



Sharp Innovations, inc.
the internet marketing advantage™



Internet Marketing Services

General Information and Tier 1 Programs

888.575.8977

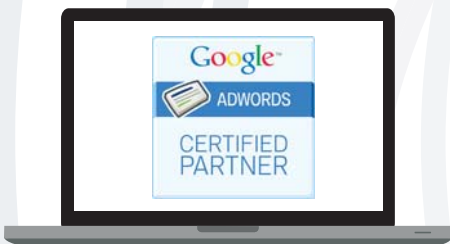
sales@sharpinnovations.com

A Unique Strategic Solution for Clients

Sharp Innovations, Inc., having both 17+ years of industry tenure yet the pliability to embrace inevitable change, is uniquely positioned to offer an impressive range of services. These marketing, technology and creative services are aimed at helping our clients address real world problems they are facing. We are an Internet Marketing firm with a strong reputation for offering high value services for small to medium sized businesses in a wide range of industries. We are known by our competition as an organization that attracts and consistently employs a talented team that helps clients reach their goals.



Since 2008, our leadership team has been offering executive coaching and strategic consulting both to corporations and small businesses. In 2014 we purchased our new facility complex named Kingdom Crossroads and began attracting strategic partnerships both onsite and offsite. Our collaborative efforts have brought a myriad of extended talent in the areas of consulting, digital marketing, technology, creative, and public relations, to name a few. Collectively we offer top-notch insight, direction, and integration to help clients maximize their ROI on their digital marketing efforts. Feel free to come visit our new facilities and engage our team in their capabilities or visit our full sized client/team arcade that is available to build relationships with our clients during each visit. We find that really getting to know the people that will direct your digital marketing ship is very important.



After a member of our strategic consulting team takes a client through the free consultation, we can determine which of these 3 client solution tiers are best for you and your business:

3-Tier Programs for Sharp Innovations' Strategic Marketing Services

TIER #1

Core Internet Marketing Programs

TIER #2

Digital Marketing ROI Performance Programs

TIER #3

Internet Marketing Consulting Programs

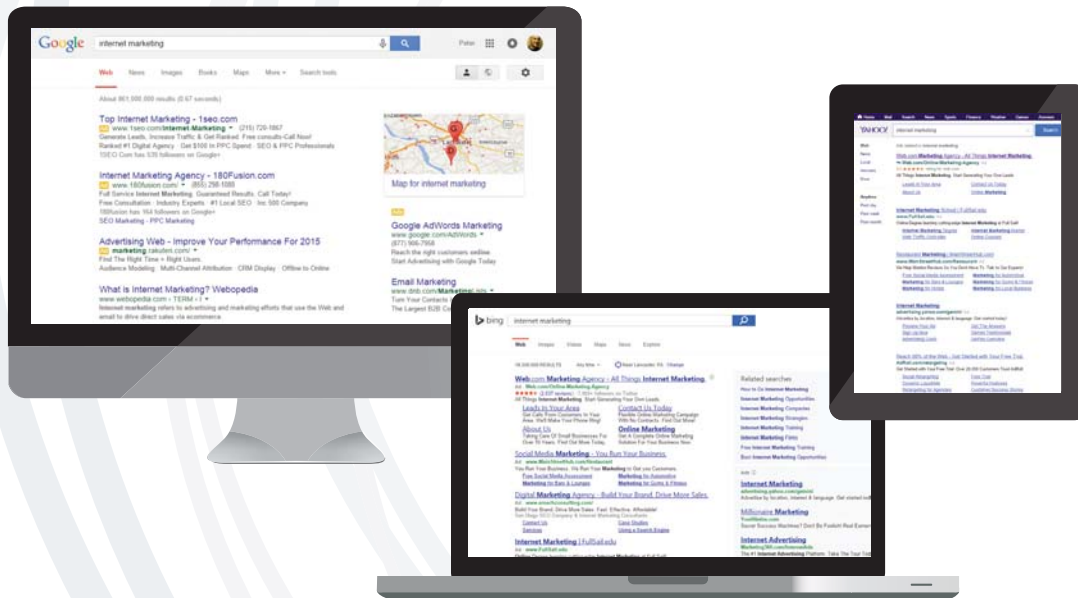


What is Internet Marketing?

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 at this tier; 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.

