

SEO Recommendations:

Yahoo Search Submit Program:

We feel that the site may benefit from Yahoo's search submit express program, which seems to be directly affecting their organic listings.

Additional information can be found at:

<http://searchmarketing.yahoo.com/srchsb/sse.php?mkt=us>.

Warning:

Duplicate content advisory. Please see "Duplicate Content Search" section below.

Hi Craig/Sherie,

We constantly monitor your positions and perform regular search engine optimization (SEO) to improve and maintain your top positions. Included in your monthly service is our Position Eyes ranking reporting. You can access and view your site's daily rankings 24/7 by logging into www.positionresearch.com with your username and password. If you have lost your login information, please let us know and we will reset your account and provide you with new login info.

Table of Contents:

1. Keywords for SEO campaign
2. Current Rankings
3. Keyword Progress
4. MSN Update
5. Monthly SEO Maintenance

SEO News

Google Update

Matt Cutts, an engineer on the Google Spam team, has gone on record last week saying that the Search Engine Titan is currently conducting a major experiment, code named "Dewey". Webmasters in the SEO community have observed that pages with little or no PageRank, which have never shown up in the top 100 SERPS (Search Engine Result Pages), are now displacing other sites that had 'page one' rankings for more than 5 years. Others observe that site rankings fluctuate +/- 30 positions at different times of the day. Some have been reported ranking fluctuation of more than 50 positions within the same day. In addition to these observations, Google has conducted a public PageRank update that is visible in their browser toolbar.

Position Research has been observing these conditions for several months, although they seem to be more intense now. We speculate that Google is performing live testing similar to the tests described in a recent white paper titled "Search Engines that Learn from Implicit Feedback". The premise of the paper is that Search Engines can determine website relevance by analyzing what listings users do not click. This testing requires that Google bring websites that may not otherwise deserve high ranking into a top position for a short period of time in order to record user behavior.

We continue to monitor Google's activity and will keep our clients apprised of any new developments.

Announcement

Position Research formally introduces its Web Development services.

We have been developing websites for our clients for years, but never formalized the service. Now Position Research is pleased to introduce "state of the art" Content Management System (CMS) driven website development services. Contact Position Research for more information.

Keywords for SEO campaign

Keywords	Estimated Searches/Mo.
electroplating	5280
silver plating	2130
gold plating	1590
nickel plating	1140
tin plating	750
rhodium plating	570
gold electroplating	270
electroless nickel plating	120
electroless gold plating	< 60
rodium plating	< 60
electroplating nickel	< 60

Current Rankings

SE	Page 1	# 1 Ranking
Google	13	1
MSN	8	3
Yahoo	12	2
Grand Total	33	6

Did you know?

Position Research offers a full complement of Search Engine services to improve your internet presence. Get an overview [here](#).

- [Pay-Per-Click Management](#)
- Professional Website Hosting
- [Website Public Relations Program](#)
- Website Design Services
- [Web Application Development](#)
- Landing Page Testing

Good SEO Reads:

