



Sharp Innovations, inc.
the internet marketing advantage™



Internet Marketing Services

General Information and Tier 1 Programs

888.575.8977

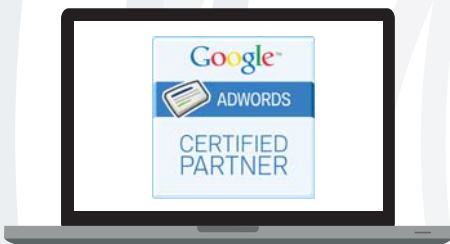
sales@sharpinnovations.com

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

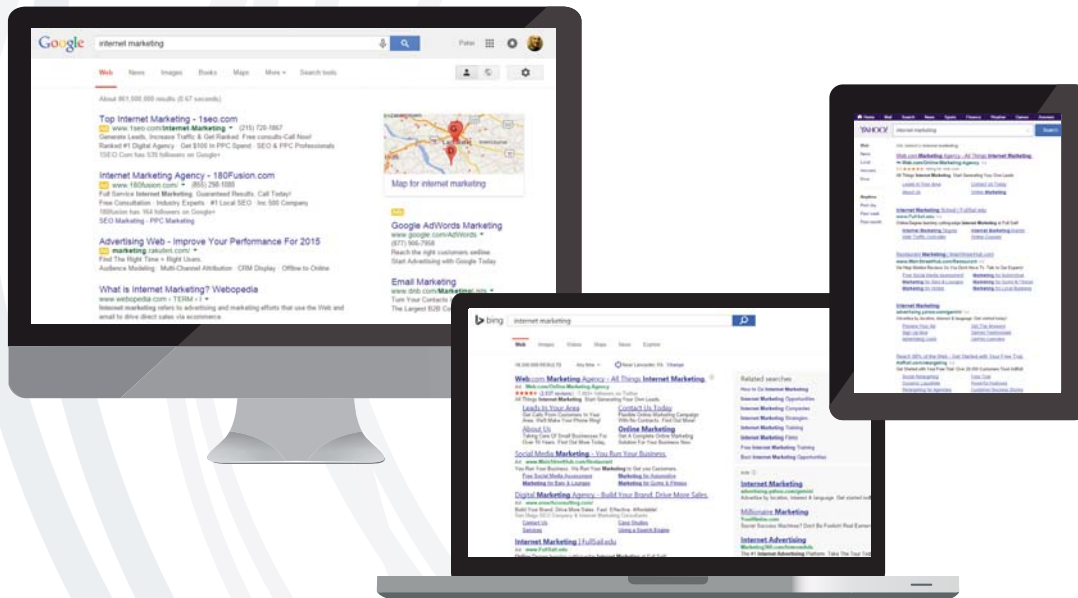


What is Internet Marketing?

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.