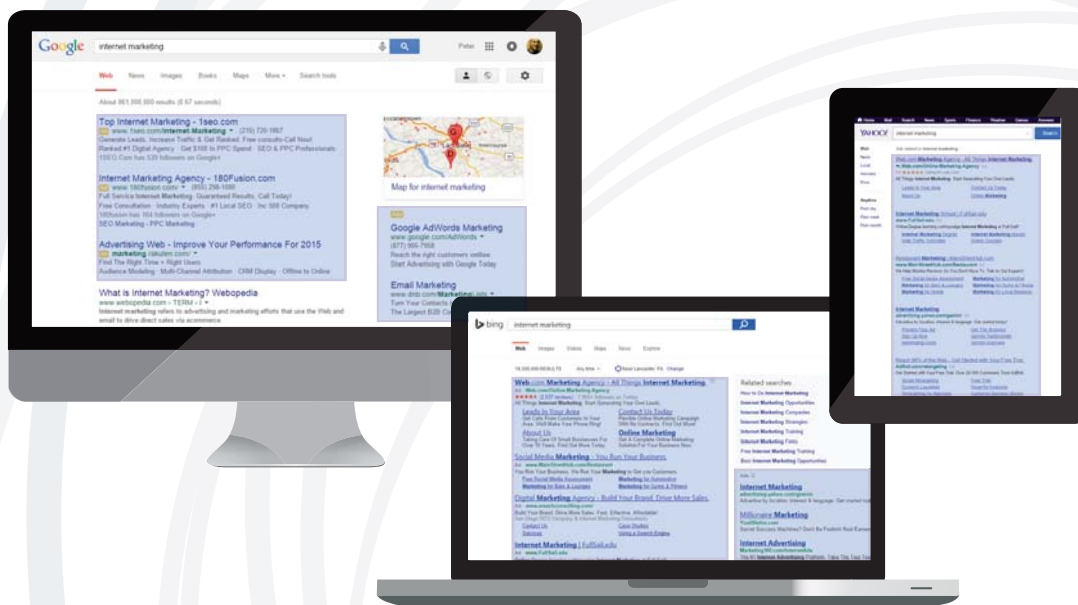


The first step of search engine optimization (SEO) is to choose the keyword themes and keywords that an individual would use to find products or services related to your websites' content or subject. Once you have chosen the keywords for which you would like your site to appear, there are certain on-page 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 view 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, Bing and Yahoo all provide their own PPC advertising platform.

**Examples Highlighted Below*



Social media platforms, while free, also allow you to pursue PPC advertising directly on their platforms, sometimes with even better results than search engines. Facebook's ads, for example, typically features a cheaper cost than paid search ads on Google, and you can segmented down to very specific demographics, interests, and behaviors. Hosting an event or running a promotion you want to be sure local residents will see? Social media is the perfect place to advertise!

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 and isn't as much of a long term solution as organic SEO marketing.



SEO and PPC Services and Pricing

SEO Programs

Each SEO tier provides an in-depth search marketing solution, 2 and 3 being distinct because of their customizability. With all of the tiers, however, you'll receive both on-page and off-page website optimization.

A typical on-page optimization includes a review of the site's navigational structure and page titles, as well as an analysis of how the site follows standard semantic web design practices. The required on-page changes will be drafted and presented 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 itself, which may result in a slight alteration to the look of the original site.

Once the on-page changes have been completed, we will move to the off-page optimization of your site. Off-page work includes but isn't limited to directory/listings submissions through Advice Local, social media and blogging, Pay-Per-Click (PPC) and other methods. A primary goal with this suite of off-site techniques is generating quality links to your website through numerous means. One of these is ensuring fresh and frequent social media posts, and blogs rich with optimized content. Another particular avenue we pursue for market optimization is with local directories/listings. It's vital to enroll in directories that your business can claim as its own like Google My Business and Bing Places, and ensuring all information (Name, address and phone especially!) is correct and filled out fully. We will work with you to make the most of these opportunities.

Optimized Copywriting/Re-writing

We specialize in optimizing site content with a distinct and attractive (to search engines) keyword theme. Our search engine optimization clients receive site content that is tailored for relevant keywords and themes, which will ultimately result in more site traffic and more targeted leads. This service includes re-writing site content in cases where poor ranking performance and poor traffic statistics may call for a re-integration of keywords and themes within your site copy. Re-writing would include assessing keyword performance and developing a plan to include a more prominent theme on each page with the goal of increasing site traffic while protecting the integrity of the site's readability and usability.

Annual Optimization Re-Assessment

We'll look at your performance with our program and determine if you'd benefit from a re-optimization of the content on your website. If a re-optimization would be of benefit to you, we'll refresh the data on the keywords and keyword themes, and run a re-vamped optimization of your website with any changes you agree to. This will keep your website fresh and in the best shape to drive traffic and conversions.

Package Breakdowns

Our **starter package** is great for companies looking to get their foot in the door with an SEO program. Basic setup, cleanup and maintenance items are covered under this program, which you can see outlined on page 5. This program is best for clients who have limited pages or content and are looking to get a bit more out of their search rankings.

The **advanced package** is for larger websites who are dedicated to increasing their traffic and referrals through improvements to their overall search marketing efforts. Included in this package beyond the performance and starter programs are: demographics/geographic/interests setup, yearly custom imagery for social pages, twice a year wordpress updates, twice a year backlink analysis and cleanup, yearly competitive site analysis, conversion rate optimization, and Google Content Experiments.

Our **performance package** is a great choice for those companies looking to increase and track not only their referrals and traffic, but also conversions and leads. Additional benefits covered in the performance package that are above the starter package include: level 2 access in our custom SEO tool, conversion tracking of 1-2 website KPIs, Schema/hCard tagging, yearly backlink analysis and cleanup, yearly wordpress updates, and biannual competitive site analysis.

The following chart outlines our SEO tier packages and what is included with each. Our custom SEO solutions (Tiers 2 and 3) will provide an excess of keyword themes, landing page creation opportunities, video/audio content, and regular site content updates, to name a few.



Sharp Insights (SEO Reporting Tool)

Not many web marketing firms can claim they have an in-house search engine optimization tool at their disposal, but thanks to the forward-thinking crew at Sharp, this has become a reality. In many ways Sharp Insights simplifies things. Rather than endless lists and tabs of statistics you're probably very much removed from, our tool focuses a lot of attention on your bread and butter: sessions, conversions, search queries, etc. **Sharp Insights complements our SEO offerings quite well, allowing for a focused touch in our ongoing efforts to improve clients' search engine authority.**

See what all is included in our custom tool below:

01 Starter Package+

Recommendations

An overview of our current recommendations on your site, when we need feedback from you.

