



## Internet Marketing Information Kit

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**Prime Visibility™**

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## The Prime Visibility™ Advantage

At Prime Visibility we are committed to leveling the playing field so that every business, large and small, has the opportunity to make a significant impression on the Internet. As an **established Internet marketing firm**, we can substantially increase the visibility of your website through proven e-marketing methods, including search engine marketing (SEM), strategic partnerships and email marketing.

Our experienced Internet marketing strategists and search engine optimization experts use a hands-on approach to design and customize a marketing plan for your brand, product and service. These Internet marketing and SEO strategies will help your website achieve top search engine rankings for specific keywords, leading to **increased traffic, brand awareness and revenue**.

### It All Starts with a Comprehensive Marketing Strategy

It doesn't matter if your business is a household name or a startup with a small niche base -- the e-marketing process begins the same way. We thoroughly review and analyze your business inside and out. We take a look at your goals, targeted audience, competition, current position in the market, appropriate keywords for your company, potential strategic partners and much more!

Once we gather this vital information, the Prime Visibility team customizes a marketing strategy plan for you. In this plan we recommend, in detail, what we believe to be the best path for you to take in order to reach your goals. Maybe your website needs some design and development revisions...or maybe it needs to incorporate some search engine optimization techniques...or perhaps an e-newsletter would work well for your customer base. Whatever your needs, we will work with you every step of the way.

## Our Search Engine Marketing Services

### Search Engine Marketing - an Introduction

Search Engine Marketing (SEM) continues to be one of the most important factors for establishing a successful online business. Unless your site is a household name like Amazon.com or IBM, your site will be invisible to most web users. Banner ads are proven to be ineffective and the cost of advertising is too expensive and ineffective for most small and medium size businesses. Search Engine Marketing is the logical choice for online marketing. Please consider the following:

- There are more than 5 billion Web pages, with more added every day. An estimated 650 million searches are conducted daily. (Iconocast, March 2004)
- 81% of Internet consumers find websites via the search engines. 59% use links from other sites and 56% visit a website based on word of mouth. (Forrester Research, June 2003)
- One out of three Americans visits a search engine or portal on a regular basis. Nearly 95 million people spend a large part of the day at search portals like Yahoo!, AOL or MSN (Nielsen Net Ratings, June 2003)
- 42% of those who bought online from online retail sites arrived via search engines (NFO Retail Monitor)
- 79% of major U.S. companies advertised online last year, while 75% used search engine optimization. (Association of National Advertisers)

- 97 percent of Fortune 100 companies had some type of site architecture problem that might give them problems being found by search engines. (iProspect, May 2001)

Simply creating Meta Tags and performing automated submissions to thousands of search engines *will not* generate top rankings nor increase traffic to your site. Implementing a search engine marketing campaign is *critical* to successfully promote your business on the Internet.

We believe that Search Engine Marketing should be tailored to fit the specific needs of your business or organization. You need a thorough evaluation of your site and understanding of your target markets and business goals to determine the most effective optimization.

## **The Components of an SEM Campaign**

We work with you to determine the best strategy for your business. However, the components listed below are essential to making your website successful and are included in all our SEO campaigns.

### **Keyword Research and Analysis**

The first step in optimizing your website for the search engines is to understand how your audience may be searching for you. Using a variety of techniques and research tools we research, analyze and determine the most relevant and targeted keywords and key phrases for your business or organization.

### **Website Analysis**

Next we will evaluate your website for search engine friendly design and usability. Many websites use technology that hinders crawling by search engine spiders. Using frames, flash and dynamic web page technology will make it difficult, if not impossible, for many sites to rank well. Taking a website out of frames, adding copy to image only pages and creating static pages may sometimes be the *only* solution.

### **Optimizing Meta Data and Copy**

Web page copy is one of the most important factors that search engines are now using to determine rankings. We create Meta tags, title tags and alt tags that target your keywords. In addition, our experienced team will edit your existing copy or suggest new copy that will focus your web pages for these targeted keywords.

### **Ongoing Position Maintenance**

We provide monthly search engine position reports, which show how your web pages rank for your targeted keywords and phrases. Traffic reporting for your website is also available. These results, along with feedback from our clients, enable us to gauge the effectiveness of the search engine positioning campaign. We regularly track the progress of your campaign and reoptimize portions of your site and make changes based on announced and unannounced changes in the search engine industry.

