

September 29, 2007

Ski Market was looking for solutions, without paying Madison Avenue retainer fees or paying Google for exorbitant Pay Per Click (PPC) campaigns.

We commenced handling the account in September, 2006. At this point, only flyers and advertising special graphics were placed on the site by their in-house staff. Their budget called for only 7 hours per month for us as technical support. We were able to accomplish by using our Project Management software and over 10 years' experience. We targeted the barest minimum baseline maintenance and search engine optimization on logic-based key phrases, which started the beginnings of search bot crawling, while also allowing a "savings account" to be established of unspent hours.

The winter of 06/07 was one of the worst in history, as limited snow fell and some days in January 2007 were as warm as 70 degrees. This reduced our budget to 5 hours per month beginning in February. However, by this point we had accumulated a little breathing room in the savings account.

In January, we shifted to a more normal engagement, as over 30 hours were now available. True key phrase traffic research was completed on their associated markets. In April, all nationally relevant bike key phrases were embedded in their first-ever product area of "Bikes". Extensive internal cross-links were established from the new window bike pages pointing back to the parent bike category pages, which in turn pointed to the root bike product page. These changes were posted on Memorial Day, 2007. *In September, both Bike sales and foot traffic to the brick-and-mortar stores grew at the same pace on a year-to-year basis.*

Based on the sites statistical success, the budgets have been expanded dramatically for the remainder of 2007 in order to build the Ski and Snowboard sections.

Case Study- SkiMarket.com

Overview:

	<u>Sep-06</u>	<u>Sep-07</u>
Total Page Views	33,216	79,532
Links from Engines (Visible Pages)	4,427	10,675
Entry Pages, Bikes	1,731	15,987

* Source: Server Statistics- Awstats

Organic Campaign Performance

(Bikes, Launched May '07):*

	<u>Aug-07</u>	<u>Sep-07</u>
Traffic Source:		
Direct Traffic; Ads, Bookmarks. No PPC	5,577	5,320
Referring Sites	2,164	2,670
<u>Organic Search Engines</u>	<u>7,672</u>	<u>8,497</u>
	15,413	16,487

* Source: Google Analytics, Implemented 07/28/07

Overall Traffic:

September, 2006

Summary

Reported period Month Sep 2006
First visit 01 Sep 2006 - 00:05
Last visit 30 Sep 2006 - 23:47

	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Traffic viewed *	8586	12180 (1.41 visits/visit or)	33216 (2.72 pages/visit)	672118 (55.18 hits/visit)	5.31 GB (456.88 KB/visit)
Traffic not viewed *			17883	19029	63.53 MB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

September, 2007

With 3 days left (or 10%) in the month...

Summary

Reported period Month Sep 2007
First visit 01 Sep 2007 - 00:14
Last visit 27 Sep 2007 - 23:51

	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Traffic viewed *	11719	16143 (1.37 visits/visit or)	79532 (4.92 pages/visit)	898466 (55.65 hits/visit)	8.66 GB (562.21 KB/visit)
Traffic not viewed *			24163	35888	179.62 MB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

Links From Engines:

September, 2006

Links from an Internet Search Engine				
16 different referring search engines	Pages	Percent	Hits	Percent
Google	3452	77.90%	3727	78.30%
Yahoo	619	13.90%	619	13%
MSN	189	4.20%	189	3.90%
Unknown search engines	92	2%	92	1.90%
Google (Images)	15	0.30%	24	0.50%
Dogpile	14	0.30%	14	0.20%
Ask Jeeves	11	0.20%	11	0.20%
Netscape	11	0.20%	11	0.20%
AltaVista	10	0.20%	56	1.10%
Excite	4	0%	4	0%
DMOZ	2	0%	2	0%
Earth Link	2	0%	2	0%
Mamma	2	0%	2	0%
InfoSpace	2	0%	2	0%
MetaCrawler (Metamoteur)	1	0%	1	0%
A9.com	1	0%	1	0%
Total	4427		4757	