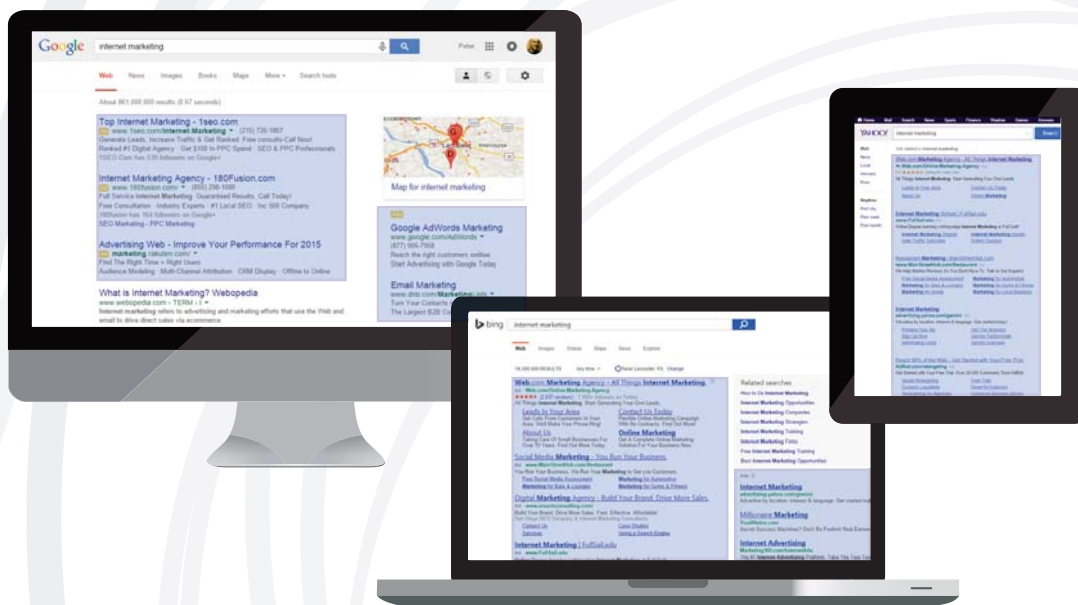


The first step of search engine optimization (SEO) is to choose the keyword themes and keywords that an individual would use to find products or services related to your websites' content or subject. Once you have chosen the keywords for which you would like your site to appear, there are certain on-page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

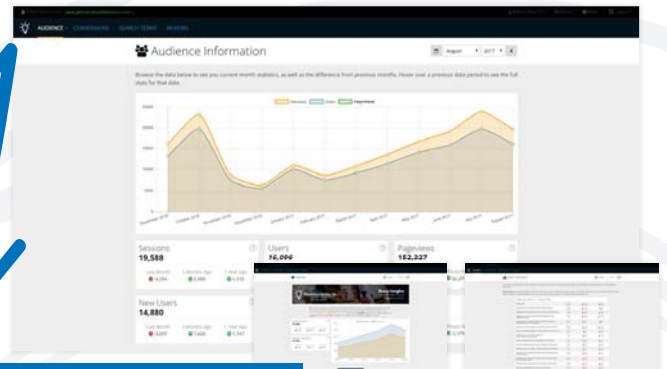
View your current months organic search traffic in comparison to previous months. Hover over a previous data period to see the full stats for that date.