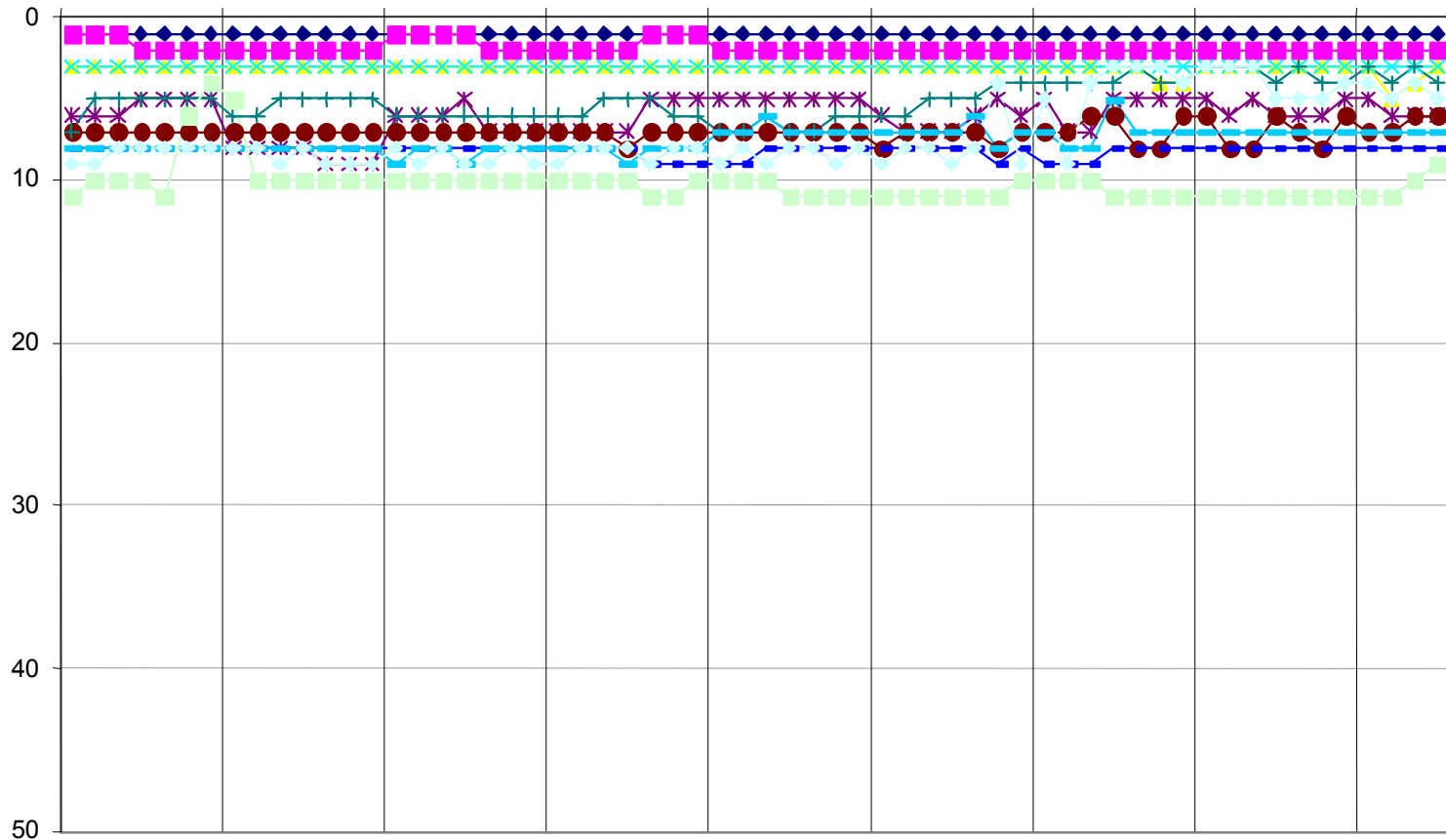
- [Organic Optimization Planning & Deployment](#)
- [Organic Optimization: Discovery Phase](#)
- [Organic Optimization: Strategy Phase](#)
- [Tactical Organic Optimization – On Page](#)
- [Tactical Organic Optimization – Off Page](#)
- [Organic Optimization Maintenance](#)

