



Scope Of Services At Dataflurry | Prospectus

Prospective Client Overview

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- Overview Of Methodologies Used To Obtain Organic Search Engine Rankings
- Client Testimonials

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1. About Dataflurry

Dataflurry is a well known and trusted provider of state-of-the-art search engine optimization services. The founder is often times called upon to speak on popular resources such as SEO Today, Promotion World and more. Dataflurry's foundation dates back to 1996 when the founder of Dataflurry started his first successful online business. Our services are based around over a decade of education and fine tuned skills. We focus on doing everything ethically according to the [search engines guidelines](#).

The reason that so many customers are happy with Dataflurry's services is simple, we apply a wealth of knowledge and dedicate a large amount of time to obtaining top rankings for all of our clients. If we feel we can't meet a clients needs within their allocated budget, we will not work with them. Due to our high

standards of providing quality services, Dataflurry will only take on projects that have the opportunity to see noticeable success. We pride ourselves on working with websites that can truly succeed so that we maintain a highly recommended name in this industry. We are one of the very few search engine marketing companies that are willing to show our client base and client testimonials, as well as provide client references. *The reason is simple, we are proud of the work that we perform.*

We Aren't Just Here To Monetize, We Specialize

Dataflurry specializes in offering search engine optimization services, and that is it. We are specialists, which means that we don't offer every service known to man in order to pull a quick profit. We focus on our niche of organic search engine marketing. *We work with one type of client; customers who want online success!*

Constantly Innovate With Proactive Service

We don't limit ourselves to only providing you with one top search engine ranking that will provide you with minimal success. We do something more! We focus on intertwining your website with quality content that works in combination with our keyword research. This helps to saturate your website with the wording needed to bring traffic from hundreds or thousands of keywords relevant to your website. Then, once we meet your goals - we will continue to research out additional traffic generation ideas, so that we can maintain current rankings and seek out new website traffic.

We don't focus on responding to issues when they arrive, we attempt to avoid issues before they arise by focusing on proactive customer service. This will help ensure that you are happy about the services being rendered, and so that you aren't paying for customer service time, you are paying for actual service that hopefully meets and exceeds your expectations. *We call it professionals working for professionals proactively instead of reactively.*

Integrity Is Key At Dataflurry

We are upfront in everything that we do. We never try to persuade you or attempt to hide anything from you in order to improve our appearance or sell you something that you don't need. We work to obtain long term relationships, we don't just aim to make a quick buck. Finding a full service search engine optimization company with integrity, knowledge and experience is a difficult task in today's market. *Luckily, you have come across a company that is equipped with all 3 of these qualities!*

Small Company With Large Service

We are a small company that offers personalized service, and we are proud to have a friendly & talented team that makes a positive impact for our customers on a daily basis. Often times, when clients work with large companies they lose the personalized service and accountability needed to truly succeed in a tough industry.

2. What To Expect From Our Services

Search engine optimization is a unique science and the search engines have designed their algorithms to limit the chances for overnight success. Therefore both parties need to set realistic goals before each other. There are a variety of factors that play in to how fast you will see results. Major factors include:

1. Your current website authority
2. The amount of competition in your industry
3. The amount of time needed to optimize your website.

There are many companies out there that will sell you on promises to do incredible things to your website in a short amount of time. Buyer beware, even Google has stated that you should avoid people making these promises. The only thing that website owners can rely on these days is testimonials and references, which Dataflurry has plenty of!

Realistically, we want you to expect 1st page rankings for major terms relating to your industry in Google, Yahoo & MSN. We will attempt to give you an honest estimate of how much time it will take to provide you with these results. We almost always beat expectations that are set before us, however there are unique situations where our goals take longer than expected. We have an excellent grasp on what factors play in to providing top search engine rankings, and we re-invest money in to our services to ensure we utilize the best technology to get you where you need to be. We are very confident in our service offerings, and we would love the opportunity to welcome you to our family and make you another satisfied customer of Dataflurry's.

3. Performance Guarantees

We recommend that you read "What To Expect From Our Services" since it relates specifically to our performance guarantee.

