

Elevating your business to the top of search engine results

Twelve Horses' Solution For
Search Engine Marketing



“Our relationship with Twelve Horses is a true partnership. Their search engine marketing services continue to increase overall web traffic, but it truly is their professionalism, timely and consistent reporting, and complementary services that have made them our vendor of choice.”

Kevin O’Connor
*VP Marketing and Client Services
User Insight*

Twelve Horses’ Search Engine Marketing Services

While many other Search Engine Marketing (SEM) companies simply guarantee greater web traffic, Twelve Horses focuses on getting you the best possible Return on Investment (ROI) on every dollar spent. We convert more of your traffic more often by identifying the best possible strategies to pursue, and then support those strategies with solid reporting, continual feedback, and accompanying web products and services.

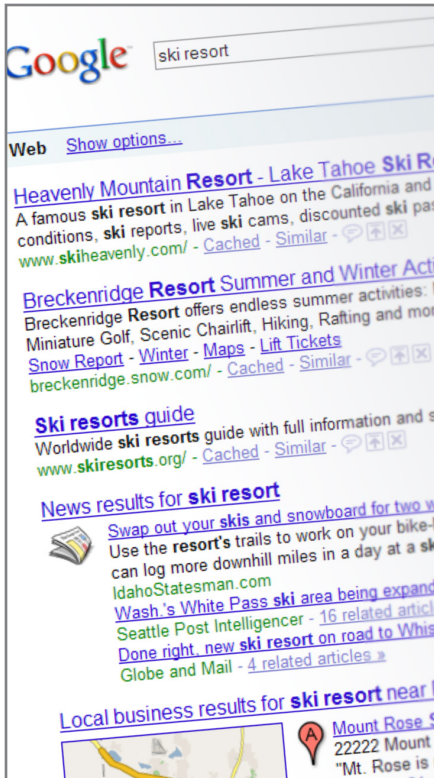
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Eric Morgan, Director of Search





Search Engine Optimization

Attain top placement in the natural rankings for search engines such as Google and Yahoo.

Search Engine Optimization (SEO) can be a daunting task, and one that needs a unique approach for each site and every visitor. Twelve Horses takes a custom approach by focusing on those items that will bring the most measureable and immediate returns. Our continued goal is to deliver custom solutions based on each client's individual need to drive traffic and new customer conversions.

While SEO will provide long-term positive ROI results, it's not uncommon for SEO work to take 3-4 months to make an initial impact on your site traffic. In fact, modern SEO practices are much more comprehensive than simply adding copy and tweaking a keyword title tag. True optimization is achieved through thousands of complex factors. Below you will see a list of common components of SEO that we will immediately start integrating into your website.

Common Search Engine Optimization Items

| Strategy Components | Content Components |
|--------------------------------|-----------------------------|
| Google Analytics Installation | Adding New Content |
| Keyword Competition | Optimizing Existing Content |
| Keyword Relevancy | Relevancy of External Links |
| Keyword Search Volumes | Keywords in Body Text |
| Regular Reports | Internal Linking Structure |
| XML Sitemap Submission | Amount of Indexable Content |
| Social Media Marketing Options | Overall Content Quality |
| Google Webmaster Tools Setup | Hierarchy of Document Flow |
| SEO Advice and Consulting | Page Update Frequency |
| Target Audience Research | Duplicate Content Issues |



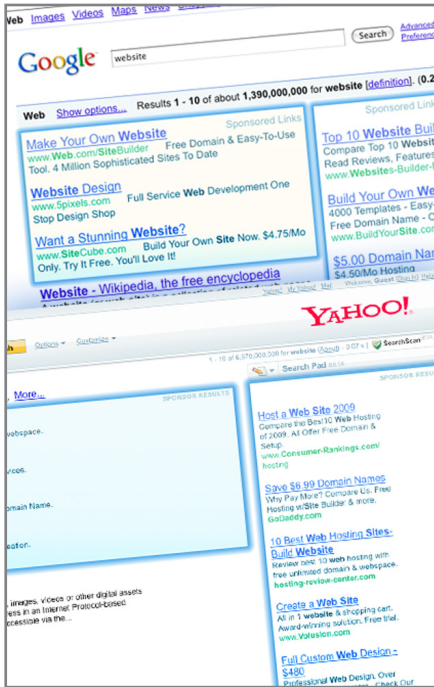
“Twelve Horses’ comprehensive Search Engine Optimization (SEO) services have produced a dramatic and sustainable increase in qualified web traffic and conversions for all of our website properties.”

Mark Rudyk
Internet Marketing Manager
Heavenly Mountain Resort

Common Search Engine Optimization Items, Continued

| Link Building Components | Technical Components |
|----------------------------------|------------------------------|
| Directory Submissions | HTML Modifications |
| Custom Links | Keywords in Page URL |
| PR Distribution | Keywords in Title Tag |
| Relevancy of Inbound Links | Keywords in H1, H2, H3 Tags |
| Rate of New Inbound Links | Keywords in Alt Tags |
| Overall Link Popularity of Site | Keywords in Bold Words |
| Anchor Text of Inbound Link | Description Tag Optimization |
| Link Popularity of Inbound Links | Keywords Tag Optimization |
| Relevancy of Linking Page | W3C Validation |
| Text Surrounding Inbound Links | URL Length and Depth |
| Google PageRank | Server Response Times |





“With the help of Twelve Horses we have fine tuned our search engine marketing strategy in a tough custom automation solutions industry. We now have a significantly higher conversion rate that delivers the right kind of traffic and potential clients.”