## **Link Building Strategies**

Search engines like Google, Teoma and AllTheWeb rely heavily on link popularity. The engines look at links from one site pointing to another as a vote of confidence. The more well known the website linking to you is, the higher your site will rank. To be successful, links must be obtained from high ranking and relevant sites. Deceptive link practices utilized by some companies, and participation in link farms will most likely hurt your rankings and get your site banned from the search engines.

## **Frequently Asked Questions**

### **How much will my campaign cost?**

We believe that search engine marketing requires a hands-on approach; *there is no cookie-cutter solution!* The cost of your campaign will be determined by a number of factors including the competitiveness of the specific industry, the number of keywords and the amount of optimization the site requires. We believe that price should not be your only factor in determining which company to choose. Search engine optimization plans start at \$4,500, which includes the initial review, analysis and optimization. We also have special one-time fee SEO plans designed for targeting non-competitive search terms. However, we think it is important for you to speak with one of our representatives about the specific and particular needs of your business or organization.

### **Which search engines and directories do you focus on?**

We focus on the major search engines and directories based on current industry statistics and trends. Currently we focus on Google (powering AOL Search and Netscape), Yahoo, MSN and Yahoo/Overture's Site Match (powering portions of Yahoo! and MSN), Ask.com/Teoma and the Open Directory Project. This list is subject to change based on current market trends.

### **What types of clients have you worked with?**

Our clients range from industrial manufacturers, online and traditional retailers, various professionals like attorneys, travel agents and more. We have worked with major public companies, as well as many small and medium size businesses. Some clients include Tourneau, Wells Fargo, Lauren Hutton's Good Stuff, Dictaphone Corp., Thomson Media, Columbia Hospital, Colorado Prime Foods, Elite Memorabilia, and The Garden City Hotel. See our client page for additional listings of our clients.

### **Do you have a minimum length of contract?**

Yes, we recommend at least 1 - 2 year(s) of site optimization and position maintenance in order to effectively promote your site. Since search engines and directories can vary their indexing from 2 weeks to 6 months we require a 6-month minimum contract. Search engines make announced and unannounced changes in their algorithms from time to time that can impact your positioning. Since we monitor the major search engines daily, we can quickly make all the necessary changes to your site.

### **How long does it take to achieve results?**

We will provide you with a technical site review and keyword list within 7-10 business days after being retained. Once you have approved the keyword list, we will conduct the optimization and submission of the website to the search engines and directories. Clients usually see preliminary results within 3 – 5 weeks of submission with MSN and Yahoo! and conservatively 3 – 5 months

with Google. Since search engines and directories can vary their indexing from 2 weeks to 6 months we require a 6-month minimum commitment. Within this time we will evaluate your rankings and make necessary changes to improve your positioning.

**Are there any types of sites that you won't work with?**

We do not deal with sites that focus on adult content, gambling, illegal activities or those products and services that are based on affiliate and MLM marketing.

**What customer support services do you provide?**

Upon signing an agreement with us, you will be assigned an account executive who will be your primary contact person. However, we handle all projects as a team and other team members may contact you from time to time for the benefit of your SEM campaign.

**Do you charge extra for Internet consulting?**

It depends on your specific needs. You may choose to have monthly consulting included in your SEO campaign, or opt to pay for SEO consulting on an hourly basis.

**Search Engine Optimization Case Study #1**

**SEO Situation**

This company is a manufacturer and supplier of equipment for dredging (a very niche market). Although the company has been in business since 1989, it was not generating significant referrals or leads from its website.

**SEO Challenge**

The website was not designed with the requirements of the search engines in mind. The site used a FLASH designed splash page and all the content pages were in frames, which hindered the website's search engine visibility.

**SEO Solution**

To increase the amount of qualified visitors, Prime Visibility implemented a comprehensive strategy for this company that included redesigning the website without the use of frames and adding a text rich homepage written with both the search engines and visitors in mind. Since the site was not yet listed in Yahoo!, Prime Visibility created a proper (Yahoo! preferred) description, chose the appropriate category and handled the entire Yahoo! submission process for the client. Upon implementation of the search engine positioning strategy, Prime Visibility continues to monitor the rankings, and makes the necessary refinements to maximize relevant search engine traffic.

