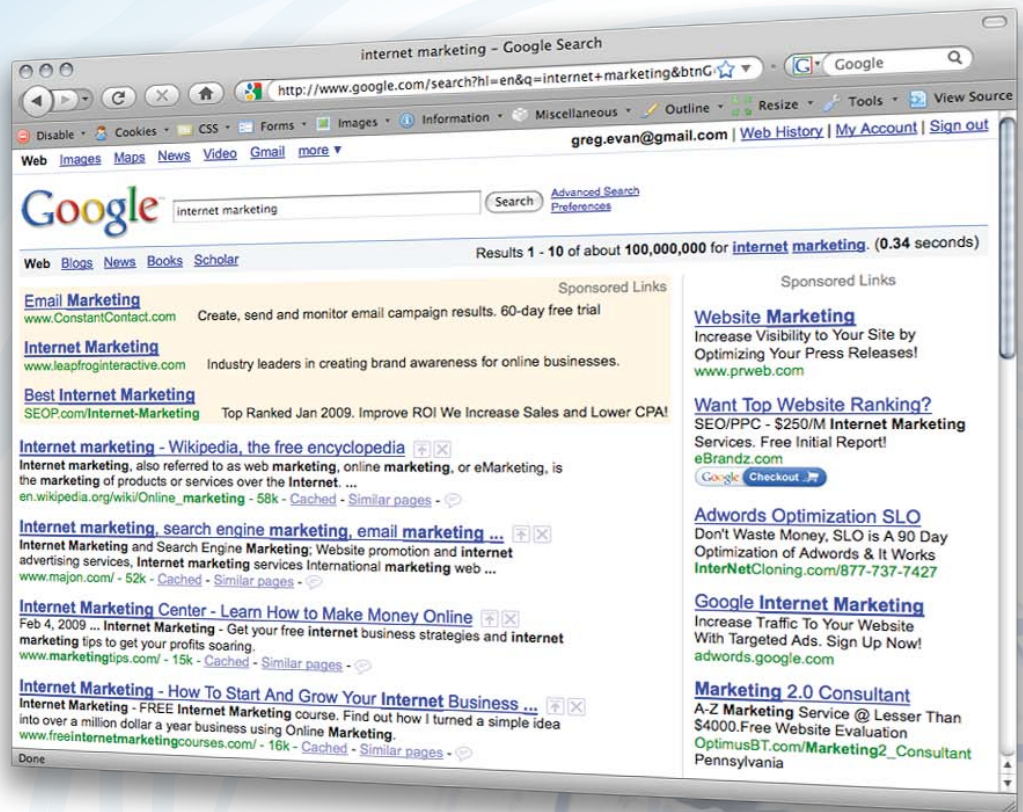




**Sharp Innovations, inc.**  
the internet marketing advantage™



# Internet Marketing Services

888.575.8977



sales@sharppinnovations.com





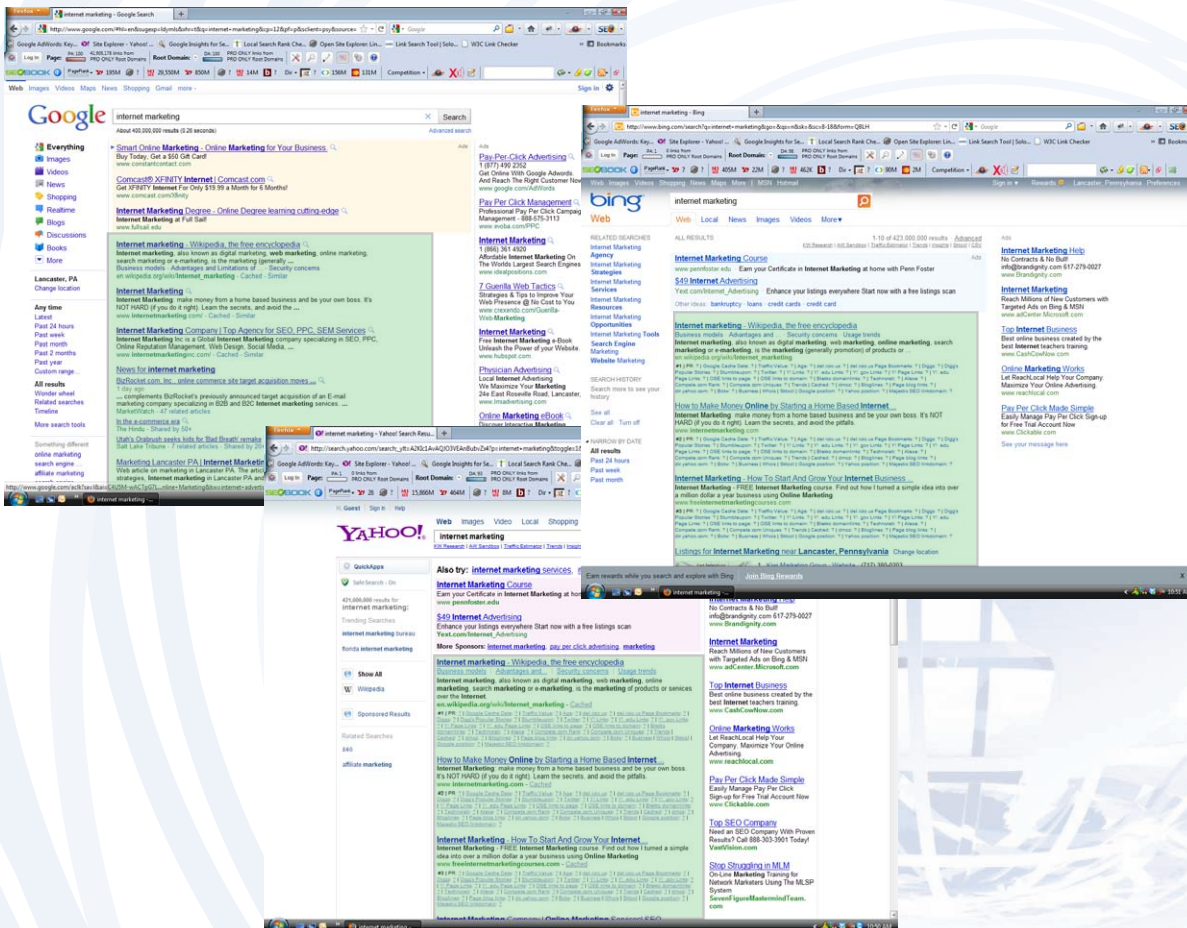
## What Is Internet Marketing?

Internet marketing is the process of promoting a product or service via the Internet. The first step of marketing a business or service online is building a website. By having a website online, a business is making their first foot print in the online world. A website is a great tool to let potential customers know about the services or products your business offers. In order for your company to fully benefit from your web presence, you need to provide avenues for potential customers to find you online. This is where Internet marketing comes in to play. Internet marketing establishes these avenues and directs Internet users that are searching for your service online to your website. The advantage of Internet marketing is that you can directly target customers that are actively searching for the services you provide and point them directly to your website. Without actively marketing on the Internet, your website just sits there in a passive mode. There are two main types of Internet marketing that are available; Search Engine Optimization (SEO) and Pay Per Click (PPC).

## Search Engine Optimization (SEO)

SEO is the process of increasing the number of visitors to a website through organic search results on search engines such as Google, Bing and Yahoo.

\* Examples of organic results highlighted in green.