September, 2007

Links from an Internet Search Engine				
15 different referring search engines	Pages	Percent	Hits	Percent
Google	6763	63.30%	6834	58.10%
Google (Images)	2105	19.70%	3102	26.40%
Yahoo	833	7.80%	833	7%
Unknown search engines	442	4.10%	442	3.70%
MSN	336	3.10%	337	2.80%
AOL	106	0.90%	106	0.90%
Ask Jeeves	28	0.20%	28	0.20%
Dogpile	21	0.10%	21	0.10%
InfoSpace	10	0%	10	0%
AltaVista	10	0%	10	0%
Earth Link	7	0%	7	0%
Excite	5	0%	5	0%
Netscape	5	0%	5	0%
AllTheWeb	2	0%	2	0%
Search.com	2	0%	2	0%
Total	10675		11744	

Entry Pages:

September, 2006

Entry				
Total: 55 different pages-uri	Entry	Exit	Total Viewed	Average size
/	10497	3375	12396	10.03 KB
/employment.html	524	631	1445	103.99 KB
/bikes.htm	95	874	1580	12.84 KB
/skis.htm	91	1176	2397	7.38 KB
/index.htm	87	219	524	7.93 KB
/TOC.php	77	465	2625	15.59 KB
/rewards.html	76	137	471	7.12 KB
/snowboards.htm	66	765	1532	7.87 KB
/contact.html	62	179	473	8.03 KB
/tuning.htm	58	128	319	9.63 KB
/CT-Manchester.htm	45	138	301	11.16 KB
/kayaks.htm	40	227	581	7.69 KB
/rentals.htm	38	196	562	6.73 KB
/skateboards.htm	32	263	548	7.47 KB
/MA-Boston.htm	23	412	745	11.55 KB
/car_racks.htm	23	189	370	6.12 KB
/fail.htm	20	132	694	3.83 KB
/FAQ.htm	19	47	128	8.37 KB
/CT-Avon.htm	19	108	221	9.70 KB
/success.htm	19	111	382	5.46 KB
/RI-Warwick_US.htm	18	99	200	11.68 KB
/MA-Boston_Under.htm	18	151	313	10.60 KB
/RI-Warwick.htm	18	162	314	11.92 KB
/calendar/	17	17	17	5 Bytes
/NY-Latham.htm	15	106	220	10.69 KB
/bicycle_repair.htm	15	76	151	8.29 KB
/pdfs/2005%20Rewards%20Discounts.pdf	14	80	138	81.47 KB
/NH-Nashua.htm	13	102	181	10.99 KB
/NY-Williamsville.htm	13	93	211	7.46 KB
/MA-Pembroke.htm	12	124	232	11.34 KB
/MA-Shrewsbury.htm	10	108	211	10.87 KB
/CT-Norwalk.htm	9	129	232	10.99 KB
/MA-Framingham.htm	9	185	327	10.56 KB
/MA-Dedham.htm	9	117	251	10.76 KB
/MA-Woburn.htm	8	166	311	10.79 KB
/MA-Wellesley.htm	8	107	208	10.72 KB
/NH-Manchester.htm	8	64	158	11.41 KB
/CT-Danbury.htm	7	72	137	10.98 KB
/contact_thank.htm	6	37	46	5.47 KB
/dvds.htm	6	48	114	7.00 KB
/apply_online.htm	5	34	100	5.41 KB
/MA-Danvers.htm	5	109	214	10.88 KB
/watches.htm	4	81	180	7.58 KB
/spring_tune_special.htm	4	2	5	6.64 KB
/calendar/setup/index.php	3		15	11.30 KB
/ME-Freeport.htm	3	33	63	11.11 KB
/pdfs/2005_Bus%20Schedule.pdf	2	19	34	222.20 KB

/resumes/Resume.doc	2		4	30.50 KB
/images/	2	2	4	21.88 KB
/resumes/Kevin_resume.doc	1		1	42.50 KB
/calendar/functions/popup.php	1	49	161	1.68 KB
/resumes/Nick_s_Resume_Final.doc	1		1	32.50 KB
/resumes/RSDResume2006l.doc	1		1	68.50 KB
/contact_error.htm	1	2	7	5.56 KB
/resumes/jerresume.doc	1		1	27.00 KB
Others		34	159	8.95 KB