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>)		✓	✓	✓
	Backlink Analysis and Cleanup (<i>Disavow</i>)	1 time	1 / year	2 / year	2 / year
	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 15	Apr 15	Mar 15	Feb 15	Jan 15	Dec 14	Nov 14	Oct 14	Sept 14	Aug 14	Jul 14	Jun 14	May 14	Apr 14	Mar 14	Feb 14	Jan 14	Dec 13	Nov 13	Oct 13	Sept 13	Aug 13	Jul 13	Jun 13	May 13	Apr 13	Mar 13	Feb 13	Jan 13	Dec 12	Nov 12	Oct 12	Sept 12	Aug 12	Jul 12	Jun 12	May 12	Apr 12	Mar 12	Feb 12	Jan 12	Dec 11	Nov 11	Oct 11	Sept 11	Aug 11	Jul 11	Jun 11	May 11	Apr 11	Mar 11	Feb 11	Jan 11	Dec 10	Nov 10	Oct 10	Sept 10	Aug 10	Jul 10	Jun 10	May 10	Apr 10	Mar 10	Feb 10	Jan 10	Dec 09	Nov 09	Oct 09	Sept 09	Aug 09	Jul 09	Jun 09	May 09	Apr 09	Mar 09	Feb 09	Jan 09	Dec 08	Nov 08	Oct 08	Sept 08	Aug 08	Jul 08	Jun 08	May 08	Apr 08	Mar 08	Feb 08	Jan 08	Dec 07	Nov 07	Oct 07	Sept 07	Aug 07	Jul 07	Jun 07	May 07	Apr 07	Mar 07	Feb 07	Jan 07	Dec 06	Nov 06	Oct 06	Sept 06	Aug 06	Jul 06	Jun 06	May 06	Apr 06	Mar 06	Feb 06	Jan 06	Dec 05	Nov 05	Oct 05	Sept 05	Aug 05	Jul 05	Jun 05	May 05	Apr 05	Mar 05	Feb 05	Jan 05	Dec 04	Nov 04	Oct 04	Sept 04	Aug 04	Jul 04	Jun 04	May 04	Apr 04	Mar 04	Feb 04	Jan 04	Dec 03	Nov 03	Oct 03	Sept 03	Aug 03	Jul 03	Jun 03	May 03	Apr 03	Mar 03	Feb 03	Jan 03	Dec 02	Nov 02	Oct 02	Sept 02	Aug 02	Jul 02	Jun 02	May 02	Apr 02	Mar 02	Feb 02	Jan 02	Dec 01	Nov 01	Oct 01	Sept 01	Aug 01	Jul 01	Jun 01	May 01	Apr 01	Mar 01	Feb 01	Jan 01	Dec 00	Nov 00	Oct 00	Sept 00	Aug 00	Jul 00	Jun 00	May 00	Apr 00	Mar 00	Feb 00	Jan 00	Dec 99	Nov 99	Oct 99	Sept 99	Aug 99	Jul 99	Jun 99	May 99	Apr 99	Mar 99	Feb 99	Jan 99	Dec 98	Nov 98	Oct 98	Sept 98	Aug 98	Jul 98	Jun 98	May 98	Apr 98	Mar 98	Feb 98	Jan 98	Dec 97	Nov 97	Oct 97	Sept 97	Aug 97	Jul 97	Jun 97	May 97	Apr 97	Mar 97	Feb 97	Jan 97	Dec 96	Nov 96	Oct 96	Sept 96	Aug 96	Jul 96	Jun 96	May 96	Apr 96	Mar 96	Feb 96	Jan 96	Dec 95	Nov 95	Oct 95	Sept 95	Aug 95	Jul 95	Jun 95	May 95	Apr 95	Mar 95	Feb 95	Jan 95	Dec 94	Nov 94	Oct 94	Sept 94	Aug 94	Jul 94	Jun 94	May 94	Apr 94	Mar 94	Feb 94	Jan 94	Dec 93	Nov 93	Oct 93	Sept 93	Aug 93	Jul 93	Jun 93	May 93	Apr 93	Mar 93	Feb 93	Jan 93	Dec 92	Nov 92	Oct 92	Sept 92	Aug 92	Jul 92	Jun 92	May 92	Apr 92	Mar 92	Feb 92	Jan 