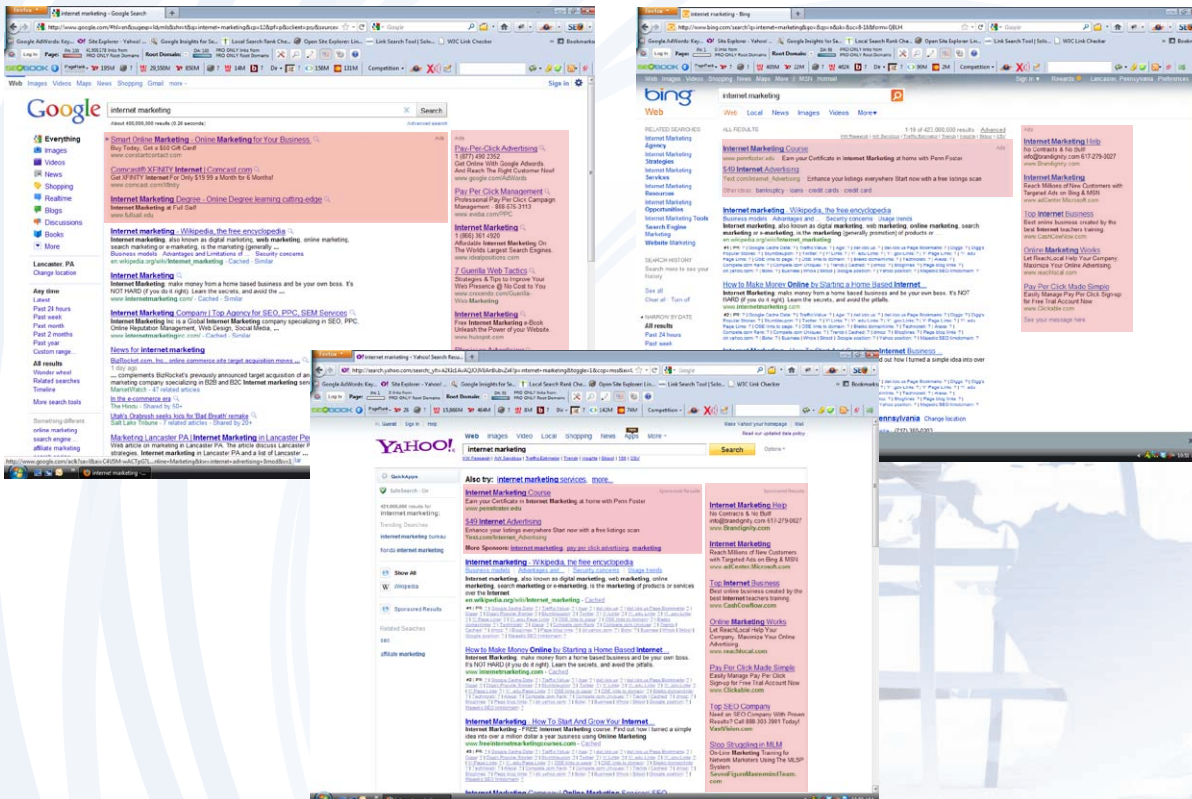
# Internet Marketing Programs

The first step of search engine optimization (SEO) is to choose the keywords, or phrases that an individual would use to find products or services related to your websites' content or subject. Once you have chosen the keywords for which you would like your site to appear, there are certain on-page and off-page elements that must be optimized to tell the search engines that your website is relevant to the selected keywords. On-page optimization consists of elements that are actually on your website, such as the site's navigation, page titles and semantic design elements. Once the on-page updates are completed, it is time to move to the off-page elements. Off-page optimization relates to the elements of optimization that do not require changes to the actual website, the most important of which is link building. Link building is the process of getting other websites to link to your site which in return builds trust with the search engines. The goal of optimizing your website is to let the search engines know what the topic of your website is, and to have the search engines think your site is the most relevant site to that topic or keyword. If the search engines views your site as being relevant to the keyword being searched, it will return your site in the organic results. The advantage of SEO is that it allows the advertiser to drive relevant visitors to their website through related keyword searches.

## Pay Per Click (PPC)

PPC is an advertising solution that allows the advertiser to display their ad as a sponsored result when a selected keyword is searched. The major search engines; Google, MSN and Yahoo all provide their own PPC advertising platform.

\* Examples of PPC ads highlighted in red.



With pay per click (PPC) advertising, you bid on keywords that are related to the content of your site. You then set a bid amount that you are willing to pay if a user clicks on the ad that is displayed. When a user performs a search on one of the selected keywords, your ad will appear in the sponsored results area with a link to your site. The advantage of PPC advertising is that you only pay the bid price if a user actually clicks on the ad and is directed to your website. PPC campaigns are a great way to drive targeted traffic to a website, but it tends to drive less traffic than organic SEO marketing.



