



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



# Internet Marketing Services

**Digital Marketing 3.0**

888.575.8977

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# A Unique Strategic Solution for Clients

Sharp Innovations, Inc., having both 19+ 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 who 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

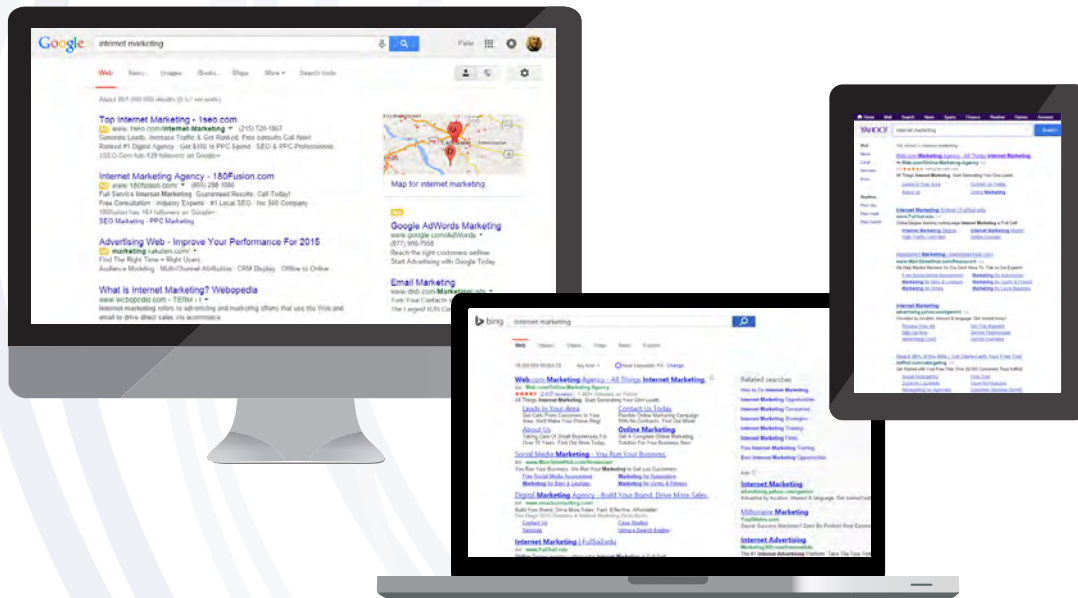


# What is Internet Marketing?

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.

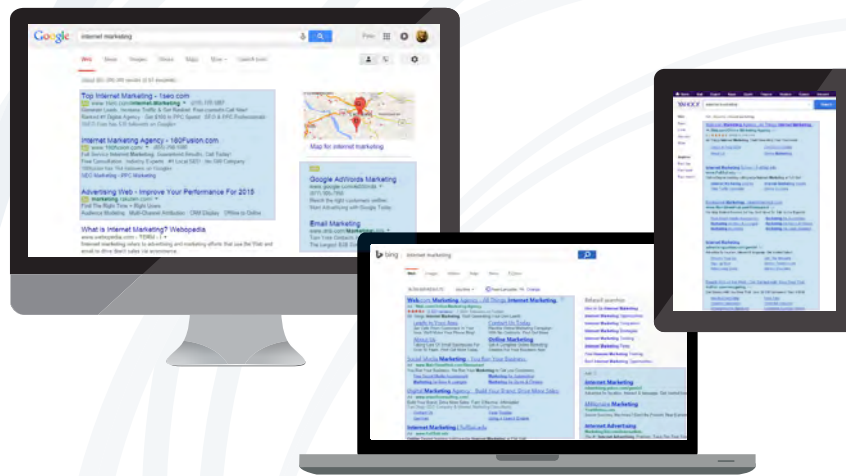


The first step of search engine optimization (SEO) is to choose the keyword themes and keywords that an individual would use to find products or services related to your websites' content or subject. Once you have chosen the keywords for which you would like your site to appear, there are certain on-page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



**With Google Shopping**, you can advertise your products directly in Google Search. These ads show photos, pricing, product and store names and more directly on Google Search, Images, YouTube, and more.

**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 segment 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.

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, blogging starter, yearly wordpress updates, and biannual competitive site analysis.

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: yearly custom imagery for social pages, twice a year wordpress updates, yearly competitive site analysis, conversion rate optimization, social media manager and blogging starter, and Google Content Experiments.