Total Traffic

See your current month statistics, as well as the difference from previous months. Hover over a previous data period to see the full stats for that date.

Organic Traffic

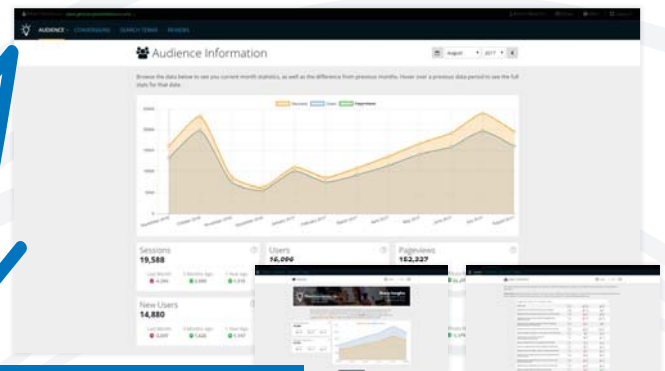
View your current months organic search traffic in comparison to previous months. Hover over a previous data period to see the full stats for that date.

Site Content Usage

Top optimized pages on your website. Each link corresponds with a page on your website we've optimized one of your keyword themes for.

Reviews

Local search efforts partially rely on data pulled from reviews. See how your business rates among some of the top review websites for your industry.



02 Performance Package+

All Items From Level 1, plus...

Conversions

Conversions/goals are specifically trackable tasks that viewers on your site accomplish. This can be as simple as submitting a contact form, turning them into a potential lead.

Real Time Data

Updated on-the-fly data to represent current users interaction on your site. This feature is still considered in "beta", so usage may change or be restricted over time.

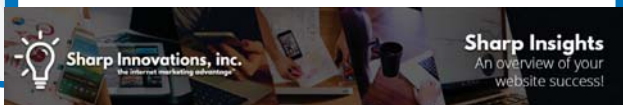


03 Advanced Package+

All Items From Level 1 & 2, plus...

Search Terms

The search terms data included here is to be used as a general guide, as Google does not provide complete data in efforts to protect end users data. That being said, browse this data to get an idea what users are searching for, and how you may rank for those terms.



SEO Services

Starter
Package

Performance
Package

Advanced
Package

Advanced+
(Ecommerce)
Package

		Starter Package	Performance Package	Advanced Package	Advanced+ (Ecommerce) Package
Research & Content	Keyword Research	10 Themes	15 Themes	20 Themes	20+ Themes
	Content Optimization & Cross Linking	✓	✓	✓	✓
	General Site Usability (<i>User Experience & Other Improvement Suggestions</i>)	✓	✓	✓	✓
Setup/ On-Page Optimization	On-Page Optimization	✓	✓	✓	✓
	Targeted Title & Description Meta Data	✓	✓	✓	✓
	Image Alt Text	✓	✓	✓	✓
	H1/H2 Header Optimization	✓	✓	✓	✓
	Sitemap and XML Sitemap Creation/Setup	✓	✓	✓	✓
	Robots.txt Creation/Setup	✓	✓	✓	✓
	404 Error Page Setup	✓	✓	✓	✓
	Google Publisher Setup	✓	✓	✓	✓
	.htaccess Creation/Setup	✓	✓	✓	✓
	Google Webmaster Tools Setup	✓	✓	✓	✓
	Bing Webmaster Tools Setup	✓	✓	✓	✓
	Embedded Map For Contact Page	✓	✓	✓	✓
	Analytics Setup (<i>Tracking/Filters/Integration with Webmaster Tools</i>)	✓	✓	✓	✓
	Privacy Policy Creation/Setup	✓	✓	✓	✓
	Custom Google Review Button/Link	✓	✓	✓	✓
	Google My Business Listing Creation/Setup	✓	✓	✓	✓
	Bing Places Listing Creation/Setup	✓	✓	✓	✓
Access To Custom Report Panels In Our Custom SEO Tool	Level 1 Access	Level 2 Access	Level 3 Access	Level 3 Access	
Conversion Tracking/Thank You Page Setup		1-2 Conversions	2+ Conversions	2+ Conversions	
Demographics/Geo/Interests Setup			✓	✓	
Social Media Tie-In	Blog Links to RSS Feeds	✓	✓	✓	✓
	Social Pages Linking	✓	✓	✓	✓
	Social Media Setup On Primary Social Websites	✓	✓	✓	✓
	Social Share Button Setup		✓	✓	✓
	Social Profile On Secondary Sites (<i>Reddit, Myspace, etc</i>)			✓	✓
	Custom Imagery For Social Pages	Hourly Billable**	Hourly Billable**	1 / year	1 / year
On-Going Optimization & Services	Canonicalization	✓	✓	✓	✓
	301 Redirects	✓	✓	✓	✓
	Monthly Reporting & Annual Review	✓	✓	✓	✓
	Add New Keyword/Themes/Pages (<i>1/mo after 6 months</i>)	✓	✓	✓	✓
	Updated Best Practices (<i>EX: Mobile-First algorithm changes, AMP as applicable</i>)	✓	✓	✓	✓
	Broken Link Cleanup	✓	✓	✓	✓
	404 Error Cleanup	✓	✓	✓	✓
	Webmaster Tools Monitoring	✓	✓	✓	✓
	Reoptimization & Freshing Up As Needed	✓	✓	✓	✓
	Pagespeed Optimizations	✓	✓	✓	✓
	Usability, User Experience & Other Improvement Suggestions	✓	✓	✓	✓
	Schema/hCard HTML Tagging (<i>Additional Info Shown in Search for higher CTR</i>)		✓	✓	✓
	Wordpress Updates	Hourly Billable**	1 / year	2 / year	2 / year
	Competitive Site Analysis	Hourly Billable**	1 every 2 years	1 / year	1 / year
Conversion Rate Optimization (<i>Tracking/Testing/Analysis</i>)			✓	✓	
Google Content Experiments (<i>Set-up & Design/A-B Testing</i>)			✓	✓	
E-Commerce Product/Category/Other Full Optimizations				4 hours / mo	
Directories & Linking	Advice Local Listing Management	✓	✓	✓	✓
	Content Focused Link Building	Hourly Billable**	Hourly Billable**	Hourly Billable**	Hourly Billable**

