

highly
relevant

Who we are, what we can do for you...

www.highlyrelevant.com

Why Search Engine Optimization (SEO)?

Your Current and Future Clients are Searching...

- Over 1.6 billion people are online worldwide
- There are an estimated 2 billion Google searches per day
- Despite the down economy, online sales are growing and the vast majority of offline sales are researched online

People Trust What They Read Online...

- Consumer opinions posted online and brand websites are the 2nd and 3rd most trusted forms of advertising, behind only recommendations by personal acquaintances
 - 70% of people trust consumer opinions posted online
 - 70% of people trust information on brand websites

High Search Engine Rankings Matter...

- 63% of searchers click 1 of the top 3 results
- Only 19% of searchers view the 2nd page of results
- Less than 10% view the 3rd page

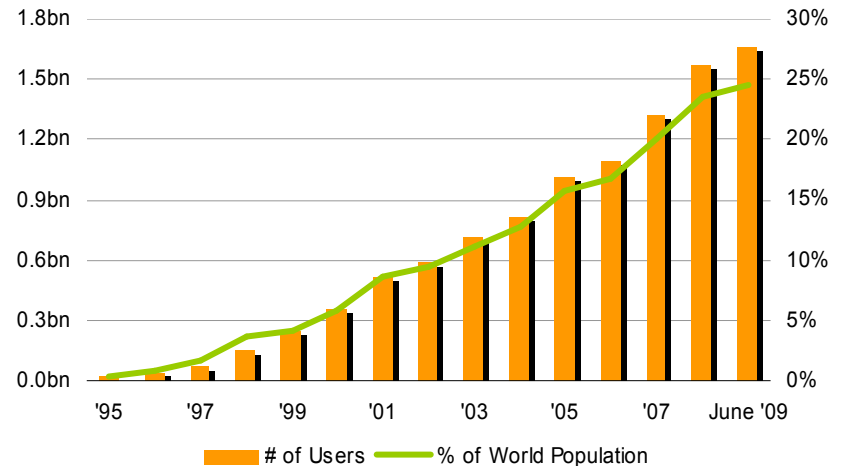
There's More Competition Than Ever For Top Rankings...

- There are over 1 trillion unique URLs in the Google index
- Social media sites, online videos, PDFs, etc. enable multiple rankings for keywords

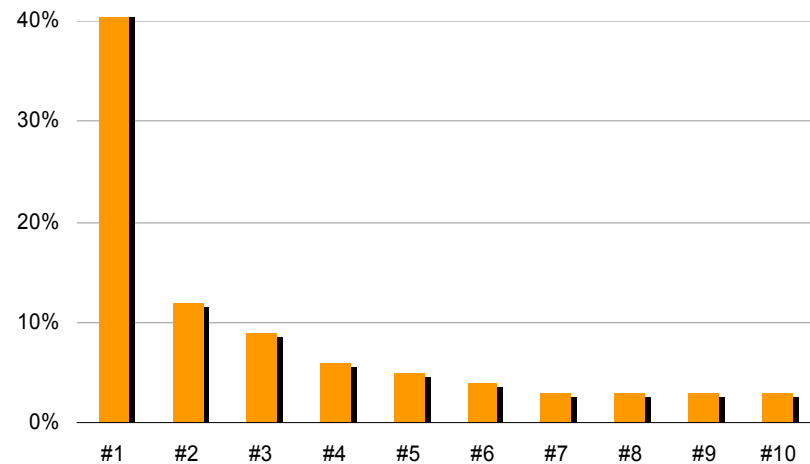
You Can Track ROI to Measure Cost Effectiveness...

- Use of Google analytics and other tools enables you to track traffic and conversions and determine which keyword searches send the highest quality, highest converting traffic to your site
- **This ensures you spend money only on SEO efforts that help your company grow revenue and profitability**

Internet Growth Since 1995



% of Clicks on Organic Search Engine Page Rankings



Why Social Media Marketing?

Your Clients Use Social Media...

- 3 out of 4 Americans use Social Technology
- Social Networking Sites are now the 4th most popular activity on the web, ahead of email

Top Brands Use Social Media To Build Their Business...