**Services and Pricing**

**SEO Program:**

Our SEO programs provide a full service SEO solution. With all of the packages below, the client will receive on-page and off-page optimization of their website. The on-page optimization will consist of reviewing the site's navigation structure, page titles and making sure that the site follows all of the standard semantic web design rules. The required on-page changes will be made and shown to the client for approval before they are made live. It is important to remember that some websites might require changes to be made to the structure of the site, which may result in a slight change to the look of the original site. Once the on-page changes are completed, we will move on to the off-page optimization of your site. The off-page optimization will involve building links to your website. These link building methods may involve directory submissions, press release marketing and requesting links from related sites.

Below is a chart that breaks down the SEO programs that we offer based on your target market and the level of exposure you wish to receive. We also offer custom SEO solutions based on your requirements. Custom solutions can provide increased numbers of keywords, landing page creation and optimization of the ad copy for your website.

Program Type	Basic	Lite	Local	Regional	National
Keywords	<b>5 Local</b> Must target local keywords. Can target 2 new keywords per month after 6 months	<b>10 Local</b> Must target local keywords. Can target 2 new keywords per month after 6 months	<b>20 Local</b> Must target keywords in local cities - same state	<b>20 Regional</b> Maximum of 5 states or less for keyword targeting	<b>20 National</b> Any keyword blend within the U.S.
Keyword Research	✓	✓	✓	✓	✓
On-Page Optimization	✓	✓	✓	✓	✓
XML Site Map Generation	✓	✓	✓	✓	✓
Link Building	✓	✓	✓	✓	✓
Basic PR Submission		2 per Year	3 per Year	2 per Year	3 per Year
Hyperlinked PR Submission				1 per Year	2 per Year
Monthly Reporting	✓	✓	✓	✓	✓
One-Time Setup Fee	\$875.00	\$1,050.00	\$1,200.00	\$1,500.00	\$1,950.00
Monthly Fee	<b>\$195.00</b>	<b>\$295.00</b>	<b>\$395.00</b>	<b>\$525.00</b>	<b>\$750.00</b>



## Program Notes:

1. All SEO clients that request global keyword management, blog posting management, landing page creation and/or other supplemental optimization services will be quoted on a custom program pricing model on a case by case basis. Please call our sales team at 888-575-8977 or e-mail us at sales@sharpinnovations.com for more info on your custom needs, if applicable.
2. All e-commerce websites will pay \$500.00 more for program setup fees if they are a basic, lite or local client. All other e-commerce SEO clients will pay \$1,000.00 more for program setup fees. This covers all program infrastructure manipulation and coding from the development departments to collaborate with the SEO staff.
3. Organic SEO clients can go beyond their keyword limits under SEO maintenance — the limits are just for setup of SEO to keep the scope focused for program initiation. If a client has further needs or requests, we will quote this as a custom SEO account. This would include landing pages, blog setup and management or anything else non-standard.
4. All standard client payment options for billing apply: credit card, e-check, 3, 6 and 12 month invoices. Sharp Innovations reserves the rights to decline certain websites for the above organic pricing programs due to industry keyword competitiveness and/or national/international sales barriers that would require a custom SEO pricing program, as well as other variables.

## Custom PPC Program:

We offer customized pay per click (PPC) advertising programs that are designed to fit the needs of clients that are looking for more exposure on the web. The custom programs are designed for clients that want an aggressive PPC campaign, have highly competitive keywords or want national/international coverage and wish to start their PPC advertising budget at \$500.00/month (and up). A one-time account setup fee of \$500.00 will be charged to the client for program initiation, keyword analysis, ad copy writing, and bid setup. Any on-going management fees for Google/MSN/Yahoo PPC management programs will be charged monthly and will be deducted from the monthly budget. The management fees are scalable based upon the total monthly budget of the client as outlined below;

- \$500.00 - 1,999.00/month – 10% management fee
- \$2,000.00 - 5,000.00/month – 8% management fee
- \$5,001.00 - 10,000.00/month – 6% management fee
- \$10,001.00 + /month – 5% management fee

The management fee will be deducted from the total cost charged to the client per month and the remaining money will be spent on keyword bidding. For example, if your budget per month is \$1,000.00, we would charge a \$100.00 management fee and the other \$900.00 would be used for keyword bids. The monthly management fee provides the client with bid management, keyword analysis, re-writing of underperforming ad copy and reporting on a monthly basis.