**Results**

- Within the first four months of the campaign, the monthly site traffic increased 136%. A large part of this increase was due to the search engine positioning campaign, although other marketing strategies are in place as well.
- Monthly traffic from the major search engines showed an increase of over 400% in May, 2002, compared to January, 2002, the month prior to start of the campaign.

- Website drew an average of 3600 visitors per month in 2002. The lowest number of visitors to the site was in January 2002 (prior to the start of the campaign) with 1743 visitors and the highest number was in December 2002 with 4724 visitors.
- The website dominates the Top-10 positions for various popular keywords and phrases in every major search engine and directory, significantly outperforming its competitors in its niche industry -- dredging.

## **Search Engine Optimization Case Study #2**

### **SEO Situation**

This company operates a Yahoo! store that sells sports and non-sport trading cards and memorabilia directly to the public. Among the products sold by the client are Yu-Gi-Oh cards, which have become the latest collecting craze for children since Pokemon. Yu-Gi-Oh has been on the Lycos Top 50 search terms for the last 38 weeks (<http://50.lycos.com>).

### **SEO Challenge**

The website was not receiving substantial traffic from the search engines. As a small business it lacked a budget for aggressive advertising in a competitive marketplace. In addition, the company had previously engaged an SEO company that essentially achieved search engine rankings by paying to be listed in Overture's pay per click advertising results.

### **SEO Solution**

To increase the amount of qualified visitors, Prime Visibility implemented a comprehensive strategy for this company that included researching the appropriate relevant keywords and phrases that would produce targeted traffic for the website. We implemented search engine optimization techniques such as creating new title tags, META tags and ALT tags as well as wrote search-engine-friendly sales copy. Prime Visibility also submitted the site to Yahoo! and DMOZ directories and advised the client on proper link building strategies. Prime Visibility regularly keeps the client up to date on the latest keyword trends.

### **Results**

- Within the first six months of the campaign, the number of monthly visitors to the site increased 938%.
- Site saw a 323% increase in sales in December 2002 compared to December 2001 (the best month prior to optimization).
- As a result of Prime Visibility's search engine positioning efforts, this website acquired an incremental **800,000 visitors** during the first 10 months of the campaign.
- The company sold more than 10,800 items during this same 10 month period with 3800 items sold during the 2002 holiday season (November and December).
- The average number of orders placed per month on the site after optimization increased over 1000%.
- The client was able to successfully take advantage of the huge demand for Yu-Gi-Oh cards as a result of Prime Visibility's efforts. The site has received over 82,000 visits solely from Inktomi powered search engines for Yu-Gi-Oh related keyword phrases. Eight of the top 10 most popular products sold by the client were Yu-Gi-Oh related.

## **Search Engine Optimization Case Study #3**

### **SEO Situation**

Engraving company specializing in custom name tags, office signs, etc. was seeing a significant drop in traffic due to the changes in the search engine algorithms. When the website was launched, it was averaging 2000 unique visitors per month, but that number had decreased over time.

### **SEO Challenges**

As a small business, the company had difficulty finding a reputable Search Engine Marketing company that was willing to put together a plan within their budget. The site structure and limited amount of search engine friendly copy inhibited the ability of the search engines to properly index the website. The site had separate pages for product descriptions, pricing and samples, thus increasing the likelihood that visitors would leave the website before placing an order.

### **SEO Strategy**

The company decided to take advantage of Prime Visibility's plan for targeting non-competitive niche keywords. This plan is designed for small and medium sized businesses that have the ability to change their website in-house. Prime Visibility conducted keyword research and brainstormed to develop a strategy for this campaign. Prime Visibility provided the webmaster for this company with guidelines and suggestions for improving the search engine visibility of the website. Among these strategies were using relevant targeted keyword phrases, improving the site structure, suggesting that additional text be added to each product page and that the company find other sites to exchange links with. Prime Visibility suggested that copy from the pricing pages be combined with the copy for the product pages. By combining these pages they were able to reduce the number of clicks that visitors had to make and decrease the likelihood of potential customers leaving the site before they make a purchase. These changes also provided the search engines with more text to index and properly rank the site.