** Internet Marketing
Hourly Charge Is Billed
At \$125/Hour

Pricing:

\$325/mo
\$1,200 start-up

\$495/mo
\$1,500 start-up

\$795/mo
\$2,000 start-up

\$1000/mo
\$2,000 start-up



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@sharppinnovations.com for more info on your custom needs, if applicable.
2. 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 our SEO maintenance after six months provided the pages exist to do so. The limits are setup as an initial buffer period 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 that is 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 right 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 (Paid Search)

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/Bing/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 under performing 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 and don't quite know where to start, or those who want to see how they are doing before taking the next step and choosing an SEO program. We'll provide a report of your current on-page and off-page SEO performance to show where there is room for improvement. The on-page report for your website will include any desktop concerns, including 404 errors, missing or duplicate titles, missing or duplicate page descriptions, the appearance of any Schema markup and more. The off-page report will look at your listings presence in ten of the largest names in the directory listing realm. There will also be page speed and user experience insights that will show you how your website is structured and performing when it comes to usability. The cost for the SEO Audit Report Service will be:

- SEO Audit - \$250.00



Social Media and Blogging Services

Social Media Manager (\$350.00/month)

Our Social Media Manager plan grants you weekly social media posting of newsworthy content and distribution to all existing social media sources (i.e. Facebook, Twitter, YouTube, LinkedIn, etc. — your outlets are not limited, and we can work with you to determine which ones are most strategic). A Sharp social media specialist will contact your team for newsworthy content and will research the market for post-worthy trends. A Sharp social media specialist will contact your team for newsworthy content and will research the market for post-worthy trends. You will also get one Facebook promotion per year. Exponential growth as a product of utilizing Facebook promotions is common, and we feel it's an excellent resource and social media marketing tool. Your fan base can dramatically increase in a short amount of time! You will only be financially responsible for the cost of the promotional give-away (if you choose to give something away), and we'll foot the bill for any other campaign fees.

What's included with Social Media:

- One Weekly Social Media Posting
- One Facebook Contest per Year

Blogging Starter (\$250.00/month)

By utilizing our Blogging services, you will get the creation and/or editing of one blog post per month. We'll also edit and post a second blog article if you're the initiator and wish to take on the creation of the blog content. Additionally, we'll be proactive and reach out to you for blog content. We'll connect with a variety of members from your team in order to give us an insider's edge in posting relevant content about or involving your company.

What's included with Social Media:

- Creation of 1-2 Blog Articles per Month
- Second Blog Option, If You Create The Content

Social Media Performance Program (Both - \$495.00/month - 17%+ savings)

With our Performance Program, you will receive the benefits of both the Blogging and Social Media programs in one bundle. You will get weekly social media posting of newsworthy content and distribution to all existing social media sources (i.e. Facebook, Twitter, Youtube, LinkedIn, etc. — your outlets are not limited, and we can work with you to determine which ones are most strategic). A Sharp social media specialist will contact your team for newsworthy content and will research the market for post-worthy trends. A Sharp social media specialist will contact your team for newsworthy content and will research the market for post-worthy trends. You will also get one Facebook promotion per year. Exponential growth as a product of utilizing Facebook promotions is common, and we feel it's an excellent resource and social media marketing tool. Your fan base can dramatically increase in a short amount of time! You will only be financially responsible for the cost of the promotional give-away (if you choose to give something away), and we'll foot the bill for any other campaign fees. You will also be able to have our team create and/or edit one blog post per month. We'll also edit and post a second blog article if you're the initiator and wish to take on the creation of the blog content.

What's included with Social Media:

- Weekly Social Media Postings
- Two Facebook Contests per Year
- Creation of 1-2 Blog Posts per Month
- Second Blog Option, If You Create the Content



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 supplement to the other data we provide in our reports, including page-by-page performance, traffic reports, conversion reports, and more. 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.

Hi Steven,

I wanted to provide you with your SEO report for May, 2015. This report summarizes the past month's rankings for the keywords we are targeted in Google, Yahoo! and Bing.