## SEO Audit Report Service

Our SEO Audit Report service is suited for clients who are looking to do their SEO in-house, but don't quite know where to start. We provide a report of on-page and off-page SEO to show you where there is room for improvement. We also analyze your competitors to see if there is something they are doing that you could build upon. The report will include an on-page SEO report for all of your website pages, a keyword report of current targeted keywords and a list of suggested keywords, crawl error analysis, URL keyword analysis, XML Site Map creation, duplicate content check and list of possible back-links. Costs are outlined below:


- Lite SEO Audit - (Keywords in 1 City) - \$1,050.00
- Local SEO Audit - (Keywords in Multiple Cities) - \$1,200.00
- Regional SEO Audit - (Keywords in up to 5 States) - \$1,500.00
- National SEO Audit - (National Keywords) - \$1,950.00



**Monthly Keyword Ranking Reports**

With all of our SEO programs, we provide the client with a detailed keyword ranking report every month. This report shows the ranking position for each targeted keyword in the three major search engines: Google, Bing and Yahoo. Within the report, the client can review the current ranking position of each keyword along with the ranking position from the previous month. These reports are a great way for the client to monitor the success of the program on a monthly basis. Along with the detailed keyword ranking report, the client will also receive an executive summary of the program's performance each month. This executive summary will provide a snap-shot overview of the campaign and provide the client with a general overview of the performance.

An example of a keyword ranking report can be found below.




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**Ranking Report**  
Project: Client 1  
Mar 1, 2008 (Compare to Feb 1, 2008)

 Google						
Keywords	Website	Position	Prev	Change	Page	Best
Keyword 1	http://www.clientsite.com	7	8	▲ 1	1	7
Keyword 2	http://www.clientsite.com	4	11	▲ 7	1	4
Keyword 3	http://www.clientsite.com	6	8	▲ 2	1	6
Keyword 4	http://www.clientsite.com	9	9	—	1	7
Keyword 5	http://www.clientsite.com	10	-	⊕	1	10
Keyword 6	http://www.clientsite.com	9	-	⊕	1	5
Keyword 7	http://www.clientsite.com	3	4	▲ 1	1	3
Keyword 8	http://www.clientsite.com	4	5	▲ 1	1	4
Keyword 9	http://www.clientsite.com	11	11	—	2	11
Keyword 10	http://www.clientsite.com	4	5	▼ 1	1	4

 MSN						
Keywords	Website	Position	Prev	Change	Page	Best
Keyword 1	http://www.clientsite.com	3	3	—	1	1
Keyword 2	http://www.clientsite.com	4	2	▼ 2	1	2
Keyword 3	http://www.clientsite.com	3	3	—	1	3
Keyword 4	http://www.clientsite.com	4	4	—	1	2
Keyword 5	http://www.clientsite.com	1	1	—	1	1
Keyword 6	http://www.clientsite.com	4	4	—	1	4
Keyword 7	http://www.clientsite.com	4	4	—	1	3
Keyword 8	http://www.clientsite.com	5	5	—	1	2
Keyword 9	http://www.clientsite.com	1	1	—	1	1
Keyword 10	http://www.clientsite.com	2	-	⊕	1	2

 Yahoo						
Keywords	Website	Position	Prev	Change	Page	Best
Keyword 1	http://www.clientsite.com	2	5	▲ 3	1	2
Keyword 2	http://www.clientsite.com	3	5	▲ 2	1	3
Keyword 3	http://www.clientsite.com	1	3	▲ 2	1	1
Keyword 4	http://www.clientsite.com	1	1	—	1	1
Keyword 5	http://www.clientsite.com	3	3	—	1	3
Keyword 6	http://www.clientsite.com	1	1	—	1	1
Keyword 7	http://www.clientsite.com	1	-	⊕	1	1
Keyword 8	http://www.clientsite.com	6	3	▼ 3	1	3
Keyword 9	http://www.clientsite.com	1	1	—	1	1
Keyword 10	http://www.clientsite.com	1	1	—	1	1