### **Results**

- Within 6 months, the number of monthly visitors increased by 356%.
- August 2003 was a record month for the website with nearly 5500 unique visitors.
- As a result of Prime Visibility's suggestions, the quality of site visitors improved dramatically and a higher percentage of those visits resulted in orders. The company reports that they had to hire another full time employee to keep up with the increased business.
- The website is generating an estimated \$13,000 *per month* in additional Internet and phone orders as a result of the optimization campaign. This is from an investment of only \$1000.

## Email Marketing Services

Email is a cost effective means of communicating targeted messages. Use email marketing as a sales and branding tool or as a retention method for existing customers. Email campaign results are easy to track and its minimal production costs enable you to reach a high ROI.

Prime Visibility can help you set up an effective email marketing campaign from start to finish.

1. **Determine target audience.** Our Internet marketing strategists will listen to your needs and help you determine the best way to reach your target audience.
2. **Generate email lists.** We will help you build your own opt-in email lists and assist you in gathering information from previous sales orders, opt-in newsletter subscriptions, etc.
3. **Write copy.** Prime Visibility's experienced creative team will write compelling email copy that effectively communicates your desired message.
4. **Design creative.** Our designers and graphic artists will create customized HTML and text versions for each email campaign.
5. **Test.** To determine which email tactic works best, testing is essential. Through testing you can establish which subject line, special offer, copy or design is most effective.
6. **Track results.** Having an email marketing campaign is most valuable when you measure the end results. That way you can determine what worked and what didn't. We'll track the responses to your email campaign and tell you just how many messages were opened, how many links were clicked, how many converted to purchases and establish your final ROI.

## Email Marketing Case Study

### Email Marketing Situation

This website is run by veteran model Lauren Hutton and sells her Good Stuff line of makeup and professional beauty supplies. The launch of her new website was so successful that they sold out of a particular product and needed to have it backordered.

### Email Marketing Challenge

The company needed to notify all the customers who ordered the sold out product that they would be receiving their order later than expected. For most of these customers, this had been their first experience with the company.

### Email Marketing Solution

Prime Visibility was able to extract the email addresses of those customers who ordered the backordered product. We then created a friendly and beautifully designed HTML email newsletter from Lauren Hutton herself, which explained the overwhelming response and apologized for the resulting delay. The newsletter mentioned that a free gift would be included with the order as a thank you for their patience. The newsletter also promoted a new product that would soon be available and contained links to customer product reviews and the main site.

### Results

The company was very pleased with the outcome. The newsletter successfully reached 16,721 customers and 70% opened it. This minimized phone calls to their already busy customer service department and eliminated the need to send out individual emails to the affected customers

## Our Senior Team

The Prime Visibility™ team is proud to call itself the hardest working group in the Internet marketing and search engine optimization industry. We are *dedicated* to developing a personal relationship with each of our clients. In fact, we are proud that we know all of our clients by first name.

We utilize ethical optimization techniques to attain top search engine positioning, and do not use hidden text, doorway pages, automated submission software or cloaking techniques. To be candid, no one within our team even knows how to perform cloaking techniques! These “Spam” techniques will likely get your site banned from the search engines. With us, you can be sure that all of your results will be legitimate and well-earned.

### **Andrew S. Hazen, Founder & Chief Executive Officer**

Andrew, an extreme entrepreneur, has been developing and branding successful businesses for more than eight years. He has extensive knowledge and experience in all e-marketing matters, search engine optimization, and Internet law. From domain name procurement to keyword selection and forming strategic partnerships, he creates strategies and techniques to get websites noticed by targeted audiences and major Internet search engines. Andrew also serves as a keynote speaker at Internet marketing seminars and authors many published articles for varying trade magazines and marketing newsletters. Andrew was also recently recognized as a leading search engine marketing expert on the Biography Channel and was also selected to join Long Island's list of rising stars known as the “40 Under 40” Club. Andrew has a B.A. from the State University of New York College at Oswego and a J.D. from Thomas M. Cooley Law School.