We are noting the following keywords as having seen notable increases in ranking the most over the past month:

- aurora fire pump
- Fairbanks morse
- fire pump controller
- rlpa 20

Below is a snapshot of traffic statistics for May, 2015, which shows a slight increase in traffic and referrals, with an overall increase over the previous 3 months and year:

Source	May 2015	Apr 2015	Mar 2015	Feb 2015	Jan 2015	Dec 2014	Nov 2014	Oct 2014	Sept 2014	Aug 2014	Jul 2014	Jun 2014	May 2014	Apr 2014	Mar 2014	Feb 2014	Jan 2014	Dec 2013	Nov 2013	Oct 2013	Sept 2013	Aug 2013	Jul 2013	Jun 2013	May 2013	Apr 2013	Mar 2013	Feb 2013	Jan 2013	Dec 2012	Nov 2012	Oct 2012	Sept 2012	Aug 2012	Jul 2012	Jun 2012	May 2012	Apr 2012	Mar 2012	Feb 2012	Jan 2012	Dec 2011	Nov 2011	Oct 2011	Sept 2011	Aug 2011	Jul 2011	Jun 2011	May 2011	Apr 2011	Mar 2011	Feb 2011	Jan 2011	Dec 2010	Nov 2010	Oct 2010	Sept 2010	Aug 2010	Jul 2010	Jun 2010	May 2010	Apr 2010	Mar 2010	Feb 2010	Jan 2010	Dec 2009	Nov 2009	Oct 2009	Sept 2009	Aug 2009	Jul 2009	Jun 2009	May 2009	Apr 2009	Mar 2009	Feb 2009	Jan 2009	Dec 2008	Nov 2008	Oct 2008	Sept 2008	Aug 2008	Jul 2008	Jun 2008	May 2008	Apr 2008	Mar 2008	Feb 2008	Jan 2008	Dec 2007	Nov 2007	Oct 2007	Sept 2007	Aug 2007	Jul 2007	Jun 2007	May 2007	Apr 2007	Mar 2007	Feb 2007	Jan 2007	Dec 2006	Nov 2006	Oct 2006	Sept 2006	Aug 2006	Jul 2006	Jun 2006	May 2006	Apr 2006	Mar 2006	Feb 2006	Jan 2006	Dec 2005	Nov 2005	Oct 2005	Sept 2005	Aug 2005	Jul 2005	Jun 2005	May 2005	Apr 2005	Mar 2005	Feb 2005	Jan 2005	Dec 2004	Nov 2004	Oct 2004	Sept 2004	Aug 2004	Jul 2004	Jun 2004	May 2004	Apr 2004	Mar 2004	Feb 2004	Jan 2004	Dec 2003	Nov 2003	Oct 2003	Sept 2003	Aug 2003	Jul 2003	Jun 2003	May 2003	Apr 2003	Mar 2003	Feb 2003	Jan 2003	Dec 2002	Nov 2002	Oct 2002	Sept 2002	Aug 2002	Jul 2002	Jun 2002	May 2002	Apr 2002	Mar 2002	Feb 2002	Jan 2002	Dec 2001	Nov 2001	Oct 2001	Sept 2001	Aug 2001	Jul 2001	Jun 2001	May 2001	Apr 2001	Mar 2001	Feb 2001	Jan 2001	Dec 2000	Nov 2000	Oct 2000	Sept 2000	Aug 2000	Jul 2000	Jun 2000	May 2000	Apr 2000	Mar 2000	Feb 2000	Jan 2000	Dec 1999	Nov 1999	Oct 1999	Sept 1999	Aug 1999	Jul 1999	Jun 1999	May 1999	Apr 1999	Mar 1999	Feb 1999	Jan 1999	Dec 1998	Nov 1998	Oct 1998	Sept 1998	Aug 1998	Jul 1998	Jun 1998	May 1998	Apr 1998	Mar 1998	Feb 1998	Jan 1998	Dec 1997	Nov 1997	Oct 1997	Sept 1997	Aug 1997	Jul 1997	Jun 1997	May 1997	Apr 1997	Mar 1997	Feb 1997	Jan 1997	Dec 1996	Nov 1996	Oct 1996	Sept 1996	Aug 1996	Jul 1996	Jun 1996	May 1996	Apr 1996	Mar 1996	Feb 1996	Jan 1996	Dec 1995	Nov 1995	Oct 1995	Sept 1995	Aug 1995	Jul 1995	Jun 1995	May 1995	Apr 1995	Mar 1995	Feb 1995	Jan 1995	Dec 1994	Nov 1994	Oct 1994	Sept 1994	Aug 1994	Jul 1994	Jun 1994	May 1994	Apr 1994	Mar 1994	Feb 1994	Jan 1994	Dec 1993	Nov 1993	Oct 1993	Sept 1993	Aug 1993	Jul 1993	Jun 1993	May 1993	Apr 1993	Mar 1993	Feb 1993	Jan 1993	Dec 1992	Nov 1992	Oct 1992	Sept 1992	Aug 1992	Jul 1992	Jun 1992	May 1992	Apr 1992	Mar 1992	Feb 1992	Jan 1992	Dec 1991	Nov 1991	Oct 1991	Sept 1991	Aug 1991	Jul 1991	Jun 1991	May 1991	Apr 1991	Mar 1991	Feb 1991	Jan 1991	Dec 1990	Nov 1990	Oct 1990	Sept 1990	Aug 1990	Jul 1990	Jun 1990	May 1990	Apr 1990	Mar 1990	Feb 1990	Jan 1990	Dec 