60 Day Historic Ranking
by Search Engine Group

SE Google

date

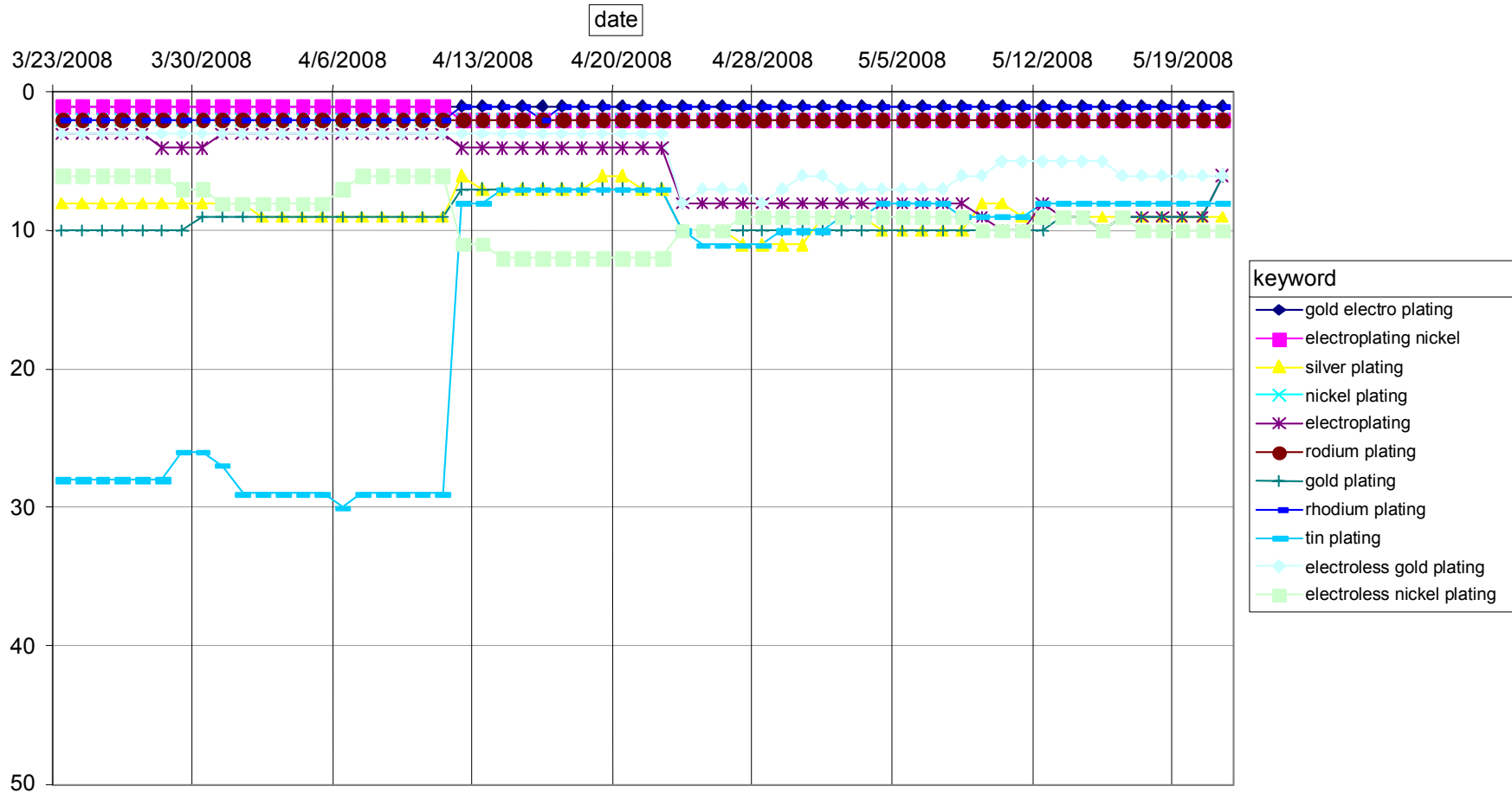
3/22/2008 3/29/2008 4/5/2008 4/12/2008 4/19/2008 4/27/2008 5/4/2008 5/11/2008 5/18/2008



- | keyword | |
|---------|----------------------------|
| ◆ | gold electro plating |
| ■ | electroplating nickel |
| ▲ | silver plating |
| ✕ | nickel plating |
| ✱ | electroplating |
| ● | rhodium plating |
| + | gold plating |
| ■ | rhodium plating |
| ■ | tin plating |
| ◆ | electroless gold plating |
| ■ | electroless nickel plating |