*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

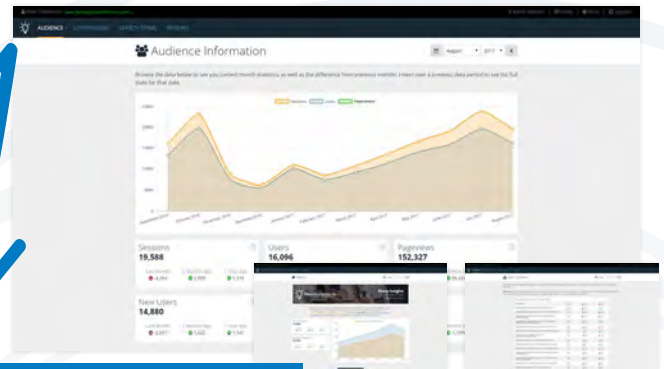
View your current months organic search traffic in comparison to previous months. Hover over a previous data period to see the full stats for that date.

### 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.



New value adds for all digital marketing clients – We have looked into our digital marketing offerings for each of our digital marketing clients (organic SEO, paid-ad management (PPC), social media management, blogging, etc.) and determined that the majority of our clients are currently deploying multiple marketing strategies with us. In an effort to maximize value and results for each of you with the monthly services we provide, we are increasing the number of hours we will dedicate to your digital marketing each month. We are also bundling multiple services together, as shown below.

SEO Services		Starter Package	Performance Package	Advanced Package	Advanced+ (Ecommerce) Package
		(up to 2 hrs/mo)	(up to 4 hrs/mo)	(up to 6 hrs/mo)	(up to 10 hrs/mo)
<b>Research &amp; Content</b>	Keyword Research	10 Themes	15 Themes	20 Themes	20+ Themes
	Content Optimization & Cross Linking	✓	✓	✓	✓
	General Site Usability ( <i>User Experience &amp; Other Improvement Suggestions</i> )	✓	✓	✓	✓
<b>Setup/ On-Page Optimization</b>	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	✓	✓	✓	✓
	Common Spam Bot Filtering	✓	✓	✓	✓
Demographics/Geo/Interests Setup	✓	✓	✓	✓	
<b>Access To Custom Report Panels In Our Custom SEO Tool</b>	Level 1 Access	Level 2 Access	Level 3 Access	Level 3 Access	
<b>Conversion Tracking/Thank You Page Setup</b>		1-2 Conversions	2+ Conversions	2+ Conversions	
<b>Social Media Tie-In</b>	Blog Links to RSS Feeds	✓	✓	✓	✓
	Social Pages Linking	✓	✓	✓	✓
	Social Media Setup On Primary Social Websites	✓	✓	✓	✓
	Social Share Button Setup		✓	✓	✓
	Blogging Setup		✓	✓	✓
	<b>Social Media &amp; Blogging Program</b>		Blogging Starter+	Social Media Manager and Blogging Starter Services Included: 1 Social posting per week and 1 written and 1 edited if client supplied (optional) per month	
<b>Custom Imagery For Social Pages</b>	Hourly Billable**	Hourly Billable**	1 / year	1 / year	
<b>Google Business Listing / Bing Places</b>	Google My Business Listing Creation/Setup	✓	✓	✓	✓
	Bing Places Listing Creation/Setup	✓	✓	✓	✓
	Custom Google Review Button/Link	✓	✓	✓	✓
	Google My Business & Bing Places Optimization ( <i>Images, Hours, etc</i> )	✓	✓	✓	✓
	Google My Business Monitoring	✓	✓	✓	✓
	Review Building Recommendations	✓	✓	✓	✓
	Google 360 Tour Partner Paid Service	Optional Fee	Optional Fee	Optional Fee	Optional Fee
<b>On-Going Optimization &amp; Services</b>	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> )	✓	✓	✓	✓
	Backlink Cleanup	✓	✓	✓	✓
	404 Error Cleanup	✓	✓	✓	✓
	Webmaster Tools Monitoring	✓	✓	✓	✓
	Reoptimization & Freshing Up As Needed	✓	✓	✓	✓
	Pagespeed Optimizations	✓	✓	✓	✓
	Usability, User Experience & Other Improvement Suggestions	✓	✓	✓	✓
	<b>Schema/hCard HTML Tagging</b> ( <i>Additional Info Shown in Search for higher CTR</i> )		✓	✓	✓
	<b>Wordpress Updates</b>	Hourly Billable**	1 / year	2 / year	2 / year
	<b>Competitive Site Analysis</b>	Hourly Billable**	1 every 2 years	1 / year	1 / year
<b>Conversion Rate Optimization</b> ( <i>Tracking/Testing/Analysis</i> )			✓	✓	
<b>Google Content Experiments</b> ( <i>Set-up &amp; Design/A-B Testing</i> )			✓	✓	
<b>Directories &amp; Linking</b>	Advice Local Listing Management	✓	✓	✓	✓
	Content Focused Link Building	Hourly Billable**	Hourly Billable**	Hourly Billable**	Hourly Billable**