1989	Nov 1989	Oct 1989	Sept 1989	Aug 1989	Jul 1989	Jun 1989	May 1989	Apr 1989	Mar 1989	Feb 1989	Jan 1989	Dec 1988	Nov 1988	Oct 1988	Sept 1988	Aug 1988	Jul 1988	Jun 1988	May 1988	Apr 1988	Mar 1988	Feb 1988	Jan 1988	Dec 1987	Nov 1987	Oct 1987	Sept 1987	Aug 1987	Jul 1987	Jun 1987	May 1987	Apr 1987	Mar 1987	Feb 1987	Jan 1987	Dec 1986	Nov 1986	Oct 1986	Sept 1986	Aug 1986	Jul 1986	Jun 1986	May 1986	Apr 1986	Mar 1986	Feb 1986	Jan 1986	Dec 1985	Nov 1985	Oct 1985	Sept 1985	Aug 1985	Jul 1985	Jun 1985	May 1985	Apr 1985	Mar 1985	Feb 1985	Jan 1985	Dec 1984	Nov 1984	Oct 1984	Sept 1984	Aug 1984	Jul 1984	Jun 1984	May 1984	Apr 1984	Mar 1984	Feb 1984	Jan 1984	Dec 1983	Nov 1983	Oct 1983	Sept 1983	Aug 1983	Jul 1983	Jun 1983	May 1983	Apr 1983	Mar 1983	Feb 1983	Jan 1983	Dec 1982	Nov 1982	Oct 1982	Sept 1982	Aug 1982	Jul 1982	Jun 1982	May 1982	Apr 1982	Mar 1982	Feb 1982	Jan 1982	Dec 1981	Nov 1981	Oct 1981	Sept 1981	Aug 1981	Jul 1981	Jun 1981	May 1981	Apr 1981	Mar 1981	Feb 1981	Jan 1981	Dec 1980	Nov 1980	Oct 1980	Sept 1980	Aug 1980	Jul 1980	Jun 1980	May 1980	Apr 1980	Mar 1980	Feb 1980	Jan 1980	Dec 1979	Nov 1979	Oct 1979	Sept 1979	Aug 1979	Jul 1979	Jun 1979	May 1979	Apr 1979	Mar 1979	Feb 1979	Jan 1979	Dec 1978	Nov 1978	Oct 1978	Sept 1978	Aug 1978	Jul 1978	Jun 1978	May 1978	Apr 1978	Mar 1978	Feb 1978	Jan 1978	Dec 1977	Nov 1977	Oct 1977	Sept 1977	Aug 1977	Jul 1977	Jun 1977	May 1977	Apr 1977	Mar 1977	Feb 1977	Jan 1977	Dec 1976	Nov 1976	Oct 1976	Sept 1976	Aug 1976	Jul 1976	Jun 1976	May 1976	Apr 1976	Mar 1976	Feb 1976	Jan 1976	Dec 1975	Nov 1975	Oct 1975	Sept 1975	Aug 1975	Jul 1975	Jun 1975	May 1975	Apr 1975	Mar 1975	Feb 1975	Jan 1975	Dec 1974	Nov 1974	Oct 1974	Sept 1974	Aug 1974	Jul 1974	Jun 1974	May 1974	Apr 1974	Mar 1974	Feb 1974	Jan 1974	Dec 1973	Nov 1973	Oct 1973	Sept 1973	Aug 1973	Jul 1973	Jun 1973	May 1973	Apr 1973	Mar 1973	Feb 1973	Jan 1973	Dec 1972	Nov 1972	Oct 1972	Sept 1972	Aug 1972	Jul 1972	Jun 1972	May 1972	Apr 1972	Mar 1972	Feb 1972	Jan 1972	Dec 1971	Nov 1971	Oct 1971	Sept 1971	Aug 1971	Jul 1971	Jun 1971	May 1971	Apr 1971	Mar 1971	Feb 1971	Jan 1971	Dec 1970	Nov 1970	Oct 1970	Sept 1970	Aug 1970	Jul 1970	Jun 1970	May 1970	Apr 1970	Mar 1970	Feb 1970	Jan 1970	Dec 1969	Nov 1969	Oct 1969	Sept 1969	Aug 1969	Jul 1969	Jun 1969	May 1969	Apr 1969	Mar 1969	Feb 1969	Jan 1969	Dec 1968	Nov 1968	Oct 1968	Sept 1968	Aug 1968	Jul 1968	Jun 1968	May 1968	Apr 1968	Mar 1968	Feb 1968	Jan 1968	Dec 1967	Nov 1967	Oct 1967	Sept 1967	Aug 1967	Jul 1967	Jun 1967	May 1967	Apr 1967	Mar 1967	Feb 1967	Jan 1967	Dec 1966	Nov 1966	Oct 1966	Sept 1966	Aug 1966	Jul 1966	Jun 1966	May 1966	Apr 1966	Mar 1966	Feb 1966	Jan 1966	Dec 1965	Nov 1965	Oct 1965	Sept 1965	Aug 1965	Jul 1965	Jun 1965	May 1965	Apr 1965	Mar 1965	Feb 1965	Jan 1965	Dec 1964	Nov 1964	Oct 1964	Sept 1964	Aug 1964	Jul 1964	Jun 1964	May 1964	Apr 1964	Mar 1964	Feb 1964	Jan 1964	Dec 1963	Nov 1963	Oct 1963	Sept 1963	Aug 1963	Jul 1963	Jun 1963	May 1963	Apr 1963	Mar 1963	Feb 1963	Jan 1963	Dec 1962	Nov 1962	Oct 1962	Sept 1962	Aug 1962	Jul 1962	Jun 1962	May 1962	Apr 1962	Mar 1962	Feb 1962	Jan 1962	Dec 1961	Nov 1961	Oct 1961	Sept 1961	Aug 1961	Jul 1961	Jun 1961	May 1961	Apr 1961	Mar 1961	Feb 