SE | Yahoo

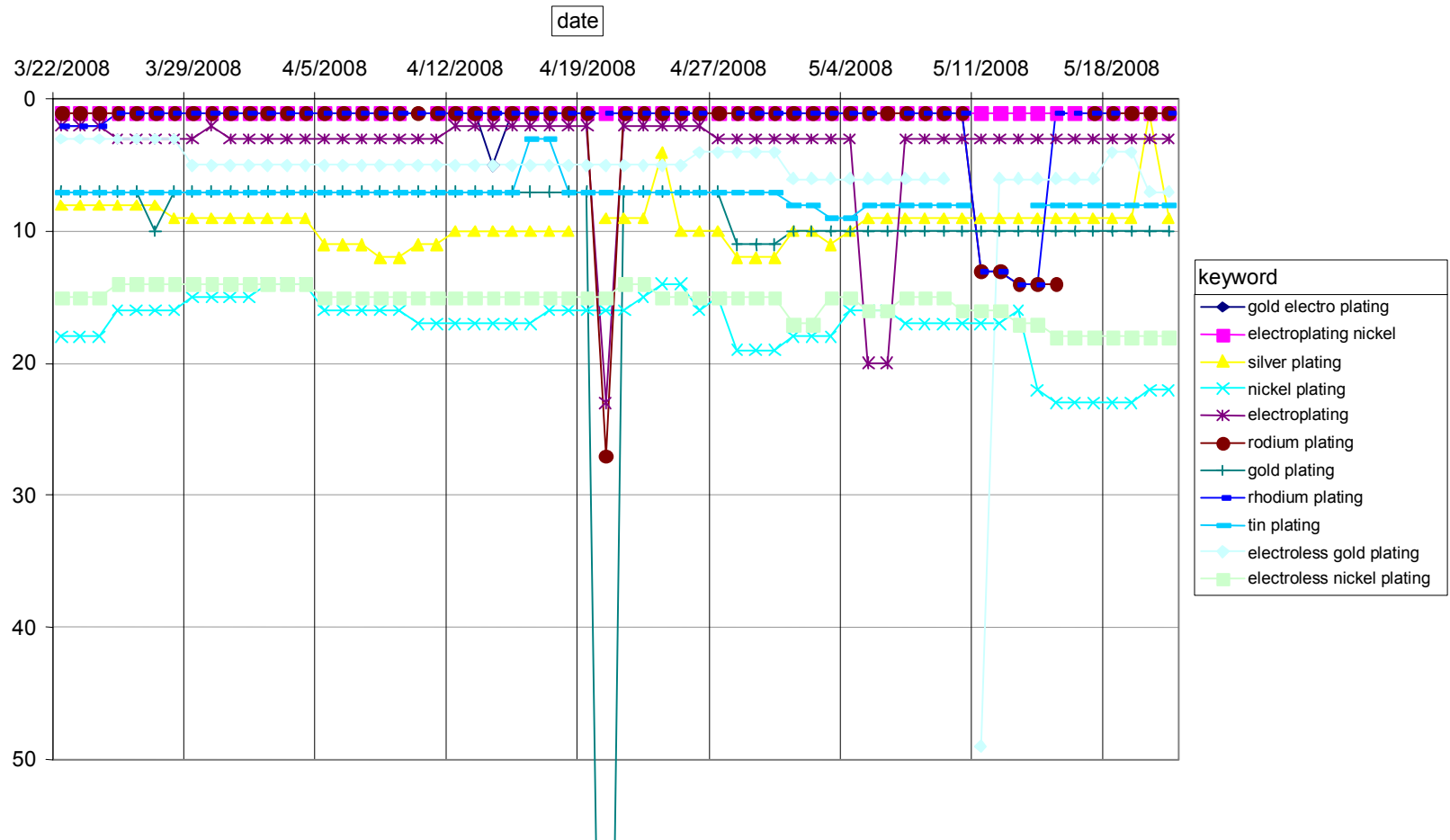
60 Day Historic Ranking by Search Engine Group





SE

60 Day Historic Ranking by Search Engine Group



Keyword Progress

Rankings have improved on Google. We recently regained our Page One ranking for “electroless plating nickel”. “rodium plating” has also improved, moving into the number six position. “gold electroplating” remains ranked at Number One. “gold plating” continues to rank in the top 5.