No search engine optimization firm can offer you a guaranteed ranking of any type, and the reason is very simple. Search engine optimization firms do not have special privileges with the major search engines like Google, MSN and Yahoo. The benefit of using a firm like Dataflurry is that you get years of experience to help beat your competition in the search engines. When it comes to experience, Dataflurry is definitely a leader in the industry.

We always set our customers performance as a top priority.

4. What Sets Dataflurry Apart From Their Competition

Some things we would like to mention to you regarding our unique approach are outlined below.

1. Incredibly personal customer service
2. We hold ourselves to extremely high standards
3. Delivering very impressive results to our customers
4. We offer ethical "white hat" seo services
5. We have amazing client retention rates
6. We focus on providing a firm pricing structure
7. Current clients receive ongoing improvements and personal attention
8. We offer regular ranking reports to our active customers

In all reality, we could go on bragging about our services and try to convince you why Dataflurry is the right team for the job. But we believe that actions speak much louder than words, therefore we recommend that you view the large number of positive testimonials displayed on our website. Simply visit <http://www.dataflurry.com/testimonials.html>

5. What Are The Main Benefits Of Top Search Rankings

One of the biggest complaints that we hear from our customers is that traditional advertising methods no longer produce enough business to make them successful. The Yellow pages and newspaper simply don't get the type of readership that they once received.

Unfortunately if you aren't in the top 5 slots of one or all of the major search engines, you are missing out

on a large amount of potential business. There is no way to guarantee specific amounts of traffic from certain terms, however we can provide quality keyword research to show you how often certain key term search requests are taking place. We also apply focus to creating appealing text that will improve the click through rates from search engine users to your website (if it needs improvement).

Studies often times show that approximately half of search engine users will click on the first or second organic result that display in major search engines. If there are websites succeeding in your industry from their online presence, we believe there is definitely a large opportunity for your website if you obtain top search engine rankings.

According to a Search Engine User Behavior study by Iprospect, 40% of people will review the entire first page of search engine results to make a decision. However, if a top ranking result meets the clients needs, they will often times click on the first relevant site they see. Also, 62% of search engine users don't look past the first page of results, and the remaining 38% are extremely picky on what they will choose past page 1. Also, studies have shown that more often users will search with more elaborate search phrases to find what they are looking for - so simply targeting a major phrase shouldn't be your only focus and effort. You need to hire a SEO company that also focuses on Seed keywords that attract additional traffic.

6. How Do We Perform Our Services

With Dataflurry you are obtaining a talented and hard working service provider that knows how to get the job done right. Below is an overview of steps taken to improve your search engine rankings.

A. Comprehensive Website And Keyword Research

Once you have decided to join the DataFlurry family, we will perform in-depth keyword research for your website's target audience. We will evaluate hundreds of keywords and phrases that are related to your business, and determine the amount of traffic those terms produce individually. We will also evaluate the conversion potential for the keywords to ensure that you will receive targeted traffic that converts. With your website we will focus on both the highly competitive search terms as well as the less competitive (yet traffic producing) terms. The benefit of doing this is simple; we can increase your targeted audience as well as obtain expedited website traffic improvements for you.

B. Analysis Of Competition, We Find Where Value Is Created For Your Competition

One of the ways that we can easily make massive improvements for your campaign is by analyzing the current links pointing to your competitions websites. This will give us insight in to finding those high quality links that your competition is utilizing to beat everyone in your industry in the major search engines. Therefore, with each new customer we obtain; we apply a competitive analysis to their organic campaign. This is a great way for us to be more efficient and help your website benefit from the past work of your competition.

C. Current Website Optimization / Internal Linking Improvements

If we see that on-site optimization is necessary to meet and exceed your goals, we will do the following.

After researching and finalizing upon targeted keywords for your website, we will improve your website's accessibility, content and linking structure. This is needed for the search engines to give your pages appropriate credibility and value. We will start by optimizing page names, titles, meta tags and content. Ultimately, what we do is put all of the right elements in the right places, and fine tune problem areas. This will help to ensure that your website will be search engine friendly once it has appropriate authority.