Total: 55 different pages-url

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Entry

Total: 211 different pages-url	Entry	Exit	Total Viewed	Average size
/	9118	1204	12498	36.94 KB
/index.htm	804	6631	34039	37.84 KB
/skis.htm	119	887	2456	5.25 KB
/TOC.php	37	284	1681	33.83 KB
/bikes-BMX.htm	632	292	1565	34.64 KB
/bikes.htm	191	288	1557	26.61 KB
/snowboards.htm	38	490	1411	5.35 KB
/bikes-Mountain.htm	219	164	909	47.31 KB
/skateboards.htm	77	265	900	6.17 KB
/rentals.htm	187	208	795	4.43 KB
/products/bikes/BMX/eastern-element.htm	289	243	648	4.83 KB
/bikes-Road-Triathlon.htm	99	110	647	31.30 KB
/products/bikes/BMX/stolen-heater.htm	203	210	611	5.24 KB
/employment.html	47	51	605	8.54 KB
/bikes-Hybrid-Urban.htm	87	77	570	29.33 KB
/MA-Boston.htm	45	77	549	27.31 KB
/bikes-Comfort-Cruiser.htm	127	79	510	44.45 KB
/products/bikes/BMX/eastern-shovelhead.htm	226	216	500	4.70 KB
/contact.html	41	140	489	8.11 KB
/employ-MA.html	128	128	416	107.15 KB
/rewards.html	41	103	386	9.14 KB
/car_racks.htm	17	158	383	6.58 KB
/MA-Boston_Under.htm	107	39	379	20.21 KB
/products/bikes/BMX/stolen-heist.htm	118	133	378	4.97 KB
/kayaks.htm	21	138	324	13.16 KB
Others		66	324	29.50 KB
/RI-Warwick.htm	24	28	311	27.72 KB
/products/bikes/featured/index.htm	10	56	294	4.47 KB
/MA-Framingham.htm	38	43	292	28.95 KB
/products/bikes/BMX/stolen-score.htm	45	79	287	5.19 KB
/products/bikes/BMX/stolen-pinch.htm	75	92	278	4.80 KB
/CT-Avon.htm	48	38	278	18.67 KB
/products/bikes/BMX/eastern-traildigger.htm	88	87	267	4.83 KB
/success.htm	11	75	263	5.76 KB
/MA-Woburn.htm	6	16	254	27.56 KB
/products/bikes/BMX/haro-f1.htm	113	94	251	4.91 KB
/CT-Norwalk.htm	35	29	251	24.95 KB
/NY-Latham.htm	49	24	251	22.99 KB
/RI-Warwick_US.htm	62	27	251	27.09 KB
/CT-Manchester.htm	26	24	242	25.16 KB
/products/bikes/BMX/haro-f3.htm	89	95	230	4.63 KB
/MA-Dedham.htm	27	28	228	27.31 KB
/NY-Williamsville.htm	23	94	228	18.75 KB
/MA-Wellesley.htm	39	23	226	27.57 KB
/MA-Pembroke.htm	27	20	214	28.06 KB
/CT-Danbury.htm	41	21	211	22.10 KB
/bicycle_repair.htm	16	56	205	6.04 KB
/tuning.htm	11	58	205	6.16 KB
/MA-Danvers.htm	32	24	202	27.45 KB