92	Dec 91	Nov 91	Oct 91	Sept 91	Aug 91	Jul 91	Jun 91	May 91	Apr 91	Mar 91	Feb 91	Jan 91	Dec 90	Nov 90	Oct 90	Sept 90	Aug 90	Jul 90	Jun 90	May 90	Apr 90	Mar 90	Feb 90	Jan 90	Dec 89	Nov 89	Oct 89	Sept 89	Aug 89	Jul 89	Jun 89	May 89	Apr 89	Mar 89	Feb 89	Jan 89	Dec 88	Nov 88	Oct 88	Sept 88	Aug 88	Jul 88	Jun 88	May 88	Apr 88	Mar 88	Feb 88	Jan 88	Dec 87	Nov 87	Oct 87	Sept 87	Aug 87	Jul 87	Jun 87	May 87	Apr 87	Mar 87	Feb 87	Jan 87	Dec 86	Nov 86	Oct 86	Sept 86	Aug 86	Jul 86	Jun 86	May 86	Apr 86	Mar 86	Feb 86	Jan 86	Dec 85	Nov 85	Oct 85	Sept 85	Aug 85	Jul 85	Jun 85	May 85	Apr 85	Mar 85	Feb 85	Jan 85	Dec 84	Nov 84	Oct 84	Sept 84	Aug 84	Jul 84	Jun 84	May 84	Apr 84	Mar 84	Feb 84	Jan 84	Dec 83	Nov 83	Oct 83	Sept 83	Aug 83	Jul 83	Jun 83	May 83	Apr 83	Mar 83	Feb 83	Jan 83	Dec 82	Nov 82	Oct 82	Sept 82	Aug 82	Jul 82	Jun 82	May 82	Apr 82	Mar 82	Feb 82	Jan 82	Dec 81	Nov 81	Oct 81	Sept 81	Aug 81	Jul 81	Jun 81	May 81	Apr 81	Mar 81	Feb 81	Jan 81	Dec 80	Nov 80	Oct 80	Sept 80	Aug 80	Jul 80	Jun 80	May 80	Apr 80	Mar 80	Feb 80	Jan 80	Dec 79	Nov 79	Oct 79	Sept 79	Aug 79	Jul 79	Jun 79	May 79	Apr 79	Mar 79	Feb 79	Jan 79	Dec 78	Nov 78	Oct 78	Sept 78	Aug 78	Jul 78	Jun 78	May 78	Apr 78	Mar 78	Feb 78	Jan 78	Dec 77	Nov 77	Oct 77	Sept 77	Aug 77	Jul 77	Jun 77	May 77	Apr 77	Mar 77	Feb 77	Jan 77	Dec 76	Nov 76	Oct 76	Sept 76	Aug 76	Jul 76	Jun 76	May 76	Apr 76	Mar 76	Feb 76	Jan 76	Dec 75	Nov 75	Oct 75	Sept 75	Aug 75	Jul 75	Jun 75	May 75	Apr 75	Mar 75	Feb 75	Jan 75	Dec 74	Nov 74	Oct 74	Sept 74	Aug 74	Jul 74	Jun 74	May 74	Apr 74	Mar 74	Feb 74	Jan 74	Dec 73	Nov 73	Oct 73	Sept 73	Aug 73	Jul 73	Jun 73	May 73	Apr 73	Mar 73	Feb 73	Jan 73	Dec 72	Nov 72	Oct 72	Sept 72	Aug 72	Jul 72	Jun 72	May 72	Apr 72	Mar 72	Feb 72	Jan 72	Dec 71	Nov 71	Oct 71	Sept 71	Aug 71	Jul 71	Jun 71	May 71	Apr 71	Mar 71	Feb 71	Jan 71	Dec 70	Nov 70	Oct 70	Sept 70	Aug 70	Jul 70	Jun 70	May 70	Apr 70	Mar 70	Feb 70	Jan 70	Dec 69	Nov 69	Oct 69	Sept 69	Aug 69	Jul 69	Jun 69	May 69	Apr 69	Mar 69	Feb 69	Jan 69	Dec 68	Nov 68	Oct 68	Sept 68	Aug 68	Jul 68	Jun 68	May 68	Apr 68	Mar 68	Feb 68	Jan 68	Dec 67	Nov 67	Oct 67	Sept 67	Aug 67	Jul 67	Jun 67	May 67	Apr 67	Mar 67	Feb 67	Jan 67	Dec 66	Nov 66	Oct 66	Sept 66	Aug 66	Jul 66	Jun 66	May 