We also create new pages of content (if necessary) focused on specific keywords that will be more competitive. This is performed, when deemed necessary, by our veteran staff to ensure implementation of the most effective strategies for your website.

We understand that your website needs sufficient keyword density throughout each and every page. You also need our DataFlurry experts to manipulate Meta Tags, Page Titles and URL's in order to gain focused traffic from search engines.

For certain clients we will recommend the development of blogs and other web content, if we believe it will be necessary to reach your desired results.

D. Off Site Link Building

Once we are completed with our on-site analysis and optimization, we will move on to the next step. Increasing your website authority doesn't happen automatically, and website authority is needed to gain trust between your website and the search engines. Website authority is acquired through a process called link building. There are thousands of providers of link building, however this is where the true expertise comes in to play. Link building will either have a major positive affect on your website, or else a detrimental affect (if you choose the wrong provider).

Search Engines use an algorithm to rank your site, and one of the most important factors is website authority. The way you build up your website authority is by obtaining links from similar website's that are relevant to your industry or a service you offer. Search engines treat links like a voting system or a popularity contest, and if your website has higher quality inbound links, you will have more trust and the ability to rank higher than your competition. Once you gain authority, you will be considered a leading website for your topic and you will begin to rank high under specific keyterms.

We build links for your website using a variety of tactics outlined below:

- * Our writers create articles & press releases to utilize in your favor.
- * We submit your website to a few popular web directories to boost your link popularity.
- * We will contact website owners and obtain links from their websites.
- * In certain situations we create other website's or blogs to increase our efforts.
- * We will find out what inbound links are making a positive impact for your competitors and obtain those.

The time that it takes to obtain your desired results can vary; some customers see incredible results within a few weeks and others take several months. This all depends on the amount of competition in your industry, your current authority and the amount of work needed to optimize your website.

7. Client References

We have a large number of references that we would be happy to let you contact. Please contact us at 866-391-3128 for a list of references.

You can view our large list of client testimonials at <http://www.dataflurry.com/testimonials.html>

8. What To Be Careful Of

Dataflurry has seen an incredible surge in the search engine optimization industry in the past few years, and the major problem is that many companies entering the market simply see value in offering this service - however they don't have the skills or education to really provide you with renowned service that offers extremely noticeable results. Many of these new companies promise the world and don't deliver. We have the opposite methodology, we attempt to under promise and over deliver to ensure we satisfy each and every client.

Companies making the below statements should be avoided at all costs.

- **We will submit your website or content to thousands of directories**
Unfortunately, a massive submission to major directories will often times have a negative affect on your rankings if your website hasn't seen a large number of inbound links in the past. This can cause a red-flag at the major search engines and have a negative impact on your websites rankings. Inbound links should be high in quality and you don't necessarily need a high quantity of links to succeed online. Link building should appear to be a natural progression instead of occasional massive inbound link increase.
- **We have a special relationship with the search engines**
Companies claiming to have a special relationship with Google, Yahoo or MSN are not being honest. The search engines only allow companies to get certified in areas of expertise, such as Pay Per Click. All search engines have openly stated that they do not give certain companies unique privileges or partnerships. If you think about it, search engines are in business for providing quality results to search engine users; and allowing companies to have special benefits to alter results would ruin their credibility.
- **A guarantee for a #1 Google, Yahoo or MSN ranking**
The fact is that no company can offer a guarantee a specific ranking under any key term or phrase. The reason is simple, the search engines use a unique algorithm that nobody has access to. Anyone making these promises is most likely deceitful and should be avoided.
- **Companies with no proof of past success or testimonials**
Companies that simply cannot provide past success stories or testimonials should be avoided at all costs. Most likely they can't deliver on their promises or they are inexperienced in the industry.

9. How We Bill Our Customers

Billing is typically handled via monthly payments that are made in advance of services. As a Dataflurry customer, you may quit at any time (after the completion of any contract) by providing a 30 day advanced notice. We accept all major credit cards, PayPal and Google Checkout as well as checks and money orders.

10. Let's Get Started!

Great, we are excited that you want to join the Dataflurry family and all of our other successful customers.

Please inquire at our website www.dataflurry.com or call **866-391-3128** to get started.