1961	Jan 1961	Dec 1960	Nov 1960	Oct 1960	Sept 1960	Aug 1960	Jul 1960	Jun 1960	May 1960	Apr 1960	Mar 1960	Feb 1960	Jan 1960	Dec 1959	Nov 1959	Oct 1959	Sept 1959	Aug 1959	Jul 1959	Jun 1959	May 1959	Apr 1959	Mar 1959	Feb 1959	Jan 1959	Dec 1958	Nov 1958	Oct 1958	Sept 1958	Aug 1958	Jul 1958	Jun 1958	May 1958	Apr 1958	Mar 1958	Feb 1958	Jan 1958	Dec 1957	Nov 1957	Oct 1957	Sept 1957	Aug 1957	Jul 1957	Jun 1957	May 1957	Apr 1957	Mar 1957	Feb 1957	Jan 1957	Dec 1956	Nov 1956	Oct 1956	Sept 1956	Aug 1956	Jul 1956	Jun 1956	May 1956	Apr 1956	Mar 1956	Feb 1956	Jan 1956	Dec 1955	Nov 1955	Oct 1955	Sept 1955	Aug 1955	Jul 1955	Jun 1955	May 1955	Apr 1955	Mar 1955	Feb 1955	Jan 1955	Dec 1954	Nov 1954	Oct 1954	Sept 1954	Aug 1954	Jul 1954	Jun 1954	May 1954	Apr 1954	Mar 1954	Feb 1954	Jan 1954	Dec 1953	Nov 1953	Oct 1953	Sept 1953	Aug 1953	Jul 1953	Jun 1953	May 1953	Apr 1953	Mar 1953	Feb 1953	Jan 1953	Dec 1952	Nov 1952	Oct 1952	Sept 1952	Aug 1952	Jul 1952	Jun 1952	May 1952	Apr 1952	Mar 1952	Feb 1952	Jan 1952	Dec 1951	Nov 1951	Oct 1951	Sept 1951	Aug 1951	Jul 1951	Jun 1951	May 1951	Apr 1951	Mar 1951	Feb 1951	Jan 1951	Dec 1950	Nov 1950	Oct 1950	Sept 1950	Aug 1950	Jul 1950	Jun 1950	May 1950	Apr 1950	Mar 1950	Feb 1950	Jan 1950	Dec 1949	Nov 1949	Oct 1949	Sept 1949	Aug 1949	Jul 1949	Jun 1949	May 1949	Apr 1949	Mar 1949	Feb 1949	Jan 1949	Dec 1948	Nov 1948	Oct 1948	Sept 1948	Aug 1948	Jul 1948	Jun 1948	May 1948	Apr 1948	Mar 1948	Feb 1948	Jan 1948	Dec 1947	Nov 1947	Oct 1947	Sept 1947	Aug 1947	Jul 1947	Jun 1947	May 1947	Apr 1947	Mar 1947	Feb 1947	Jan 1947	Dec 1946	Nov 1946	Oct 1946	Sept 1946	Aug 1946	Jul 1946	Jun 1946	May 1946	Apr 1946	Mar 1946	Feb 1946	Jan 1946	Dec 1945	Nov 1945	Oct 1945	Sept 1945	Aug 1945	Jul 1945	Jun 1945	May 1945	Apr 1945	Mar 1945	Feb 1945	Jan 1945	Dec 1944	Nov 1944	Oct 1944	Sept 1944	Aug 1944	Jul 1944	Jun 1944	May 1944	Apr 1944	Mar 1944	Feb 1944	Jan 1944	Dec 1943	Nov 1943	Oct 1943	Sept 1943	Aug 1943	Jul 1943	Jun 1943	May 1943	Apr 1943	Mar 1943	Feb 1943	Jan 1943	Dec 1942	Nov 1942	Oct 1942	Sept 1942	Aug 1942	Jul 1942	Jun 1942	May 1942	Apr 1942	Mar 1942	Feb 1942	Jan 1942	Dec 1941	Nov 1941	Oct 1941	Sept 1941	Aug 1941	Jul 1941	Jun 1941	May 1941	Apr 1941	Mar 1941	Feb 1941	Jan 1941	Dec 1940	Nov 1940	Oct 1940	Sept 1940	Aug 1940	Jul 1940	Jun 1940	May 1940	Apr 1940	Mar 1940	Feb 1940	Jan 1940	Dec 1939	Nov 1939	Oct 1939	Sept 1939	Aug 1939	Jul 1939	Jun 1939	May 1939	Apr 1939	Mar 1939	Feb 1939	Jan 1939	Dec 1938	Nov 1938	Oct 1938	Sept 1938	Aug 1938	Jul 1938	Jun 1938	May 1938	Apr 1938	Mar 1938	Feb 1938	Jan 1938	Dec 1937	Nov 1937	Oct 1937	Sept 1937	Aug 1937	Jul 1937	Jun 1937	May 1937	Apr 1937	Mar 1937	Feb 1937	Jan 1937	Dec 1936	Nov 1936	Oct 1936	Sept 1936	Aug 1936	Jul 1936	Jun 1936	May 1936	Apr 1936	Mar 1936	Feb 1936	Jan 1936	Dec 1935	Nov 1935	Oct 1935	Sept 1935	Aug 1935	Jul 1935	Jun 1935	May 1935	Apr 1935	Mar 1935	Feb 1935	Jan 1935	Dec 1934	Nov 1934	Oct 1934	Sept 1934	Aug 1934	Jul 1934	Jun 1934	May 1934	Apr 1934	Mar 1934	Feb 1934	Jan 1934	Dec 1933	Nov 1933	Oct 1933	Sept 1933	Aug 1933	Jul 1933	Jun 1933	May 1933	Apr 1933	Mar 1933	Feb 1933	Jan 1933	Dec 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SEO Case Studies