### **David Zeiter, VP Business Development**

David has over 25 years of experience working with business owners, senior corporate staff members, MIS/IT and webmasters. He walks each client through a closed-loop marketing process that not only increases the number of qualified leads generated for the client, but also generates a very high ROI. He has combined SEO and Internet marketing techniques with call center, CRM, SFA and sales operations. Mr. Zeiter has focused much of his career on start-up companies and turnaround situations for a broad range of firms and industries. His business techniques, combined with his in-depth knowledge of using the Internet to create new opportunities, is respected throughout the industry. David has the ability to take complex technical jargon and create simple, easy to understand methods to improve search engine positioning and productivity. He belongs to a number of Internet industry associations and is active in local business chapters. He has a B.S. in Marketing from San Jose State University, CA

### **Scott M. Litvack, Lead Search Engine Strategist**

Scott has extensive search engine optimization experience and heads up our SEO research, development and implementation team. He reviews and analyzes websites before the optimization process begins. After reviewing & analyzing current rankings, site architecture, site traffic and other essential elements of search engine marketing, Scott manages the SEO process with team members. He serves as our ambassador in our relationships with Overture and he is also an editor at The Open Directory Project <DMOZ.org> where he reviews and indexes websites. Scott has a B.A. from the State University of New York at Binghamton and an M.A. in Mass Communication from the University of Florida.

**Vicky Hsu, Search Engine Marketing Manager**

Vicky has extensive experience in Internet marketing and marketing research. She is also a Google qualified professional and Yahoo! Search Marketing Ambassador. Vicky manages the development and execution of our Search Engine Marketing strategies. Vicky has worked with a range of clients that include MSN, McDonalds, 3M, Warner Music and Visa. She has been responsible for website usability enhancement; consumer products and consumer behavior research. Fluent in 4 languages, Vicky spent a number of years in US, Asia and Australia. Her multicultural background provides a firm basis to her worldly-wise, open minded and sensitive perspective to cultural diversity increasingly vital in the global market. Vicky holds a Business Degree in International Trade and Bachelor of Business in Marketing from Monash University Australia.

**Gregory DiFalco, Search Engine Strategist Manager**

Greg is no stranger to Internet marketing and the dot com marketplace. Working with a range of clients that include Forbes and TIME magazines, Discover Card, Omaha Steaks and USA Today, Greg has been responsible for increasing 'natural' qualified traffic and affiliate networks which led to extraordinary increases in leads, sales and revenues. Greg oversees website optimization, for natural search engine placement, and develops technical strategies for eCommerce sites to excel in the rankings. Greg has a B.A. in Communications from Hofstra University.

**Tony Hernandez, Search Engine Strategist & Programmer**

Tony wears the tech hat within our organization and is beyond proficient in programming ASP, VB Script, Java, XML, XSLT, CGI/perl, PHP, and HTML/DHTML. With 7+ years experience in web development, Tony oversees the technical SEO processes and also converts dynamic database sites into 'static' sites. Tony is certified in graphic design and Internet Development Programming.

**Michael Willis, Search Engine Marketing Strategist**

Michael works directly with clients to increase natural search engine rankings in the major search engines. His strong understanding of ASP, JavaScript, C/C++ and VB allows Michael to interpret and modify code to become more search engine friendly. Michael is also extremely proficient in working with Miva Merchant shopping carts and all facets of eCommerce as it relates to web site infrastructure and SEO development. Before joining Prime Visibility, Michael was the senior Search Engine Optimizer at Vision Marketing. Michael has a B.S. in Computer Science from Dowling College.

**John Schofield, Search Engine Marketing Strategist**

John identifies, evaluates, and executes search engine marketing strategies for Prime Visibility's clients. He manages the development and execution of direct and online marketing campaigns focused on new customer acquisition and customer retention. John has 7+ years experience in online and offline marketing from procuring media to creating budgets and managing SEO campaigns. Prior to joining Prime Visibility, John worked at Walter F. Cameron Advertising, Saturn 5 Net Services, CB Graphics and Millennium Communications. John has a B.S. in Advertising from NYIT and M.A. of Science in Education from Dowling College.

**Richard Milne, Search Engine Marketing Strategist**

Rick, a self-taught natural SEO specialist, has successfully been achieving top organic search engine rankings since 1999. Rick is responsible for reviewing new and existing accounts to ascertain where improvements can be made (there's always room for improvement!) and conducts ongoing keyword research. He is very involved in the SEO community and stays up-to-date on the latest and great search engine marketing information and revelations.

