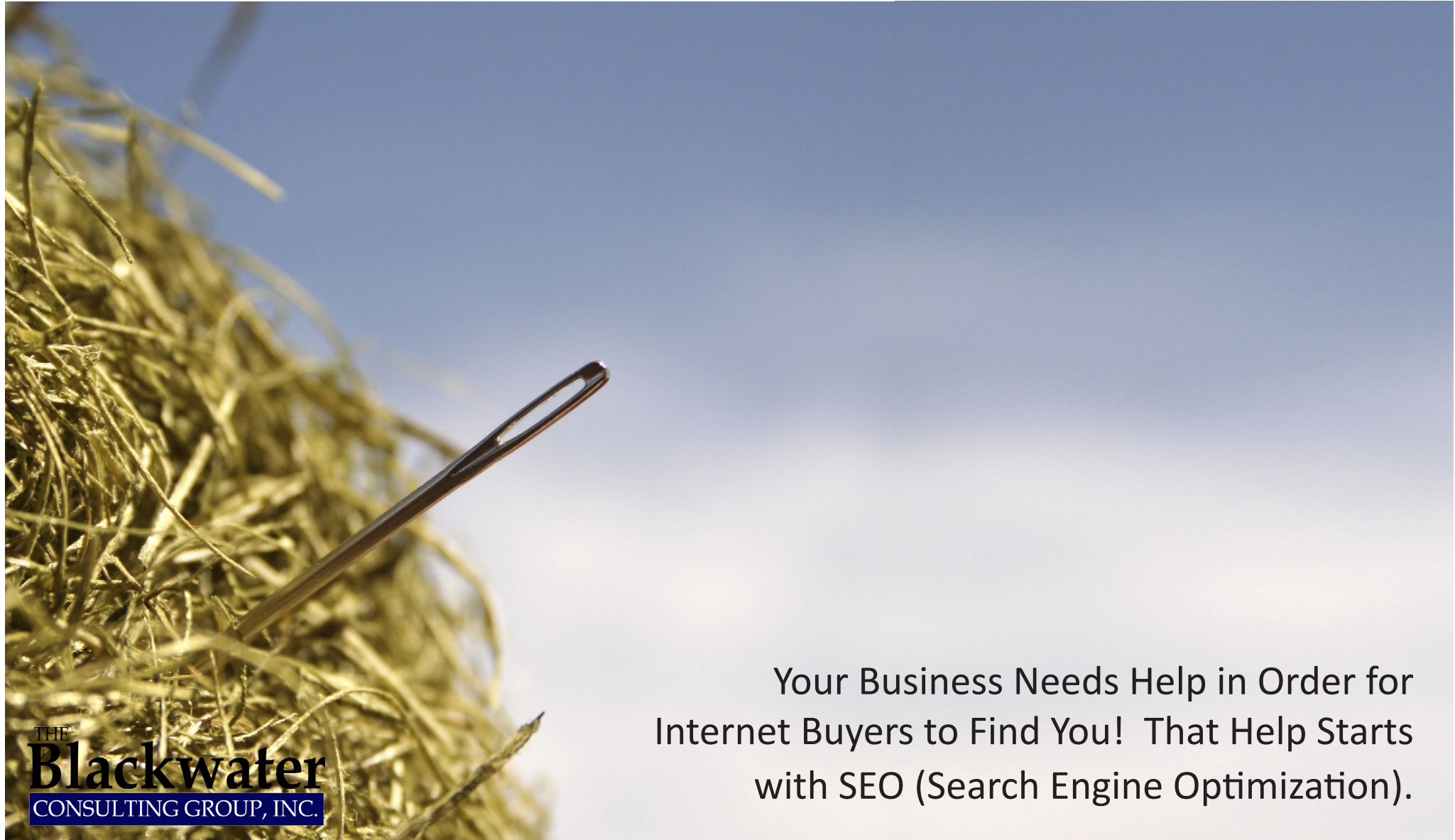


BUILDING YOUR BUSINESS ONLINE:

Your Business is a Very Small Needle In a Very Big Haystack



Your Business Needs Help in Order for Internet Buyers to Find You! That Help Starts with SEO (Search Engine Optimization).

