

EXECUTIVE SUMMARY

Search Engines today drive more than 85% of Internet traffic. Thus, if your website is not listed well on search engines for the right keywords, your competitors are making money.

It is very important for a website to have an effective search engine optimization (SEO) plan in order to position the website well. As a first step in developing that plan you should get a base line across the board of how effective your website is at being found on the Internet by visitors looking for your products or services.

Our advance search engine optimization report from Cornerstone Media Group (CMG) can help you make sure you are reaching a highly motivated target audience through natural search engine rankings. Our report will make sure you are getting:

- A regular source of relevant traffic to your site
- High click through rates on your site
- Make sure you are getting highest ROI in the long run on your Internet investment
- Regular brand awareness and recognition online of your products and services
- The natural search engine rankings that builds trust among searchers

As a first step in optimizing your website, we will prepare an advance report that will look at some of the key conversion optimization variables and key performance indicators (KPI's) of your website's effectiveness with the four major search engines, Google, Yahoo, MSN and Ask that are getting over 85% of all the online searches. These KPI's will include:

- Competitive keyword analysis (3 - 5 primary)
- Site wide keyword usage and effectiveness
- Search engine ranking in Google, Yahoo, and MSN
- Back linking (critical key in search engine ranking of your site from Google, Yahoo, and MSN)
- Analyze current information from your hosting company related to existing traffic to the site
- Current domain name analysis
- High level heuristics (overall site functionality)
- Any broken links and missing content
- High level usability and overall visitor experience evaluation
- Browser compatibility (Internet Explorer and FireFox)
- Copywriting analysis
- Competitive analysis (2-3 primary competitors)

Our report will include a 15+ page report of our findings about how your website is currently being seen by the four major search engines. We will also include our recommendations, suggestions and changes to increase your rankings with them as well. Our goal is to make sure that you are taking advantage of every opportunity to be found by those people searching online for your products and/or services. Once we have completed our analysis, we will prepare your report within 5-7 working days. We will then meet with your team to discuss our findings in detail.

PROMISSORY NOTE AND CREDIT CARD AUTHORIZATION FORM

I,

Client Name

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Agree to pay Cornerstone Media Group \$995.00 on contract signing to complete an initial search engine optimization report on my website: _____

Description of Services:

Advance Search Engine Optimization Report

Sign Here:

Client Signature:

Date:

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Cornerstone Media Group, Inc.

Mailing Address:

615 Beaver Ruin Rd NW
Suite A
Lilburn, GA 30047

Cornerstone's Fax Number:

Fax: 1-678-868-1027
Phone: 1-770-717-0837

Please send or fax the following to Cornerstone Media Group, Inc. (address above):

1. A copy of this entire document, signed in all relevant places
2. A check for the amount listed above, or complete the "Cornerstone Media Group Visa / MasterCard Authorization Form and Promissory Note:" below for processing.

Our Process:

Once your advance search engine optimization report order has been processed we will email you an initial questionnaire related to your website and your company. Within 5-7 working days of receiving your completed questionnaire we will schedule a convenient time to review your report with your team and one of our search engine engineers.

Cornerstone Media Group, Inc. Visa / MasterCard Authorization Form and Promissory Note:

I hereby authorize Cornerstone Media Group, Inc. to charge my credit card (information below) one time in the amount of \$995.00.

<i>Cardholder Name</i>	<i>Cardholder Signature</i>	
<i>Credit Card Number</i>	<i>Expiration Date</i> / /	<i>CVV2 Code*</i>
<i>Billing Address, City, State, ZIP</i>		
<i>Email Address</i>		

I authorize Cornerstone Media Group, Inc. to charge my credit card for the "Payment Amount" as outlined above.

*The right-most 3-digit number (after your card number) on your signature strip (on the back side of the card).