

Q&A – What You Can Expect

Your question for any potential SEO firm should be, will they help you implement a quality, functional and affordable online marketing solution, show you how to harness its benefits and ensure a quantifiable return on investment? Here is what Vayu Media delivers and questions you should ask any other SEO firms you are considering:

1 What kind of results can we expect?

We have a proven track record. You can be assured of getting results. 97% of all our Customers rank on the 1st page of Google. A few examples of which are:

MagMutual.com

1st page for "medical practice insurance"
(out of 65.8 Million)

TheSpringsCostaRica.com

1st page for "conferences in Costa Rica" (out of 9.9 Million)

LeatherCreationsFurniture.com

1st page for "custom leather furniture" (out of 4.8 Million)

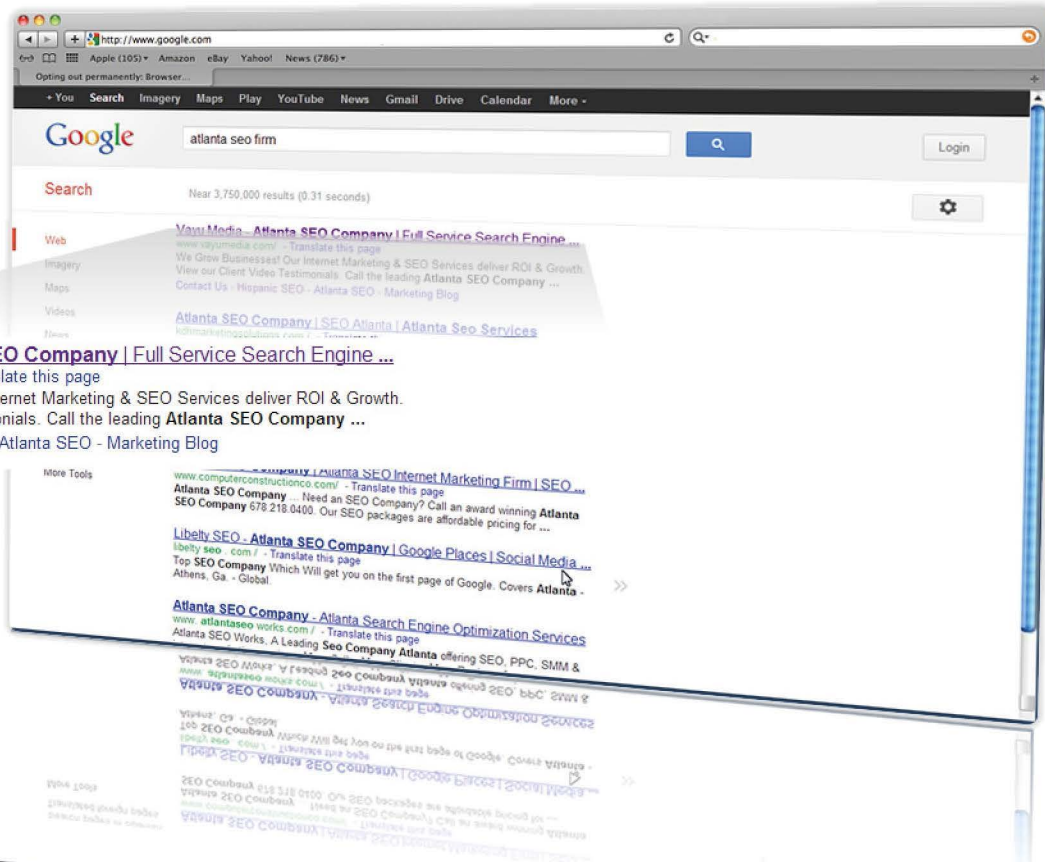
...just to name a few

2 What are the Goals for my Website and Business?

We always set out with the initial Goal of a baseline metric to grow your business by 30%

3 Have you been able to optimize your own website to the top of Google?

We are number #1 on Google for 266 keywords because we have the formula. Not many other companies can back up their "claimed" expertise with their own site's ranking.



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4 What is your approach and strategy with each client?

We are a different kind of company. We deliver a Paradigm Shift in which businesses should not just think about SEO and keywords. It is about keywords that convert and grow your business.