- A recent [ENGAGEMENTdb](#) study of the top global brands shows a strong correlation between deep engagement in Social Media, and both revenue and profit outperformance
 - Table at right shows the study's top socially engaged companies; Chart shows relative performance for company's across the engagement spectrum

The Reasons Why?

- More touch points with customers creates a ripple effect, boosting brand appeal and recognition
- A deep Social Media presence enables companies to:
 - **Better understand their customers**
 - **React quickly to feedback / Improve satisfaction**
 - **Generate increased pricing power**

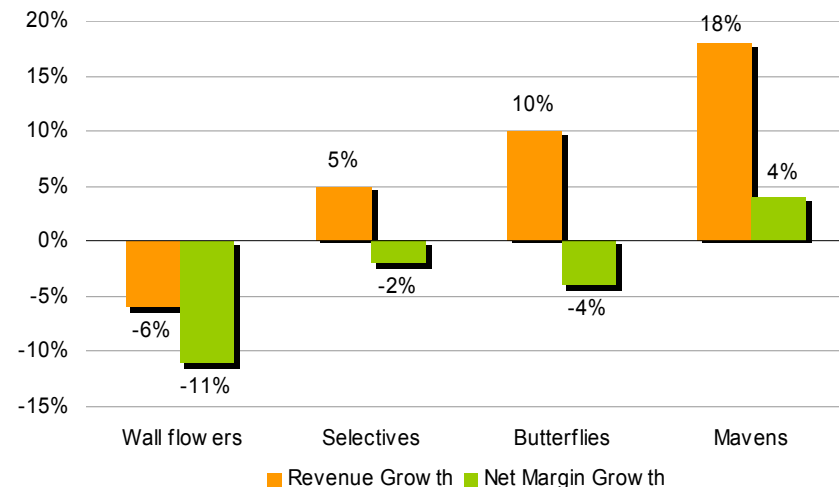


Starbucks Case Study...

- Only 6 people dedicated to Social Media
- Fully integrated into broader marketing strategy
- For every 4 people who respond to a Starbucks Facebook news item, 3 are added virally as friends
- MyStarbucksidea.com has led to increased engagement, valuable feedback, and good ideas

Rank	Company	Industry	Channels	Engagement Profile
1	Starbucks	Leisure	11	Maverick
2	Dell	Technology	11	Maverick
3	eBay	Retail	9	Maverick
4	Google	Media	11	Maverick
5	Microsoft	Technology	10	Maverick
6	Thomson Reuters	Media	8	Maverick
7	Nike	Consumer Prods.	9	Maverick
8	Amazon	Retail	9	Maverick
9	SAP	Technology	10	Maverick
10	Intel	Technology	10	Maverick

Last Year's Revenue and Net Margin Growth Across Social Media Engagement Spectrum ^(a)



(a) Maven- 7 or more channels and above average engagement; Butterfly- 7 or more channels and below average engagement; Selective- 6 or less channels and above average engagement; Wall flower- 6 or less channels and below average engagement

Why Highly Relevant?

Highly Relevant, Inc. is an internet marketing company specializing in Search Engine Optimization, Social Media Marketing and Reputation Management. We were founded by Rex Freiburger, who's been heavily involved in the SEO and Social Media Marketing arena since 2005, most recently at startup Tsavo. He wanted to move beyond traditional approaches to SEO that focus solely on high search engine rankings and more traffic for clients, failing to realize that these factors are only a means to an end, not an end in and of themselves. In starting Highly Relevant, he wanted to build a company that focuses on:

- a) Making sure clients receive a return on their investment
- b) Educating clients on the internet's ability to elevate monologue into dialogue and promote meaningful conversation
- c) Working with clients to develop an effective online marketing strategy that embraces open, 2-way interaction with their customers and ultimately benefits both parties

We believe high search rankings are an important component of an effective internet marketing campaign, but for SEO to be most effective, it must be part of a broader strategy, involving both website optimization and integration with other online platforms. We often recommend the use of blogs, video, and social media to build a multi-dimensional search engine presence that's highly visible to searchers and enables effective communication with customers. Finally, we work with our clients to develop a set of tangible benchmarks to ensure that our strategy equals results.

Please be in touch if you'd like to learn more or discuss internet marketing possibilities for your business. We look forward to hearing from you.

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