**Pamela Nelson, PPC Analyst**

Pamela has over 18 years of experience in the High Tech industry for companies such as AT&T, and UNISYS. She and her team play a vital role in reviewing and analyzing natural search engine results, pay-per-click ad performance and conversions, web site traffic analysis, conversion rates and other related metrics. Pamela works with clients to understand their target audience, ROI models, and conversion rates. Pamela is AdWord Certified by Google and has a B.S. in Computer Science from the State University of New York at Binghamton and a M.A. in Computer Science from Brooklyn College.

**Katherine Sanders, Copywriter**

Katherine is an experienced copywriter with a background in marketing, advertising, copy editing and proofreading. Kathy reviews, modifies and prepares search engine friendly copy for websites and assists with offline marketing materials as well. Before joining Prime Visibility, Kathy was senior copywriter at Cablevision Systems Corporation and Time Warner Cable. Kathy has a B.S. in Television/Radio from Ithaca College and a M.A. in Communication Arts from the New York Institute of Technology.

**Patty Ramos, Copywriter**

Patty comes to us with extraordinary experience in defining strategies, solutions, language and tone of message to promote company and brand awareness, and increase exposure. Her extensive background as Director of Marketing for Outta-Sites, inc. has permitted her to coordinate and help oversee the SEM rich content for optimal ROI for clients. Patty holds a B.A. in Communication Arts from the New York Institute of Technology.

**Dan Bignardelli, Business Development**

Dan comes to Prime Visibility with more than seven years of business development success. Prior to joining Prime Visibility, Dan was generating over \$2MM per year in new business at a leading online media agency. Along with his dedication and determination, Dan provides proficient guidance to new clients and enables them to better understand and comprehend SEO/SEM.

**Mike LeDoux, Web Developer**

Whether it's a website optimization project, site redesign or eMail creative, Mike is constantly working intimately with HTML, XML, CSS, PHP, ASP and MySQL.. Prior to joining Prime Visibility, Mike was part of the creative team of New York City-based Media House, Inc. Mike has a B.A. from the State University of New York College at Purchase.

**Alan Carus, Chairman of the Corporate Development Committee**

Mr. Carus was until 1998 a senior executive and member of the Senior Management Committee of Overseas Shipholding Group ("OSG"), one of the world's largest owners and operators of oceangoing vessels. OSG is a New York Stock Exchange company with \$2 billion in assets that also had significant interests in development stage companies. Alan's areas of responsibility included administration, accounting, tax, finance, budgets, long range projections and human resources. Involved in numerous acquisitions, debt and equity offerings, and structuring of complex transactions, he brings a unique blend of talent to Prime Visibility™.

## Some of Our Clients



Wells Fargo Century

TOURNEAU



ValueWeb  
Powerful tools make powerful people.



LAUREN HUTTON'S  
GOOD STUFF™



The Learning  
Annex



Sterling Glen Communities  
SENIOR LIVING TO FIT YOUR LIFESTYLE



BoxesDelivered.Com



shopdress.com Your Dress Address

Big  
SPEAK

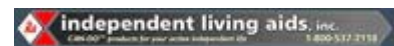


Dictaphone





Gourmet Food & Gifts Delivered  
To Your Door Since 1985



## Testimonials

August 2005

Dear Andrew,

Our confidence in your company's ability to bring customers to our web site has been confirmed once again. Sales on the [www.independentliving.com](http://www.independentliving.com) site have been steadily increasing since you assumed SEO management. Now, the web site your company designed and has begun optimizing is performing much better than we had hoped it would at this early stage.

Your staff is outstanding - dedicated, proactive, responsive, conscientious and talented.

We thank you and your colleagues for your superb work on our behalf.

Mimi C. Berman, Ph.D.  
Vice President  
Independent Living Aids, Inc.

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November 2004

I just checked some search terms in Google. . . . "regents prep" . . .#6 and #7 . . . ."regents exams" . . .#6 . . .regents review . . . #6...Regents test . . .#1 !!!!!

I'm speechless

Jack Gambardella, *Web Systems Administrator*  
Barron's Educational Series, Inc.

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November 2002

We are extraordinarily pleased with your search engine optimization and Internet marketing efforts thus far! Your eBusiness strategies and solutions are quite impressive and extremely professional. Our team is very pleased with the results of your efforts; thank you.

Douglas Cooper, *Executive Vice President*  
Lauren Hutton Good Stuff, Ltd.