We are Agents of Growth, not simply doing SEO or PPC or web design. Vayu Media works like a pair of glasses for any business looking to take advantage of internet marketing. We bring the best keywords into focus and remove the guesswork. Keywords that deliver the highest conversions, that lead to real customers and business growth, not just site traffic and tire kickers. That is how businesses need to think about their online marketing.

Analytical + Strategy to deliver the best results.

And we are absolutely confident in our ability to deliver results, we don't make you sign any long term contracts, unlike other companies. Everything is Month-to-Month. We say to ourselves, let us show you how we can grow your sales. The burden is on us.

Our purpose as Agents of Growth is to drive highly targeted traffic to your site and convert them into leads or customers. This is achieved through our effective and highly successful search engine optimization.

With a highly optimized website, you will receive targeted traffic through search engine optimization that we will setup, configure, launch and maintain. This will include the keywords that deliver the highest ROI.

Growing your Business is Why We Get Hired!

5 What kind of competitive advantages do you think set you apart from the rest of the industry players?

1. Our main competitive advantage and special formula is our process outlined below. It is a proven method that we apply to every client. Hence our ability to maintain an extremely high customer loyalty rate of 98%.

2. Secondly Personal service is one of the key ingredients in the success of Vayu Media. At Vayu Media we like to feel we are working with our clients, as well as for them. So, we become your Partner not your Vendor.

6 What statistics do you have that show the benefits of your SEO?

Results show it all.

1. All Vayu Media SEO campaigns have doubled search traffic
2. SEO campaigns aware of their ROI achieve returns in excess of 200%
3. Our services have enabled firms to grow their sales by over 30%

7 Explain your methodology to us. What processes do you use to create repeatable results for clients over and over again?

This involves a 5 Step holistic approach to the SEO process from...

1. A proprietary keyword analysis process that identifies keywords that will yield the highest potential ROI in the shortest period of time, based on a careful balance between demand & competition within our clients target market
2. To incredible onsite SEO and time spent on metatags, H1 tags, landing pages, text formatting, variations of the primary KW collections) for optimal search engine recognition
3. To our special and proprietary collection of a network of sites for highly effective Link Building, where it is a focus on thematic and Quality over Quantity
4. To on site user flow optimization to maximize conversation rates of visitors and minimize abandonment
5. All the way to the bank...conversion tracking that closes the loop on the actual results we are delivering in terms of leads and sales generated for our clients to continue to refine and improve on every aspect of our SEO efforts. Closing the entire loop with deep mining of site analytics to measure true ROI and implementation of staged adjustments to improve on each segment of the holistic strategy.



Contact us if you need any assistance

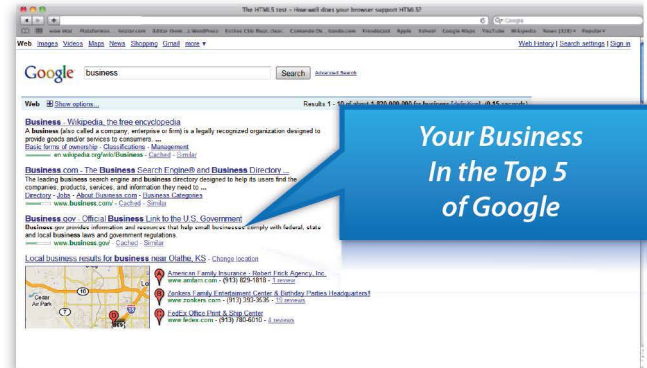
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8 Are there any innovations or bits of news within your company that can assure us of your expertise and stability?

We are growing rapidly and are also in several partnership discussions to become the sole SEO and internet marketing arm of some major business entities. Our latest innovation is the development and implementation of a keyword analysis algorithm that identifies high yielding keywords. In tandem with that is an ingenious mechanism to roll out those keywords for each client almost instantaneously and gain almost real time analytics and management data.



What all this really means is an optimization campaign that can be highly profitable, delivers a Return on Investment and Grows Your Business!

In conclusion



is the firm, if you are looking for a PARTNER that can...

Approach your project as if it were our business we were growing.

Creatively plan beyond the currently outlined scope.

Deliver a truly effective online marketing solution that will set your business as a benchmark for others to follow