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.



SafGard safgard.com					
	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 srmax.com		
	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*



SEO Case Study: Pin Oak Farm

At Pin Oak Farm, we've taken pride over the years in our personable approach to business. We've intentionally avoided a more "corporate" feel to business, instead favoring a smaller, more personal avenue. You could say that we highly value relationships and an interpersonal integrity when serving our clients. We think that is essential for what we do. We breed dogs with the express intent of finding the perfect home for them. That should be very relational! One obstacle arose in our quest to reach clients in need of our service; as a small privately owned business, Search Engine Optimization (SEO) and how crucial it would become to us, was uncharted territory. That's where Joe Sharp and his skilled team come in.

As a business in search of maximum "hits" to our website, the task of keyword relevancy in relation to search engines was daunting, to say the least. We were happy to assign this task to Sharp Innovations, Inc. who masterfully took on the SEO formula. With the SEO efforts of Joe and his team, our site visitors and SE began to rise steadily. This is definitely the product we were looking for!



	Mar-14	Dec-14	Jan-15	Feb-15	Mar-15
Visitors	2,164	2,452	2,627	2,539	3,094
SE Referrals	1,404	1,747	1,926	1,822	2,143

Month	3 Months	1 Year
565	642	930
321	396	739

I can say that while working with Joe Sharp and his organization, our statistics improved, but just as valuable to us was how easy they were to work with. We've enjoyed Joe's services over the years, and they have continued to help our small business thrive. I highly recommend Sharp's lineup of seasoned professionals and thank them for their exceptional work!

Jeanne Myers
Owner, Pin Oak Farm, LLC

SEO Case Study: Ross Technology, Inc.

It is with pleasure that I recommend Joe Sharp and his team at Sharp Innovations as professionals you can trust to design and develop web sites that are attractive and very functional.

The team at Sharp Innovations has put together not just one but five web sites for our company, all thoughtfully designed and developed within the allocated time and budget.

We have worked with Sharp Innovations since 2004, which started with a redesign of our corporate web site. From there it blossomed into designing web sites for each of our distinct manufacturing divisions, which were all tied back to our corporate site in a well thought-out manner. The sites have also been updated over the years, which again were professionally designed and implemented to provide us with the tools needed to set our company apart from the competition in our marketing efforts.



Joe's team also provided a very helpful SEO component. Through timely press releases and link building, the Sharp SEO group reinforced a viral video for our NeverWet™ product, which provoked a huge increase in our site's traffic. We experienced an excess of nearly 400,000 site hits in a matter of one month; we're comfortable knowing that Sharp's SEO efforts helped to cultivate the immediate buzz which surrounded this successful viral clip.

	Aug-11	Sep-11	Oct-11	Nov-11
Visitors	1,115	1,804	1,020	396,809
SE Referrals	606	473	436	205,983

Month	3 Months
395,789	395,694
205,547	205,377

Tess Cunningham
Ross Technology, Inc.



Examples

SEO

Even without an up-to-date website or a mobile presence, at the 18 month mark we tripled the traffic and organic visits to Steven Brown & Associates.

Steven Brown stevenbrownassociates.com						Difference					
Performance	Sep-13	Dec-14	Jan-15	Feb-15	Mar-15	Month	3 Month	1 Year	Month	3 Month	1 Year
Visitors	519	1,194	1,528	1,401	1,647	246	453	1,128	18%	38%	217%
SE Referrals	363	885	1,183	1,126	1,289	163	403	926	14%	45%	255%

SEO

At the one year mark for Gettysburg Bus Tours, we increased their traffic and organic visits by over 30%.

Gettysburg Battlefield Tours gettysburgbattlefieldtours.com						Difference					
Performance	Apr-14	Jan-15	Feb-15	Mar-15	Apr-15	Month	3 Month	1 Year	Month	3 Month	1 Year
Visitors	10,986	6,304	6,678	10,537	14,553	4,016	8,249	3,567	38%	131%	32%
SE Referrals	6,850	4,268	4,525	6,784	9,258	2,474	4,990	2,408	36%	117%	35%

SOCIAL

In 18 months, we substantially increased the social marketing and online presence of Chemical Concepts.

Chemical Concepts chemical-concepts.com				
Social Site	Aug-13	Feb-15	Increase	% Change
Facebook Likes	6	544	538	8,967%
Twitter Followers	2	601	599	29,950%
G+ Connections	1	164	163	16,300%
G+ "+1's" / Views	1	23,125	23,124	2,312,400%
LinkedIn Connections	16	43	24,452	169%
Total	25	24,477	24,452	97,808%

PPC

Within a matter of months, we increased the click-through-rate (CTR) along with the total conversion rate for SafGard/SRMax!

SafGard/SRMax safgard.com/ srmax.com				
Month	CTR	Conversions	Cost/Conversion	Conversion Rate
June	1.38%	98	\$100.90	0.78%
July	1.77%	84	\$121.63	0.81%
August	1.91%	111	\$90.60	1.10%
September	1.87%	93	\$108.82	1.00%
October	2.07%	108	\$92.44	1.19%

For further information on any of these services, details into different aspects, or meanings of terms used here, please visit our website at:

www.SharpInnovations.com