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March 2000

Tourneau is very happy with the relationship we have cultivated with Prime Visibility over the past few years. We are extremely pleased with the increased amount of traffic you have delivered to both our [www.tourneau.com](http://www.tourneau.com) and [www.watchgear.com](http://www.watchgear.com) due to the optimal placement on the search engines. We look forward to expanding our relationship in the future with increased marketing efforts.

Lauren Bauer, *Marketing Coordinator*  
Tourneau

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September 2001

Just wanted to drop you a line to express our gratitude for the great job you and your staff have done on the BoxesDelivered.com website. The initial design was great but the search engine placement you have achieved for us has been nothing short of amazing!

Your knowledge and patience with us as we learn our way around the Internet has been priceless. One of your greatest assets has been your willingness to network and suggest courses of action to better achieve top search engine rankings.

You have truly done a great job and BoxesDelivered.com could not be at the level it has achieved in such a short period of time (7 months) without you and your staff. Thank you again and we look forward to many years of prosperous growth on the information highway.

Ronald T. Kahane, *Founder and CEO*

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April 2003

Prime Visibility was an essential component in increasing awareness of The Garden City Hotel's new website, bringing us great responses, and as a result, a significant increase in our online room bookings.

Kim E. Morrone, *Marketing Communications Manager*  
The Garden City Hotel

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October 2002

Just wanted to drop you a line to let you know how thrilled we are to have come across your company. Dredging Supply Company, Inc. has increased its web traffic threefold since you all have optimized our web site and submitted to search engines on our behalf. We have been seeing an increase in the number of inquiries received as a direct result of using your services and want to thank you for your efforts.

The dredging industry is very much about name recognition. We are a very well known company in our industry and have been very successful over the years. However, we were missing a lot of international jobs because our name is not as readily known around the world and were also



missing smaller jobs in the US as well. Since we partnered, we are seeing inquiries from this group of customers, that, in the past, would have never known to contact us.

Also, I would like to let you know how we found you. Just as you have done for us, I did a search on the Internet for "search engine optimization" and you came up in the first few links (I felt this was important since that is your business). I know there are a lot of companies out there claiming to be the best, however, I did my homework in selecting you all and believe we made the right choice.

Sincerely yours,  
Albert W. Courcelle, III, *CFO*  
Dredging Supply Company, Inc.  
DSCDredge.com

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April 2001

I have been extremely pleased with the web site services provided by Prime Visibility LLC.

Andrew was recommended to us by one of our suppliers who told us Andrew, "really knew his business." We found that Andrew really does know his business. He helped us design our web site. He has been able to get us very highly placed on a number of search engines. He has helped us make numerous beneficial changes to our web site to increase our traffic. We are totally pleased with his services.

Very truly Yours,  
Harold I. Gould, Esq.  
IncorpLaw.com

March 2000

You and your staff have been extremely helpful and patient with all of our questions - thank you! Aside from designing and developing an awesome web site, you went out of your way to research matters for us like shipping materials, pricing, etc.

Just like you said, within weeks of implementing a search engine marketing campaign we have been contacted from people all across the U.S. inquiring about New York bagel delivery. You guys are geniuses!

Adam Rosner, *President*  
BagelBoss.com

## References

**BoxesDelivered.com**

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**Bargain Travel Ltd.**

Lou D'Annucci, *President*  
(516) 678-6060

**Skyline Cruise Lines, Inc.**

Peter Serro, *President*  
(718) 446-1100

**Eclipse Medical Marketing LLC**

Jeff Weissler, *Executive VP*  
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**OxiClean Pro by Sparkle Supply**

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## Request a Proposal

Company: \_\_\_\_\_

Website URL: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Please answer the following questions regarding your site:

Target Audience: \_\_\_\_\_

Business Goals: \_\_\_\_\_

Most Important Products or Services: \_\_\_\_\_  
\_\_\_\_\_

Competitors URL's: \_\_\_\_\_  
\_\_\_\_\_

Previous SEO experience: \_\_\_\_\_  
\_\_\_\_\_

Comments and Questions: \_\_\_\_\_  
\_\_\_\_\_

**Please Fax or Mail This Form to:**



1055 Stewart Avenue - Suite 13  
Bethpage, New York 11714  
Fax: (516) 364-9629