/site-map.htm	37	40	189	14.26 KB
/products/bikes/mountain/scott-reflex-45-disc.htm	92	69	188	5.20 KB
/employ-CT.html	40	42	171	36.03 KB
/products/bikes/BMX/haro-f2.htm	71	70	166	5.16 KB
/products/bikes/BMX/haro-z20.htm	51	59	164	4.97 KB
/employ-RI.html	59	57	164	32.14 KB
/MA-Shrewsbury.htm	13	21	162	27.48 KB
/products/bikes/mountain/marin-hidden-canyon-20.htm	75	64	155	5.25 KB
/NH-Manchester.htm	20	20	154	26.35 KB
/products/bikes/BMX/haro-x2.htm	55	51	153	4.92 KB
/products/bikes/BMX/dk-4-pack.htm	3	30	148	5.31 KB
/NH-Nashua.htm	19	24	145	27.29 KB
/products/bikes/hybrid-urban/raleigh_rush_hour.htm	84	44	141	5.01 KB
/products/bikes/mountain/scott-reflex-20.htm	33	36	131	5.19 KB
/products/bikes/road-triathlon-tandem/scott-speedster.htm	28	31	130	5.21 KB
/FAQ.htm	17	41	130	10.07 KB
/products/bikes/BMX/haro-f1c.htm	24	40	126	5.03 KB
/apply_online.htm	4	28	125	5.78 KB
/skateboard-norwalk-2007.htm	11	49	124	7.80 KB
/products/bikes/hybrid-urban/raleigh-passage-3.htm	36	29	122	5.00 KB
/products/bikes/mountain/haro_mary_ss.htm	53	48	122	5.42 KB
/products/bikes/hybrid-urban/marin_muirwoods.htm	43	22	121	5.01 KB
/products/bikes/BMX/haro-x1.htm	36	37	119	5.03 KB
/products/bikes/mountain/scott-reflex-50.htm	39	26	119	4.60 KB
/products/bikes/road-triathlon-tandem/masi-speciale.htm	26	25	119	5.42 KB
/products/bikes/road-triathlon-tandem/masi-gran-corona.htm	16	29	118	5.05 KB
/products/bikes/comfort-cruiser/Raleigh-kids-cupcake.htm	95	62	117	5.35 KB
/products/bikes/hybrid-urban/scott_sportster_p5.htm	34	39	116	4.97 KB
/products/bikes/BMX/dk-8-pack.htm	3	17	113	5.31 KB
/employ-NH.html	33	28	111	32.44 KB
/products/bikes/road-triathlon-tandem/scott-speedster.htm	15	6	110	5.11 KB
/products/bikes/BMX/dk-cleveland.htm	3	20	109	5.42 KB
/products/bikes/mountain/raleigh_mojave_8.htm	42	38	106	5.19 KB
/products/bikes/hybrid-urban/scott_sub_30_26.html	36	25	102	4.69 KB
/employ-NY.html	11	30	101	12.53 KB
/products/bikes/comfort-cruiser/raleigh_retroglide.htm	32	41	100	5.33 KB
/products/bikes/road-triathlon-tandem/scott-speedster.htm	16	27	99	5.13 KB
/products/bikes/comfort-cruiser/raleigh_venture-4.htm	40	23	92	5.42 KB
/products/bikes/mountain/haro-shift-r3.htm	3	26	92	5.93 KB
/products/bikes/road-triathlon-tandem/scott-contessa.htm	29	27	90	5.47 KB
/products/bikes/mountain/raleigh_mountain_scout_24.htm	42	26	89	5.45 KB
/products/bikes/comfort-cruiser/raleigh_venture.htm	27	22	87	5.37 KB
/products/bikes/mountain/raleigh_mojave_2.htm	41	25	87	5.48 KB
/products/bikes/hybrid-urban/diamondback-kalamar.htm	2	17	84	5.07 KB
/products/bikes/hybrid-urban/marin-larkspur.htm	14	20	83	4.95 KB
/products/bikes/hybrid-urban/scott_sportster_p6.htm	24	25	83	5.33 KB
/products/bikes/hybrid-urban/scott_sub_30_classic-7C.htm	11	24	83	4.78 KB
/products/bikes/road-triathlon-tandem/scott-cr1-team.htm	32	28	83	5.38 KB
/products/bikes/mountain/raleigh_mojave_4.htm	29	26	82	5.32 KB
/products/bikes/road-triathlon-tandem/scott-cr1-sl.htm	14	14	80	5.38 KB
/products/bikes/mountain/diamondback-response-sport.htm	1	22	78	6.08 KB
/products/bikes/road-triathlon-tandem/raleigh-cadent.htm	12	19	78	5.25 KB
/products/bikes/	29	8	75	28.44 KB
/products/bikes/mountain/diamondback-outlook.htm	1	18	72	6.00 KB