66	Apr 66	Mar 66	Feb 66	Jan 66	Dec 65	Nov 65	Oct 65	Sept 65	Aug 65	Jul 65	Jun 65	May 65	Apr 65	Mar 65	Feb 65	Jan 65	Dec 64	Nov 64	Oct 64	Sept 64	Aug 64	Jul 64	Jun 64	May 64	Apr 64	Mar 64	Feb 64	Jan 64	Dec 63	Nov 63	Oct 63	Sept 63	Aug 63	Jul 63	Jun 63	May 63	Apr 63	Mar 63	Feb 63	Jan 63	Dec 62	Nov 62	Oct 62	Sept 62	Aug 62	Jul 62	Jun 62	May 62	Apr 62	Mar 62	Feb 62	Jan 62	Dec 61	Nov 61	Oct 61	Sept 61	Aug 61	Jul 61	Jun 61	May 61	Apr 61	Mar 61	Feb 61	Jan 61	Dec 60	Nov 60	Oct 60	Sept 60	Aug 60	Jul 60	Jun 60	May 60	Apr 60	Mar 60	Feb 60	Jan 60	Dec 59	Nov 59	Oct 59	Sept 59	Aug 59	Jul 59	Jun 59	May 59	Apr 59	Mar 59	Feb 59	Jan 59	Dec 58	Nov 58	Oct 58	Sept 58	Aug 58	Jul 58	Jun 58	May 58	Apr 58	Mar 58	Feb 58	Jan 58	Dec 57	Nov 57	Oct 57	Sept 57	Aug 57	Jul 57	Jun 57	May 57	Apr 57	Mar 57	Feb 57	Jan 57	Dec 56	Nov 56	Oct 56	Sept 56	Aug 56	Jul 56	Jun 56	May 56	Apr 56	Mar 56	Feb 56	Jan 56	Dec 55	Nov 55	Oct 55	Sept 55	Aug 55	Jul 55	Jun 55	May 55	Apr 55	Mar 55	Feb 55	Jan 55	Dec 54	Nov 54	Oct 54	Sept 54	Aug 54	Jul 54	Jun 54	May 54	Apr 54	Mar 54	Feb 54	Jan 54	Dec 53	Nov 53	Oct 53	Sept 53	Aug 53	Jul 53	Jun 53	May 53	Apr 53	Mar 53	Feb 53	Jan 53	Dec 52	Nov 52	Oct 52	Sept 52	Aug 52	Jul 52	Jun 52	May 52	Apr 52	Mar 52	Feb 52	Jan 52	Dec 51	Nov 51	Oct 51	Sept 51	Aug 51	Jul 51	Jun 51	May 51	Apr 51	Mar 51	Feb 51	Jan 51	Dec 50	Nov 50	Oct 50	Sept 50	Aug 50	Jul 50	Jun 50	May 50	Apr 50	Mar 50	Feb 50	Jan 50	Dec 49	Nov 49	Oct 49	Sept 49	Aug 49	Jul 49	Jun 49	May 49	Apr 49	Mar 49	Feb 49	Jan 49	Dec 48	Nov 48	Oct 48	Sept 48	Aug 48	Jul 48	Jun 48	May 48	Apr 48	Mar 48	Feb 48	Jan 48	Dec 47	Nov 47	Oct 47	Sept 47	Aug 47	Jul 47	Jun 47	May 47	Apr 47	Mar 47	Feb 47	Jan 47	Dec 46	Nov 46	Oct 46	Sept 46	Aug 46	Jul 46	Jun 46	May 46	Apr 46	Mar 46	Feb 46	Jan 46	Dec 45	Nov 45	Oct 45	Sept 45	Aug 45	Jul 45	Jun 45	May 45	Apr 45	Mar 45	Feb 45	Jan 45	Dec 44	Nov 44	Oct 44	Sept 44	Aug 44	Jul 44	Jun 44	May 44	Apr 44	Mar 44	Feb 44	Jan 44	Dec 43	Nov 43	Oct 43	Sept 43	Aug 43	Jul 43	Jun 43	May 43	Apr 43	Mar 43	Feb 43	Jan 43	Dec 42	Nov 42	Oct 42	Sept 42	Aug 42	Jul 42	Jun 42	May 42	Apr 42	Mar 42	Feb 42	Jan 42	Dec 41	Nov 41	Oct 41	Sept 41	Aug 41	Jul 41	Jun 41	May 41	Apr 41	Mar 41	Feb 41	Jan 41	Dec 40	Nov 40	Oct 40	Sept 