	DomainName.com	goldplater.com	artisanplating.com	electroplating.com
electroplating	6	-	-	9
nickel plating	3	-	-	-
electroless nickel plating	9	-	-	-
gold plating	4	-	7	-
silver plating	3	-	-	-
tin plating	7-8	-	-	5
rhodium plating	8/9	-	6	-
gold electroplating	4/5	-	7	-
gold electro plating	1		4/5	
electroless gold plating	8	-	-	-
electroplating nickel	2	-	-	-
rodium plating	7/8	-	-	-
palladium plating	2	-	3	-

MSN rankings have improved as well. We recently garnered a new Number One ranking for “rodium plating”. We continue to rank Number One for “electroplating nickel”, “rhodium plating” and “gold electro plating”. “electro plating” remains in the top 5. “gold plating” now resides on the bottom of Page One.

The site’s Yahoo rankings remain strong and stable. The site currently occupies 2 Number One rankings for “rhodium plating” and “gold electro plating”. “nickel plating”, “electroplating nickel” and “rodium plating” all remain in the top 5 positions on Page One. We believe that the site may benefit from Yahoo’s search submit express program, which appears to be directly affecting their organic listings. Unfortunately, Yahoo’s search submit express program is a paid service, which requires both a submission fee and a fixed amount per click. Additional information can be found at:

<http://searchmarketing.yahoo.com/srchsb/sse.php?mkt=us>. We will continue to monitor the site’s rankings and make any necessary adjustments to our SEO strategy.

Expanding Your Web Presence

The following SEO work was performed:

Meta Tag update – Changed meta description to make SERP more enticing to the end-user:

Update	Description
<meta name="description">	DomainName - Provider of precious and semi-precious B2B plating services including; gold, silver, rhodium, palladium, nickel, tin, copper, a chrome alternative and more.

- Backlink Count – The following chart shows our monthly PageRank value and backlink count. The numbers are retrieved by entering the following queries into the search box:

Google: Google Account user:DomainName@positionresearch.com psswr:DomainNames

Other: link:<http://www.DomainName.com>

NOTE: As of 8/1/2007 Results obtained from Yahoo! Site Explorer

MSN: links to <http://www.DomainName.com>

	Google PR	Google	MSN	Yahoo
<i>Apr 2006</i>	3	35	893	304
<i>May 2006</i>	3	35	871	279
<i>June 2006</i>	3	35	905	272
<i>July 2006</i>	3	35	709	255
<i>Aug 2006</i>	3	30	668	338
<i>Sep 2006</i>	3	30	802	359
<i>Oct 2006</i>	4	30	728	344
<i>Nov 2006</i>	5	28	692	329
<i>Dec 2006</i>	5	28	646	311
<i>Jan 2007</i>	4	27	704	312
<i>Feb 2007</i>	4	17	595	336
<i>Mar 2007</i>	4	246	723	329
<i>Apr 2007</i>	4	226	N/A	301
<i>May 2007</i>	4	232	23	308
<i>June 2007</i>	4	232	22	327
<i>July 2007</i>	4	328	23	327
<i>Aug 2007</i>	4	339	22	411
<i>Sept 2007</i>	4	307	72	362
<i>Oct 2007</i>	4	212	77	243
<i>Nov 2007</i>	4	205	81	355
<i>Dec 2007</i>	4	303	63	353
<i>Jan 2008</i>	3	296	36	349
<i>Feb 2008</i>	4	263	36	349
<i>Mar 2008</i>	3	313	31	287
<i>Apr 2008</i>	4	368	53	352
<i>May 2008</i>	4	353	126	337

*Beginning March 2007, Google backlink numbers are retrieved from the Google Webmaster account.

- Link building – Link Goal: 52 links. Obsolete links have been deleted and the links page has been updated. We have reviewed the following list of 93 links:

<http://www.lupedigital.com/busines-software.html>
<http://www.stay-at-our-san-diego-hotel.com/attractions/gaslamp.html>
<http://www.24sis.com/Domain.html>
<http://www.imlsworkforce.org/>
<http://wrota.info/>
http://www.student-part-time-jobs.com/student_jobs_asia.asp
<http://www.seniors-site.com/index/Articles/Money/Money+management>
<http://www.boatlinks.com/link.asp?ObjectID=3598>
<http://www.sourcecode.se/freelink.php>
<http://www.bankruptcyhelp.org.uk/links.asp?cat=car%20interiors>
http://www.sgh.socccergaming.com/sgh_main.php?ViewLinks=all
http://www.antechindia.com/web_casting.html
<http://www.wavedrag.com/misc/auctions/>
<http://www.softzdirectory.com/index.php?c=10>
<http://www.travelfactfile.com/travel/d>
<http://www.increaserank.info/companies.html>
<http://educational-frontiers.com/EducationSystems.html>
<http://www.gcmshoppingnetwork.com/>
<http://www.flyfishingdot.com/feedback.html>
<http://www.933thewave.com/>
<http://www.seodense.com/>
<http://www.gbtracker.com/whatsnew.ihtml>
<http://www.rivermarket10.com/lpolicy.php>
<http://www.autosbynick.com/contact.html>
<http://www.net-informer.com/telecommunications/e-commerce.html>
<http://www.financialservice4u.com/>
<http://www.rivermarket10.com/lpolicy.php>
<http://www.maktubak.com/men.shtml>
<http://www.power-tools-4u.co.uk/>
<http://www.brainsurgeryin.com/medical-services.php>
<http://www.professional-services-4u.co.uk/>
<http://www.internet-services-4u.co.uk/>
<http://www.ecommerce-asia.co.uk/index.php>
<http://www.giftgiftideas.com/pages/Jewelry>
<http://www.christmasgiftscento.com/pages/Jewellery>
<http://acihoist.com/IR6.htm>
<http://www.chocolate-history.com/conching.php>
<http://www.heavymachineryinfo.com/pages/Metal>
<http://www.computerpartuk.co.uk/>
http://www.studentcomputer.org.uk/related_content/business.html
<http://www.plasma-group.co.uk/resources.html>
<http://www.933thewave.com/>
<http://www.southeastxtremediving.com/>

<http://www.acamcordersz.com/>
http://www.jaipurjewelers.com/dir/gold_jewelry.htm
<http://www.parkermotion.com/links.htm>
<http://www.switches.machinedesign.com/guiEdits/WebResources-1.aspx>
<http://www.nutsandbolts.com/resources/Electronics.html>
<http://www.sheffield-cutlery.com/shoplink.html>
<http://www.wpw-inc.com/linksw.html>
<http://www.sandersrfconsulting.com/links.htm>
http://www.dalmarplating.com/links_of_interest1.htm
<http://www.cvilleindustries.com/resources2/>
<http://www.frontrangewarehouse.com/estore/links/directory14.html>
<http://www.pronine.ca/companies.htm>
<http://engineeronline.ws/links.htm>
http://www.flowmeterdirectory.com/flowmeter_links.html
<http://www.ultrasonicdirectory.com/link.html>
<http://www.thaiinstrumentation.com/links.html>
<http://www.superfineshine.com/otherlinks.htm>
<http://www.valvedirectory.com/link.html>
<http://www.steelonthenet.com/links/related.html>
<http://www.cercurtiss.com/indlnks/indlnks14.htm>
<http://www.magnetsinc.com/resources2.html>
<http://www.americanbuff.com/links/plating.html>
<http://www.pti-world.com/resources.html>
<http://www.qcinspect.com/weblink.htm>
<http://www.secowarwick.com/links.htm>
<http://www.boin-gmbh.com/linkpage/indser.htm>
<http://www.canadianminingnews.com/linkspage.htm>
<http://www.galgon.com/links/indlinks.htm>
<http://www.pauljackson.biz/523/links/links.html>
<http://www.blades-uk.com/links.php>
http://www.lapping.com/lapping_links.htm
<http://www.oceanmachinery.com/steel-links-links-to-steel-web-sites.htm>
<http://www.kurttekin.com/>
http://lynncoins.com/hobby_supplies.htm
<http://www.jewellerycatalogue.co.uk/links.php>
<http://www.activelifting.com.au/links.htm>
<http://www.cncspares.co.uk/links.htm>
http://www.intersolinc.com/links/north_america.htm
<http://www.usmintquarters.com/links.htm>
<http://www.famat.fr/liens.htm>
<http://www.gordonengland.co.uk/xlinks.htm>
<http://www.thetoolhut.com/useful-links.html>
<http://www.design-mfg.net/links.htm>
<http://www.icitechdirect.com/links/electroplating.html>
<http://www.abcsafetymart.com/safety-industry-links.html>
<http://www.swdgems.com/partner/gold-gold.htm>
http://www.nugentec.com/OtherPages/links_Reciprocal.htm
<http://www.imageindustries.com/links/index.asp>