THE
Blackwater
CONSULTING GROUP, INC.

INTRODUCTION

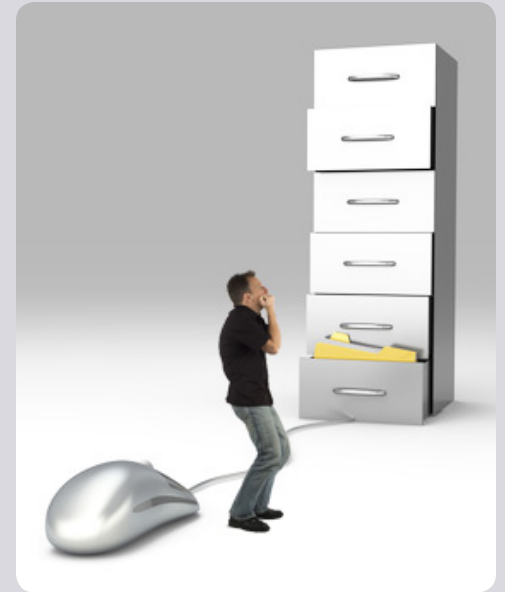
Unless you've been in a coma for the past five years you have noticed the explosion of interest in the Internet. The Internet is a source of information that is literally unrivaled: it is possible to find out just about anything about just about any topic by typing a few inquiries on a search engine. Search engines like Google®, Yahoo® and MSN's bing® are multi-billion dollar enterprises devoted to being the most authoritative source for information on the web.

Today's consumer is far more likely to simply use their smart phone or computer to look up a phone number, a location, a product or general information than to use any hard directory. In fact, someone searches for something on a search engine more than 7 billion times a month!

So we have 7 billion people searching 11 billion pages for what they want to find—each and every month of the year. How do we help them find YOU?

WHAT IS SEO (SEARCH ENGINE OPTIMIZATION)?

SEO can be described as a process to make your website able to be found by search engines looking for an authoritative result to show the person doing the search. All search engines use mathematical formulas (called algorithms) to decide which sites are shown to a searcher upon inquiry. SEO is the process of making your website search engine-friendly and more easily findable by maximizing the most important things about your website that matter to that algorithm, thus bring more buyers to you.



DID YOU KNOW?

There are more than 11 BILLION(11,000,000,000) active web pages Online today. Think of the size of the filing cabinet to hold them and how hard it would be to find any one page manually.



THE INTERNET AS FILING CABINET

When trying to get comfortable with such abstract and complex things, it helps to break them down to a simple explanation that paints a picture of what happens when a consumer searches for something. For that reason, we recommend that you think of the Internet as a huge filing cabinet holding those 11 billion web pages, all nicely alphabetized and hanging in folders. When a consumer types a search (**hotel near White House**, for example), here's what happens, virtually: the search engine runs to the filing cabinet, opens the drawer marked "Hotels" and parses down until it finds "near White House." When the computer gets there, it finds that there are about 5,850,000 web pages containing information on that subject. SEO is what determines the ten results your computer shows you on the first (and other pages) of that search result within .17 seconds. (If you do that search on Google, you will see the numbers and the result: the Hay-Adams Hotel is number one.)

Can you imagine how much revenue that search result location brings to the Hay-Adams Hotel?

DID YOU KNOW?

Did you know that when people conduct an Internet search, 96% of them will not look past the third page of the search results? The closer to the top of page one you can be, the better it is for your business.

IN ORDER FOR YOUR SITE TO BE FOUND, IT HELPS TO KNOW THE FILING SYSTEM!

There are more than 40 components of each engine's algorithm, but only one universal way the information is indexed: Each website has title and meta tags that must be synchronized to the site's content. When your site has these things properly done, that filing cabinet will find your website in the correct drawer and you begin to have a chance that the consumer will find you. When your site is also linked to other sites of relevance on the Internet (properly), your chances of being found increase.