Kara Smith
Director of Marketing
Setpoint Systems

Pay Per Click

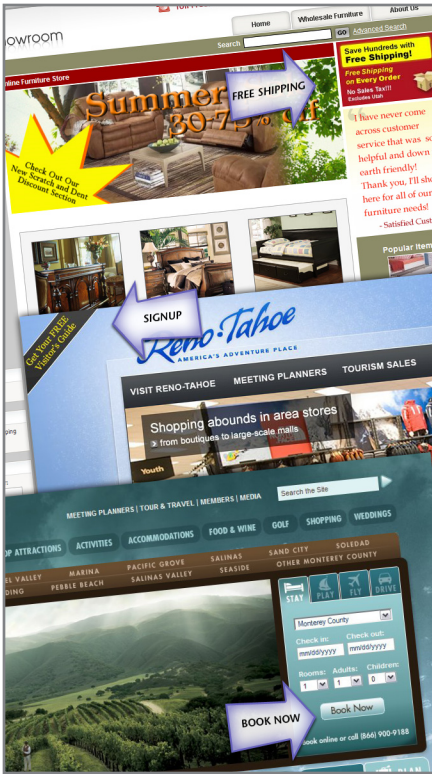
Deliver targeted ads with keyword purchases directly from major search engines.

Although Pay Per Click (PPC) is generally a short-term/lower ROI marketing strategy when compared to SEO, it does have its benefits. Get up and running within a few days of setting up your account, and realize immediate impacts on traffic to your website. We will help you focus on those keywords that are competitive for your marketplace as well as manage your budget for you, daily if need be. Ads can be targeted to specific geographical or other demographic areas, and your campaigns can be turned on or off in an instant. The real benefit with PPC - you only pay for actual website visitors, and you can easily track your results.

To ensure the launch of a successful PPC campaign, we will guide you through every step - from the careful selection of keywords to handcrafting your ads, to building custom landing pages to keyword budget monitoring, and finally to the ROI analysis. We're here to help make the PPC process easy for you.

| Adwords Initial Setup | Adwords Monthly Maintenance |
|---------------------------------|------------------------------------|
| Keyword Research/Analysis | Click Through Rate Improvement |
| Up to 500 Keyword Phrases | Conversion Rate Improvement |
| Relevancy, CPC, & Search Volume | Modify Ad Headlines & Descriptions |
| Account Setup | Modify Landing Page URLs |
| Setup Campaigns & Adgroups | Adjust Cost Controls |
| Multiple Ad Creation | Remove Poor Performing Keywords |
| Cost Control | Increase CPC on Good Keywords |
| Geographic Boundaries | Add New Keywords |
| Time Delivery | Landing Page Suggestions |
| Conversion Code Installation | Website Analytics Review |





Conversion Architecture

SEO and PPC drive qualified visitors to your website, but the process does not end there.

The ultimate objective is to make sure your visitors take a specific action on your website whether making a purchase, contacting you, filling out a form, or deciding to visit your location. With Conversion Architecture, we will analyze all aspects of your website and make appropriate changes in order to increase conversions. In-depth stages of conversion architecture involve truly understanding who your customers are, what they are looking for, what information they need to make a purchase, as well as their backgrounds, biases, and how they make decisions. And depending on your previous site efforts, a 1-2% improvement in your conversion rate can equal as much as a 100% increase to your bottom line.

Twelve Horses offers several different SEM packages to suit your needs, and there is No Long Term Contract Required.

Contact us today for more information about our Free Search Analysis. Call +1 (866) 846-2846 or email sales@twelvehorses.com.

Conversion Architecture Items

| | |
|--------------------------|---------------------------|
| Target Audience Personas | Content Revisions |
| Monthly Reporting | Headline Updates |
| Analytics Installation | Layout Adjustments |
| General Usability | Emphasis through Color |
| Icon Optimization | Placement Emphasis |
| Submit Button Reviews | Emphasis through Size |
| UVP Analysis | Analytics Review |
| Data Feed Investigation | Web User Recordings |
| Navigation Review | Call to Action Efficiency |
| Design Modifications | Form Optimization |

“Originally, we were focused solely on SEO and PPC, but then Twelve Horses showed us crucial changes we needed to make to messaging and web architecture. Now we demonstrate the value we bring to transportation and logistics much more effectively. Twelve Horses really helped us to get the most out of our time and money by improving our Search Engine Marketing strategy with Conversion Architecture.”

Kyle Krug
Business Management
Team Supervisor
Griffin Transport Services, Inc.



“Positioning our brand as a leading ski resort destination, and connecting with our core audience through online interactive channels, demands that we combine killer creative with cutting-edge technology.

Twelve Horses has time and time again demonstrated their unique ability to reach across all aspects of web development and online marketing to help us both resonate with new and existing customers and demonstrate our results.”

Deanna Gescheider
Director of Sales & Marketing
Alpine Meadows

Supporting Services

- Web Design, Development and Management
- Social (Buzz / Viral / Word-of-Mouth) Marketing
- Blogs, Podcasts and User Generated Media
- Mobile Marketing and Mobile Content
- Online Brand Reputation Management
- Direct Marketing, Promotions and Coupons
- Email Marketing and Deliverability Analysis
- Digital / Interactive Sales-Marketing Collateral
- Buzz / Viral Awareness Campaigns
- Web Analytics and Landing Page Optimization
- CRM, SFA and ERP Integration
- Salesforce.com Integration / Automation Solutions
- Traditional / Multi-channel Marketing Strategies
- Ticketing & Event Management





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About Twelve Horses

Twelve Horses is a global provider of Web site design and development, multi-channel marketing, business process automation, customer relationship management (CRM), search engine optimization and search engine marketing. Operating as a full-service marketing agency, Twelve Horses assists businesses in translating and transforming their brands online.