+ Blogging Starter: 1 written and 1 edited if client supplied (optional) per month

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

## Pricing:

**\$345/mo**  
\$1,200 start-up

**\$675/mo**  
\$1,500 start-up

**\$975/mo**  
\$2,000 start-up

**\$1375/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:

- Fairbanks morse
- fire pump controller
- rtfx 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:

Google (Flow)	Yahoo (Flow)	Bing (Flow)	Direct	Referrals
588	1401	1347	1289	176
46	108	1289	1352	176

Following is a snapshot of your optimized pages performance. As Google moves away from focusing solely on keywords and begins providing less data in that regard, we are now including the following data that will allow you to begin monitoring the performance of specific pages on your site (i.e. just individual words).

Leading Page	May Traffic 15	May Traffic 14	Change
Home	371	382	-3%
About	37	31	20%
Products	82	40	80%
Search	111	789	-11%
Partners	70	22	218%
Edwards	44	30	47%
Services	43	41	5%
Index	14	11	8%
Downloads	208	37	124%
Testimonials	29	11	82%
FAQ	473	217	84%

Also included this month is a snapshot of your website conversions. This tracks all the contact form signups you've received. We've recently just set this up to track conversions, so keep an eye on this heading forward.

Goal Completions (From submitted)	2015	2014 Change
January	1/10	#N/A
February	2/10	#N/A
March	2/10	#N/A
April	1/10	#N/A
May	1/10	#N/A
June	1/10	#N/A
July	1/10	#N/A
August	1/10	#N/A
September	1/10	#N/A
October	1/10	#N/A
November	1/10	#N/A
December	1/10	#N/A
Year	11	14

You're leading source of goal completions for this year is organic Google searches.

Source / Medium	% Goal Completions
1. google / organic	72.73%
2. direct / (none)	9.09%
3. homeset.com / referral	9.09%
4. yahoo / organic	9.09%

Our SEO team is constantly working to improve your search referrals and site traffic, but having your participation in all facets of our program will help maximize your investment. If you have any questions or concerns about specific performance parameters, please feel free to contact us.

Best regards,

Rodney Hoover  
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Sharp Innovations, Inc.  
<http://www.sharppinnovations.com>

## Ranking Report

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

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

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

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    
 x Dropped  
▲ Moved Up    
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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

Cupolas Direct was struggling to establish an organic search presence when they met with Sharp to see what could be done. In six short months we were able to help double their traffic and search referrals year over year.

Cupolas Direct   cupolasdirect.com						Difference					
Advanced+	April-17	Jan-18	Feb-18	Mar-18	Apr-18	Month	3 Month	1 Year	Month	3 Month	1 Year
Visitors	5,603	6,196	6,843	9,602	11,082	1,480	4,886	5,479	15%	79%	98%
SE Referrals	1,125	1,287	1,303	1,983	2,383	400	1,096	1,258	20%	85%	112%

## SEO

Hively enlisted the experts at Sharp to help build a new website and increase their marketing efforts. We got to work in early February on their existing website while we built their new one, and you'll see what kind of effect just one quarter had on their traffic (>300% increase) and search referrals (>500% increase). This was all before the new website even launched!

Hively Landscapes   hivelylandscapes.com						Difference					
Performance	May-17	Feb-18	Mar-18	Apr-18	May-18	Month	3 Month	1 Year	Month	3 Month	1 Year
Visitors	515	971	1,078	1,641	2,225	584	1,254	1,710	36%	129%	332%
SE Referrals	289	589	723	1,311	1,810	449	1,221	1,521	38%	207%	526%

## SOCIAL

Even several years into their social media and blogging program with Sharp, Chemical Concepts has enjoyed steady growth year over year.

Chemical Concepts   chemical-concepts.com			
Social Site	April 2017	April 2018	Increase
Facebook Likes	551	570	3%
Twitter Followers	1,285	1,349	5%
LinkedIn Connections	76	114	50%
Total	2,139	2,260	6%

	Jan - June 2017	Jan - June 2018	Increase
Social Media Referrals	636	874	37%
Blog Visits	3,576	4,976	39%

## 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](http://www.SharpInnovations.com)