While this SOUNDS simple, it is something that calls for specialized knowledge. The foregoing is a simplified explanation; SEO can be as complex as you want it and the more complex it gets the more money it costs. We strive to give you a basic and useful subscription that will increase your position on all the major search engines for minimal cost. This subscription is designed for the medium to small business seeking to make a mark in a marketplace not dominated by giants; e.g., we cannot knock the Hay-Adams Hotel off of position one with this basic subscription, but we can get your hotel found in the first three pages (in all likelihood) with this subscription, and that's where 96% of all searchers look—on the first three pages of the search results. Again, using a hotel is simply an example: the more unique your business and the more concentrated your market, the better the results can be. How do we do it?

HOW DO WE DO IT?

We ask you to tell us what you want to be found under. What do you sell and where are you located? What products do you want to emphasize in your online marketing effort? We then choose phrases that describe what you have told us. (Some people call this “keyword phrases.”) We then write your filing tags, synchronize them with your homepage content, bring in relevant links and write text-based link ads that are read only by search engines. We install them on your site and adjust as necessary; continuing to promote your site for the full length of your subscription. Your site increases its ranking on the search engines, more traffic comes to your site and you are at Step One in effective online marketing: Your site can be found by people looking to find out more about what you sell. We try to find your website's ranking for those phrases on the day we begin and we show you the progress each month.

NOTE: SEO IS NOT LIKE “FLIPPING A SWITCH.” If your site is new, for example, Google won't index it for six months. If seasoned, however, progress comes far more quickly, but still it may take three months to get you up to where you need to be. There are



DID YOU KNOW?

The vast majority of websites are sold without any optimization. Many of them couldn't be found by any prospective buyer in an Internet Search because without optimization, the search engines cannot see them. It's like putting your file in the wrong drawer. It was supposed to go in the “A” drawer, but ended up in the “N” drawer. With 11 BILLION files, a file put in the wrong drawer is never found.



DID YOU KNOW?

Google is by far the most popular search engine. More than 65% of all Internet searches are entered on Google!

no short-cuts in proper SEO and those who cheat and try to make some are penalized heavily. We don't do that, ever. We encourage patience and ask that you give our work time to be effective. We are constantly monitoring and adjusting on your behalf. Your position will improve and so will your traffic. Regardless of what your business is, we will make it more visible online.

A FEW CAUTIONS:

This subscription is not meant to be for huge corporate websites in heavily competitive industries where competitors spend \$25,000 or more monthly on their SEO. This product is designed for small to medium size business and specialty niches of large companies. If your site is programmed in FLASH or FRAMESET, this product is not for you because search engines cannot see either programming language.

We will review your site when your order is received and if it is not suitable for the process, we will refund your money and recommend a change of site.

A CLOSING THOUGHT:

The Internet is a huge resource for every business person. In order to begin to taste success in it, your website must be capable of being found when people type in what they want. This basic SEO product will help you achieve that. Just think; if the number of people visiting your website were to double, what might that do for your business?

SEO is always a work in process and it alone will not bring complete success in online marketing. Such things as lead capture, lead generation, paid search and more are all a part of a successful strategy. However, all the strategy in the world won't mean a thing if your site cannot be found.

We give you the power to be found by Internet shoppers. Once that is happening with regularity for you, we'll be happy to talk to you about further steps you might want to consider as a part of your online marketing plan. SEO is the greatest bargain in advertising, and every business today needs SEO in order to keep pace with competition. The wonderful thing is that with this SEO, you may find yourself way ahead of them!

Every day you put off doing something about making it possible for your website to be found delays your chance of success by another three months, at minimum. The time is now to act and to begin moving your business online. We are here to help you do it!

If you'd like anything you read here explained, just drop us an email to Info@TheBlackwaterCG.com and we'll be happy to respond, or give us a call at 949 612 9014. You can visit our website at www.TheBlackwaterCG.com.

ONLINE MARKETING SERVICES ARE WHAT WE DO.

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