney canberra	1	1	1
patent attorney darwin	1	1	1
patent attorney firms	1	1	1
patent attorney firms australia	1	1	1
patent attorney hobart	1	1	1
patent attorney melbourne	1	1	1
patent attorney new south wales	2	1	1
patent attorney northern territory	1	1	1
patent attorney perth	2	1	1
patent attorney queensland	2	1	1
patent attorney south australia	1	1	-
patent attorney sydney	1	1	1
patent attorney tasmania	1	1	1
patent attorney victoria	1	1	1
patent western australia	1	1	1
patent australia	5	5	7

## Website Traffic 1 May 08 – 30 April 09