40	Aug 40	Jul 40	Jun 40	May 40	Apr 40	Mar 40	Feb 40	Jan 40	Dec 39	Nov 39	Oct 39	Sept 39	Aug 39	Jul 39	Jun 39	May 39	Apr 39	Mar 39	Feb 39	Jan 39	Dec 38	Nov 38	Oct 38	Sept 38	Aug 38	Jul 38	Jun 38	May 38	Apr 38	Mar 38	Feb 38	Jan 38	Dec 37	Nov 37	Oct 37	Sept 37	Aug 37	Jul 37	Jun 37	May 37	Apr 37	Mar 37	Feb 37	Jan 37	Dec 36	Nov 36	Oct 36	Sept 36	Aug 36	Jul 36	Jun 36	May 36	Apr 36	Mar 36	Feb 36	Jan 36	Dec 35	Nov 35	Oct 35	Sept 35	Aug 35	Jul 35	Jun 35	May 35	Apr 35	Mar 35	Feb 35	Jan 35	Dec 34	Nov 34	Oct 34	Sept 34	Aug 34	Jul 34	Jun 34	May 34	Apr 34	Mar 34	Feb 34	Jan 34	Dec 33	Nov 33	Oct 33	Sept 33	Aug 33	Jul 33	Jun 33	May 33	Apr 33	Mar 33	Feb 33	Jan 33	Dec 32	Nov 32	Oct 32	Sept 32	Aug 32	Jul 32	Jun 32	May 32	Apr 32	Mar 32	Feb 32	Jan 32	Dec 31	Nov 31	Oct 31	Sept 31	Aug 31	Jul 31	Jun 31	May 31	Apr 31	Mar 31	Feb 31	Jan 31	Dec 30	Nov 30	Oct 30	Sept 30	Aug 30	Jul 30	Jun 30	May 30	Apr 30	Mar 30	Feb 30	Jan 30	Dec 29	Nov 29	Oct 29	Sept 29	Aug 29	Jul 29	Jun 29	May 29	Apr 29	Mar 29	Feb 29	Jan 29	Dec 28	Nov 28	Oct 28	Sept 28	Aug 28	Jul 28	Jun 28	May 28	Apr 28	Mar 28	Feb 28	Jan 28	Dec 27	Nov 27	Oct 27	Sept 27	Aug 27	Jul 27	Jun 27	May 27	Apr 27	Mar 27	Feb 27	Jan 27	Dec 26	Nov 26	Oct 26	Sept 26	Aug 26	Jul 26	Jun 26	May 26	Apr 26	Mar 26	Feb 26	Jan 26	Dec 25	Nov 25	Oct 25	Sept 25	Aug 25	Jul 25	Jun 25	May 25	Apr 25	Mar 25	Feb 25	Jan 25	Dec 24	Nov 24	Oct 24	Sept 24	Aug 24	Jul 24	Jun 24	May 24	Apr 24	Mar 24	Feb 24	Jan 24	Dec 23	Nov 23	Oct 23	Sept 23	Aug 23	Jul 23	Jun 23	May 23	Apr 23	Mar 23	Feb 23	Jan 23	Dec 22	Nov 22	Oct 22	Sept 22	Aug 22	Jul 22	Jun 22	May 22	Apr 22	Mar 22	Feb 22	Jan 22	Dec 21	Nov 21	Oct 21	Sept 21	Aug 21	Jul 21	Jun 21	May 21	Apr 21	Mar 21	Feb 21	Jan 21	Dec 20	Nov 20	Oct 20	Sept 20	Aug 20	Jul 20	Jun 20	May 20	Apr 20	Mar 20	Feb 20	Jan 20	Dec 19	Nov 19	Oct 19	Sept 19	Aug 19	Jul 19	Jun 19	May 19	Apr 19	Mar 19	Feb 19	Jan 19	Dec 18	Nov 18	Oct 18	Sept 18	Aug 18	Jul 18	Jun 18	May 18	Apr 18	Mar 18	Feb 18	Jan 18	Dec 17	Nov 17	Oct 17	Sept 17	Aug 17	Jul 17	Jun 17	May 17	Apr 17	Mar 17	Feb 17	Jan 17	Dec 16	Nov 16	Oct 16	Sept 16	Aug 16	Jul 16	Jun 16	May 16	
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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

