

11/30/2006

To Whom it May Concern

This Search Engine Optimization (SEO) results sheet is provided for your convenience so you can see the fantastic search engine rankings and placement we have achieved *in one month*.

It contains the following:

- Current SEO results for mercuryleads.com
- Information about the compelling importance of SEO

Please review the information at your leisure then call when you have a chance to discuss starting your SEO/Internet marketing campaign.

We can start immediately.

If you have any questions please do not hesitate to call.

Sincerely,
Mercury Leads, Inc.



Michael A. Cordova
Managing Partner

OUR RESULTS AND QUALIFICATIONS

Here some examples of mercuryleads.com top search engine rankings. Note that **the site has only been up for a month**. Some of these rankings are for press releases where our company services are described. There are links to our site in these press releases that visitors have followed and subsequently converted to leads that we are currently pursuing.

Google search for “direct sales lead generation” – **we are ranked in 5 of the top 10 positions of 2.4 Million hits!**

<http://www.google.com/search?sourceid=navclient&ie=UTF-8&rls=DGUS,DGUS:2006-23,DGUS:en&q=direct+sales+lead+generation>

Google search for “quick landing page” – **a paper I wrote and published is in all of the top 4 positions of 1.4 million hits:**

<http://www.google.com/search?sourceid=navclient&ie=UTF-8&rls=GGLJ,GGLJ:2006-31,GGLJ:en&q=quick+landing+page>

Yahoo search for “direct internet marketing seo” – **2nd of 3.2 Million:**

http://search.yahoo.com/search;_ylt=A0geusXRMm5FZ.0AhJFXNy0A?p=direct+internet+marketing+seo&ei=UTF-8&fr=yfp-t-501&x=wrt

MSN search for “sales lead generation seo” – **1st of 116,208:**

<http://search.msn.com/results.aspx?q=sales+lead+generation+seo&mkt=en-US&form=QBRE>

AOL search for “internet marketing direct marketing” – **4th, 5th and 8th - # of hits not shown:**

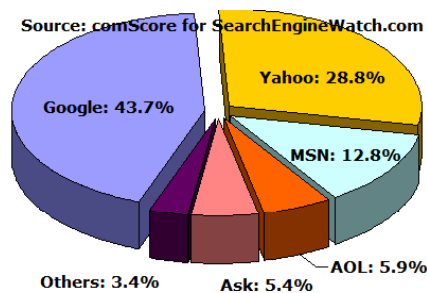
http://aolsearch.aol.com/aol/search?invocationType=topsearchbox_search&query=internet+marketing+direct+marketing

ASK.com search for “sales lead generation internet marketing” – **4th and 10th of 1.2 Million:**

http://search.yahoo.com/search;_ylt=A0geutZeMG5F9CYAVpJXNy0A?p=sales+lead+generation+internet+marketing&ei=UTF-8&fr=yfp-t-501&x=wrt

We can get you ranked!

SEARCH ENGINE MARKET SHARE BREAKOUT



Courtesy comScore Media Metrix:

<http://searchenginewatch.com/showPage.html?page=2156431>

These results illustrate that *within a month* we have taken the top search engine positions for our selected keywords in 96+% of the searches on the Internet!

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IMPORTANT SEARCH STATISTICS

Search users are six times more likely to click on the first 3 organic hits than paid results.¹

The rate at which searchers take a desired action on a site - the conversion rate - is 17 percent higher for unpaid search results than the rate for paid advertisements.²

In a study performed by WebSurveyor, for Google, 72.3 percent of respondents felt that organic results were more relevant, while only 27.7 percent rated paid results as more relevant. Yahoo showed similar results - 60.8 said organic results were most relevant compared to only 39.2 percent for paid.³

Pay per Click (PPC) costs are continually rising and there is no end in sight.⁴

Google is the preferred search engine among the Internet's B2B users.⁵

“There are still large opportunities for Internet retailers large and small to capitalize on search engine optimization and marketing strategies ... There is still money left on the table.”⁶

¹ Oneupweb.com study

² Marketing Sherpa, August 2005

³ iProspect, Survey Sampling International, WebSurveyor, and Stratagem Research, April 2004

⁴ “Search Engine Marketing Services: Trends and Predictions”, American Chronicle, <http://www.americanchronicle.com/articles/viewArticle.asp?articleID=12569>

⁵ Enquiro, Marketing Sherpa

⁶ OneUpWeb studies, 2005.

<http://72.14.203.104/search?q=cache:hxmF2mDQhfYJ:www.oneupweb.com/search-marketing-library/irstudy2005.pdf+conversion+rate+ppc+organic+six+site:www.oneupweb.com&hl=en&gl=us&ct=clk&cd=1>

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