Expanding Your Web Presence

http://www.steves.co.za/Links_4.html
<http://awesomemegems.com/links-business.html>

- Error checking. Reviewed site for any broken links, missing graphics, and other errors. **Found None**
Index check – ensured website is indexed in all major engines.
- Backup. Website folders backed up for redundancy. **(Updated 05-08)**
- **Duplicate Content Search – Performed search for duplicate content on other websites, which may adversely affect rankings.**

Found that the following pages have some duplicate content. Below is a description of how to interpret your Duplicate Content Report

Condition	Description
Low Threat	Offending page does not pose a significant threat to your website
Caution	Offending page may have a significant amount of duplicate content. Consider Recommendations listed below
Danger	We highly recommend taking action ASAP. Recommendations listed below.

Sample Reading:

Dup %	URLs:	PR
	http://www.yoursite.com	
33%	http://www.offendingsite.com	-99

Dup % – Frequency of plagiarism from offending web page (33% = Offending site uses content from your webpage 33% of the time).

URLs – Non color coded URLs are your website's page; color coded URLs are offending website's page.

PR (PageRank) – How important the listed page is to Google (10 = most important, 0=least important, -99=no PageRank information available).

Note: *An offending site with a PR of -99 typically is a low threat.*

Position Research recommends you consider one of the following remedies:

Resolution	Description	Optimized Page	Non-Optimized Page
Change Content	Modify Content to alleviate Duplicate Content Threat	X	X
Client Issues DMAC (Digital Millenium Copyright Act)	Send out a "cease and desist" notification to offending site. DMAC can be submitted to major Search Engines to Request offending site be removed from their search results	X	X
No Robot Tag	Place the following Meta Tag in the head portion of your web page to instruct Search Engines not to index this page: <META NAME="ROBOTS" CONTENT="NOINDEX,NOFOLLOW">		X

Contact Position Research for additional information.

Expanding Your Web Presence

Condition	Dup %	URLs:	PR	Word String	Size	Count	Match %
		http://www.DomainName.com/about.htm	-99	15	40	3	100%
Caution	33%	http://www.antonent-inc.com/about.htm	2				
Caution	33%	http://www.goldfathers.com/links.htm	1				
Caution	33%	http://www.goldfathersoutlet.com/links.htm	1				
no threat	33%	http://www.portfolio.com/resources/company-profiles/422036	(99)				
no threat	33%	http://www.aboutus.org/DomainName.com	(99)				
no threat	33%	http://www.metetechnologysdnbhd.com/aboutus	(99)				
no threat	33%	http://www.metalcoaters.ca/about.htm	(99)				
		http://www.DomainName.com/links.htm	3	15	40	4	75%
Caution	25%	http://www.watchband.de/verzeichnis.htm	3				
Caution	25%	http://www.goshinryu.com/links/links.htm	3				
Caution	25%	http://www.celticgiftshop.com/linkadmin/files/Sapphire_Jewelry.html	3				
Caution	25%	http://www.mylemon.com/LEMON_LAW_LINKS-3.htm	2				
Caution	25%	http://www.zorinmaterial.com/home/resources.cfm	2				
Caution	25%	http://www.jodime.com/links/jewelry.html	2				
Caution	25%	http://www.jodime.com/links/giftsstore.html	2				
Caution	25%	http://www.completemartialarts.com/links/weapons-swords.html	1				
Caution	25%	http://www.wholesale-beads.org/	1				
Caution	25%	http://www.kellysearchasia.com/qv-product-44505.html	1				
		http://www.DomainName.com/ourservices.htm	3	15	40	3	33%
no threat	33%	http://ecopark-madurai.com/index.php?option=com_content&task=view&id=21&Itemid=38	(99)				

Sincerely,

Kasey Wallrath
Search Engine Analyst
Position Research, Inc.

Reviewed by:
Dave Johnson, Director of Marketing
Gil Vidals, CEO