/products/bikes/comfort-cruiser/raleigh_venture-3.htm	22	18	71	5.00 KB
/ME-Freeport.htm	5	18	71	38.12 KB
/products/bikes/mountain/haro-sonix.htm	4	21	70	5.79 KB
/products/bikes/mountain/raleigh_kids_rowdy_20.htm	22	25	70	4.93 KB
/contact_thank.htm	3	41	70	5.89 KB
/products/bikes/hybrid-urban/marin_san_rafael.htm	13	15	68	4.86 KB
/products/bikes/hybrid-urban/marin_san_anselmo.htr	10	15	66	5.17 KB
/sitemap-g.htm	14	17	61	21.47 KB
/products/bikes/road-triathlon-tandom/raleigh-compa	10	16	59	5.15 KB
/products/bikes/comfort-cruiser/marin_kids_muir_bea	17	16	58	4.99 KB
/products/bikes/mountain/	23	6	57	35.13 KB
/products/bikes/mountain/marin-bayview-trail-24.htm	20	24	55	5.32 KB
/products/bikes/mountain/marin_bear_valley.htm	21	20	53	5.43 KB
/products/bikes/mountain/scott-nitrous-dual-suspensic	39	25	53	5.43 KB
/products/bikes/comfort-cruiser/diamondback-wildwoc	1	10	52	5.23 KB
/products/bikes/comfort-cruiser/Raleigh-kids-lil-honey.	23	18	50	5.32 KB
/products/bikes/road-triathlon-tandom/zelos.htm	1	12	50	5.37 KB
/products/bikes/mountain/dimaondback-response.htm	1	9	49	5.89 KB
/employ-ME.html	5	10	46	11.54 KB
/products/bikes/comfort-cruiser/diamondback-wildwoc	1	11	42	5.57 KB
/products/bikes/comfort-cruiser/Raleigh_Kids_MXR_2	7	9	42	4.95 KB
/products/bikes/BMX/	17	6	39	32.06 KB
/products/bikes/mountain/diamondback-octane-20.htr	2	9	38	5.89 KB
/products/bikes/mountain/dimamondback-sorrento.htr	1	7	38	5.58 KB
/products/bikes/comfort-cruiser/Raleigh_Kids_Jazzi_2	13	12	34	5.02 KB
/products/bikes/comfort-cruiser/raleigh_Kids-MXR-Mir	16	12	33	5.20 KB
/products/bikes/mountain/raleigh-mojave-5.htm	1	9	33	5.90 KB
/products/bikes/mountain/scott-racing-junior-20.htm	18	11	32	5.31 KB
/products/bikes/mountain/diamondback-octane-24.htr	1	8	31	5.90 KB
/products/bikes/mountain/scott-racing-junior-24.htm	16	13	29	4.53 KB
/products/bikes/comfort-cruiser/diamondback-mini-imj	1	5	28	5.47 KB
/products/bikes/road-triathlon-tandom/scott-cr1-plasr	16	11	28	4.89 KB
/products/bikes/comfort-cruiser/	16	2	27	32.75 KB
/thank.htm	4	9	26	3.85 KB
/watches.htm	12	7	25	6.04 KB
/products/bikes/hybrid-urban/	9		19	29.43 KB
/products/bikes/index.htm	6	3	19	26.95 KB
/products/skateboards/	1	1	19	1.86 KB
/products/bikes/comfort-cruiser/Raleigh-kids-KIDS-M)	7	6	17	5.22 KB
/products/bikes/comfort-cruiser/diamondback-rm-16.h	1	8	16	5.57 KB
/contact_error.htm	1	3	16	5.56 KB
/products/bikes/comfort-cruiser/diamondback-impress	1	3	15	4.85 KB
/products/bikes/road-triathlon-tandom/	6	2	15	30.02 KB
/dvds.htm	3	3	15	7.04 KB
/CT-Manchester2.htm	2	1	14	10.88 KB
/MA-sAttleboro.htm	2	2	14	9.80 KB
/products/bikes/mountain/index.htm	4	3	13	32.44 KB
/products/bikes/hybrid-urban/index.htm	6	2	12	26.95 KB
/products/bikes/road-triathlon-tandom/index.htm	2	3	10	27.00 KB
//snowboards.htm	8	9	9	136 Bytes
/products/bikes/comfort-cruiser/index.htm	3	2	8	29.75 KB
/products/bikes/BMX/index.htm	3	3	6	32.87 KB
/240x120.swf	6	6	6	3.23 KB
/pdfs/2005%20Rewards%20Discounts.pdf	4	4	4	85.39 KB