— Not Ranked	⊕ Added	⊗ Dropped
▲ Moved Up	▼ Moved Down	— Not Changed



## SEO Case Study: Saf-Gard and SR Max

My family business Saf-Gard Safety Shoe Co. company specializes in "business to business" safety footwear sales. The core of our business is to set up contracts with large employers and then send our "shoemobiles" to the employer's site to outfit employees in approved safety footwear. Our business is 29 years old this month and should be a very mature business. In fact, we should probably be contracting. Instead, we have grown at an average of 33% for the past 4 years more than tripling our business in that short time. There are many reasons for this growth including our fantastic people, our partnerships with many suppliers, good strategy, and opportunities that have arisen as competition has weakened. However, I believe one of the largest driving reasons for this growth has been our partnership with Sharp Innovations.



Joe Sharp and I first met in 2000. At the time, we had recently expanded from our roots in North Carolina and Virginia to open stores in Lancaster, PA and in New Castle, Delaware. My dad, 63 at the time, was still heavily involved in the business though he claimed to have semi-retired. Prior to our meeting, Joe, (no doubt hearing my 32 year old voice), asked if I could make the decision to go with his company for our website development. As president of our family business...I replied "Yes...absolutely".

On Joe's first visit to my office, we hatched our plans for the first Saf-Gard website (a static information only site). Before signing the contract, I called my dad to get his blessing while Joe was in the office. Well...that conversation didn't go too well. I wasn't quite the boss I'd hoped and...the website agreement was not to be signed that day. My dad didn't believe in the web or online advertising of any type. He told me plainly it would be a huge waste of time and money. Nine years later, I'm happy to report we did partner with Joe (after a week spent convincing my dad) and today we have a thriving web business with hundreds of retail orders per week and many additional shoppers who visit our site first and then call or e-mail to set up an account with us. My dad to this day is astonished that people will buy this many shoes over the web.

Saf-Gard	2004	2005	2006	2007	2008
visitors	14,375	69,534	220,164	305,296	346,590
SE referrals	1,320	20,608	49,025	68,424	100,342

SR Max	2007	2008
visitors	42,123	94,649
SE referrals	23,883	49,039

I write the introduction above because like my dad, I don't understand everything about how websites work. SEO is probably the area I least understand. However, I do understand that it works VERY well for us. We have worked with Sharp Innovations for a few years now on SEO and the site traffic at both of our websites (www.safgard.com & www.srmax.com) has grown substantially each and every year. Now, we get inquiries from prospective business to business customers nearly every day. These prospects find us online because we come up in the first few companies listed when they search for "slip resistant shoe", "composite toe shoe", "metatarsal guard shoe", or any of the other 50 or so key phrases we focus on. One customer found like this...even a small one with 20 employees...means business for 10-20 years to come if we do the job right. At \$60+ per pair of shoes, that's better than \$12,000 in sales over the next 10 years and we get leads like this many times per month. Obviously, that's a big payback. The additional retail business we get is simply an added bonus but that too pays for the advertising and it grows every year.

SEO advertising is not difficult for us to do. With the help of Sharp Innovations team, we looked carefully at our customer base and carefully select keywords where we differentiate ourselves from the competition. Then, we let the team at Sharp Innovations work behind the scenes to get our name moved up the search results lists through SEO. It has been amazing to see how effective they have been moving us into the top few spots for nearly every keyword we have. I can't guarantee similar results for anyone else...but I can say that our competition would like to be positioned where we are. They haven't figured out how to do this...and the team at Sharp Innovations HAS figured it out. That's why I would recommend them highly for their SEO service. Please remember, it's the business you get for many years to come that the SEO is paying for...not just the sales you get today. After several years of working with Sharp on SEO, I can clearly say it builds upon itself AND it pays us back probably more than 10 times what we put into it. It is an easy investment.

**Pat Kubis**  
Territory/Regional Manager, President, Co-Owner  
Saf-Gard Safety Shoe Company