

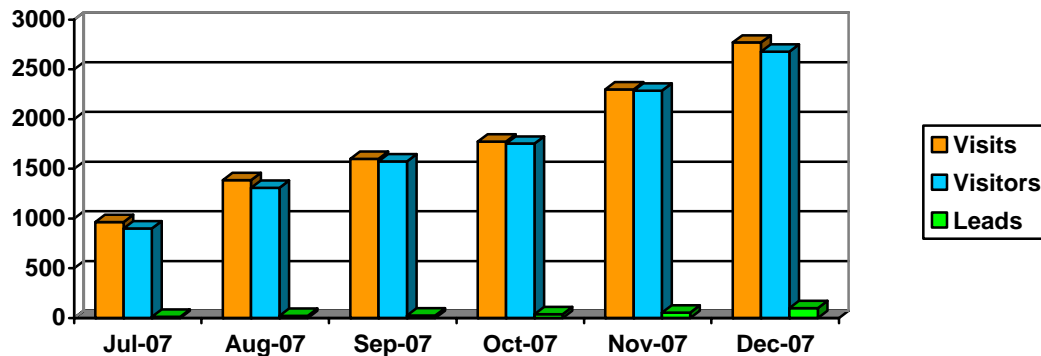


Net Elevation Web Metrics Report

YourCompanySite.com
January 14, 2008

Prepared by
Your Web Consultant
Josh Berkowitz
650-392-4875
josh@netelevation.com

Web Performance Report



	Jul07	Aug07	Sep07	Oct07	Nov07	Dec07	Jan08	Feb08
Total Visits	965	1385	1600	1776	2298	2770		
Unique Visitors	900	1308	1576	1754	2286	2677		
Leads	12	23	25	40	56	101		

Total Visits are the total number of times your website (or any given page) was visited. This may include multiple visits by the same person. For example, if I visited the site 6 times in February, all 6 of those visits would count toward your Total Visits.

Unique Visitors is the total number of DIFFERENT people who visited your site. Using the example above, if I visited the site 6 times from my computer in February, I would only count as 1 unique visitor (the server recognizes when the same person/machine visits the site so it can provide this number).

Leads are visitors who complete your contact form or any other specific action that you wish to track.

Search Engine Report

This report displays approximately where your site will appear when searched for a particular keyword. Search engines are constantly updating their rankings, so the rankings listed below do not represent the only position at which your site will appear. They just represent where your site appeared at the time when we generated this report.

("N/F" indicates "Not Found" within the top 30 positions.)

Google (English)

Rank history for this search engine

	2/3/2007	3/1/2007	4/2/2007	5/1/2007	6/3/2007	7/3/2007	8/1/2007	9/1/2007	10/1/2007	11/1/2007
Your Keyword	10	7	8	7	9	7	9	8	2	2
Another keyword	3	4	2	N/F	4	2	2	2	4	3
Yet another keyword	N/F	N/F	N/F	N/F	N/F	N/F	N/F	N/F	N/F	15
These keywords are selected	3	3	3	3	5	3	3	5	5	5
by our "Keyword Analysis Program", a process during	1	1	1	11	3	1	1	1	1	1
which we study your market	3	4	1	1	3	1	1	2	2	2
and compile a list of keywords that are most likely to produce	3	3	3	3	5	3	3	3	3	3
the desired results for your company.	4	4	2	2	6	3	3	3	9	10

Yahoo! (English)

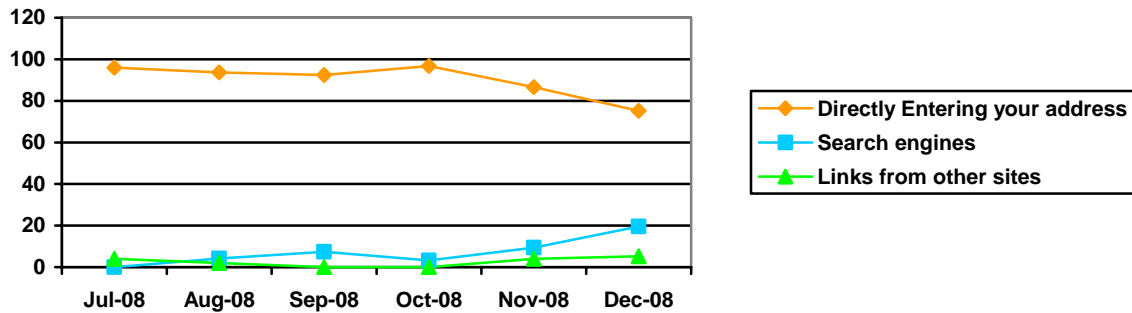
Rank history for this search engine

	2/3/2007	3/1/2007	4/2/2007	5/1/2007	6/3/2007	7/3/2007	8/1/2007	9/1/2007	10/1/2007	11/1/2007
Your Keyword	10	7	8	7	9	7	9	8	2	2
Another keyword	3	4	2	N/F	4	2	2	2	4	3
Yet another keyword	N/F	N/F	N/F	N/F	N/F	N/F	N/F	N/F	N/F	15
These keywords are selected	3	3	3	3	5	3	3	5	5	5
by our "Keyword Analysis Program", a process during	1	1	1	11	3	1	1	1	1	1
which we study your market	3	4	1	1	3	1	1	2	2	2
and compile a list of keywords that are most likely to produce	3	3	3	3	5	3	3	3	3	3
the desired results for your company.	4	4	2	2	6	3	3	3	9	10

Top 5 Pages

1. Homepage
2. About Us
3. Project Portfolio
4. Contact Us
5. Our Mission

Where are your visitors coming from?



	Jul07	Aug07	Sep07	Oct07	Nov07	Dec07	Jan08	Feb08
Directly entering your address	96%	93.7%	92.5%	96.7%	86.6%	75.3%		
Search engines	0%	4.1%	7.4%	3.2%	9.4%	19.5%		
Links from other sites	4%	2%	0%	0%	4%	5.2%		

Notes

At the end of December, we reached the end of our initial 6-month engagement for SEO services. The question now is whether you would like us to continue optimizing and monitoring the rankings for another 6 month period.

Also, I noticed that your conversion rate has been rising slightly over the past few months. I have some ideas for a few simple tweaks we can make to the homepage that will help generate a higher number of leads. It shouldn't take more than an hour to make these simple changes, but I think the impact will be noticeable.

Thank you for your business!

Joel Berkowitz