//MA-Boston_Under.htm	2	3	3	20.56 KB
//bikes.htm	2	1	2	28.59 KB
//bikes-Hybrid-Urban.htm	1	2	2	31.42 KB
//bikes-Mountain.htm	1	1	2	50.18 KB
//products/bikes/BMX/eastern-element.htm	2	2	2	5.04 KB
//products/bikes/BMX/stolen-heater.htm	1	1	2	5.64 KB
//products/bikes/BMX/stolen-score.htm	1	2	2	5.34 KB
//products/bikes/featured/index.htm	2	1	2	4.63 KB
//products/bikes/index.htm	2	1	2	28.42 KB
//products/bikes/mountain/raleigh_mojave_2.htm	2	2	2	5.53 KB
//products/bikes/mountain/raleigh_mojave_4.htm	1	1	2	5.51 KB
//products/bikes/mountain/raleigh_mojave_8.htm	1	1	2	5.60 KB
//products/bikes/road-triathalon-tandom/index.htm	2	1	2	29.97 KB
//MA-Dedham.htm	1	1	2	27.87 KB
//NH-Nashua.htm	2	2	2	27.92 KB
//NY-Williamsville.htm	1	1	2	18.84 KB
//RI-Warwick_US.htm	1	1	2	28.14 KB
//skateboards.htm	1	2	2	5.29 KB
//bicycle_repair.htm	1	1	1	8.97 KB
//bikes-BMX.htm	1		1	37.66 KB
//products/bikes/BMX/eastern-shovelhead.htm	1	1	1	4.92 KB
//products/bikes/BMX/haro-f2.htm	1		1	5.24 KB
//products/bikes/BMX/haro-x1.htm	1	1	1	5.19 KB
//products/bikes/BMX/haro-x2.htm	1	1	1	5.18 KB
//products/bikes/BMX/stolen-pinch.htm	1	1	1	5.07 KB
//products/bikes/comfort-cruiser/index.htm	1		1	33.97 KB
//products/bikes/hybrid-urban/marin-larkspur.htm	1		1	5.12 KB
//products/bikes/hybrid-urban/raleigh_rush_hour.htm	1	1	1	5.18 KB
//products/bikes/mountain/haro_mary_ss.htm	1	1	1	5.59 KB
//products/bikes/mountain/haro-shift-r3.htm	1	1	1	5.98 KB
//products/bikes/mountain/index.htm	1		1	35.10 KB
//products/bikes/mountain/marin_bear_valley.htm	1		1	5.63 KB
//products/bikes/mountain/raleigh-mojave-5.htm	1	1	1	6.07 KB
//products/bikes/mountain/scott-contessa-50.htm	1	1	1	5.63 KB
//products/bikes/mountain/scott-reflex-20.htm	1	1	1	5.51 KB
//products/bikes/mountain/scott-reflex-50.htm	1		1	5.51 KB
/products/bikes/BMX/Thumbs.db	1	1	1	54.00 KB
//contact_thank.htm	1		1	5.70 KB
//CT-Avon.htm	1	1	1	19.09 KB
//CT-Manchester.htm	1	1	1	26.64 KB
//CT-Manchester2.htm	1	1	1	10.86 KB
//MA-Danvers.htm	1	1	1	29.35 KB
//MA-Pembroke.htm	1	1	1	30.14 KB
//MA-Wellesley.htm	1	1	1	30.69 KB
//MA-Woburn.htm	1	1	1	29.15 KB
//NH-Manchester.htm	1		1	27.50 KB
//NY-Latham.htm	1		1	24.13 KB
//skateboard-norwalk-2007.htm	1		1	7.89 KB
//skis.htm	1	1	1	130 Bytes
//thank.htm	1	1	1	5.51 KB
//watches.htm	1	1	1	133 Bytes
/calendar/	1		1	5 Bytes
/locations/	1	1	1	906 Bytes
/resumes/markhamresume.doc	1		1	45.00 KB
/resumes/resume_pt.doc	1	1	1	45.00 KB