



Search Engine Optimization

Internet Promotions Management ^{AI}



Deco Moldings, Inc.

6 Month benchmark report:

Not much to say here. 46.3% visibility penetration, up from 33% in March. Our strongest SEO ever was 88% on 18 phrases in a targeted niche high tech market; you have 83 phrases in a pure retail environment.

We're spending 50 hours per month building inbound links around key phrases; this is the result. Shooting for 80% by end of August, a good 9-month scorecard!

May 2006

- Mouldings and Elite, supports traffic to Moldings.
- 3 Site Summary (incl. Subdomains):

	<u>MAY</u>	<u>JAN</u>
o First Place Rankings-	223	N/A
o First Page Rankings-	1,339	497
o Top 30 Rankings-	2,837	777
o Gain/Loss, last 30 days-	+2,299	+736
- Sub-Domain Aggregate Scores:

o First Page Rankings-	27
o Top 30 Rankings-	599
o Gain/Loss, last 30 days-	+ 761

PRIMARY DOMAIN PERFORMANCE

Search Positions for www.decomoldings.com/

Visibility Statistics				
First Place Rankings: 102	Top 5: 311	Top 10: 512	Top 20: 789	Top 30: 979
Moved Up: 860	Moved Down: 155	Same: 170	Total: 1185	Gain/Loss: 705
Keywords: 83	Engines: 32	Visibility Score: 13315	Visibility Percentage: 16.71	

Search Positions for www.elite-wainscoting.com

Visibility Statistics				
First Place Rankings: 46	Top 5: 178	Top 10: 317	Top 20: 544	Top 30: 670
Moved Up: 612	Moved Down: 122	Same: 37	Total: 771	Gain/Loss: 490
Keywords: 83	Engines: 30	Visibility Score: 8042	Visibility Percentage: 10.77	

Search Positions for www.decomouldings.com

Visibility Statistics				
First Place Rankings: 48	Top 5: 169	Top 10: 281	Top 20: 469	Top 30: 589
Moved Up: 501	Moved Down: 158	Same: 57	Total: 716	Gain/Loss: 343
Keywords: 83	Engines: 33	Visibility Score: 7463	Visibility Percentage: 9.08	

SUBDOMAIN PERFORMANCE

Search Positions for <http://cornice.decomoldings.com/>

Visibility Statistics				
First Place Rankings: 0	Top 5: 6	Top 10: 19	Top 20: 64	Top 30: 87
Moved Up: 111	Moved Down: 13	Same: 4	Total: 128	Gain/Loss: 98
Keywords: 83	Engines: 32	Visibility Score: 939	Visibility Percentage: 1.18	

Search Positions for <http://molding.decomoldings.com/>

Visibility Statistics				
First Place Rankings: 6	Top 5: 31	Top 10: 79	Top 20: 143	Top 30: 200
Moved Up: 272	Moved Down: 6	Same: 0	Total: 278	Gain/Loss: 266
Keywords: 83	Engines: 32	Visibility Score: 2739	Visibility Percentage: 3.44	

Search Positions for <http://wainscot.decomoldings.com/>

Visibility Statistics				
First Place Rankings: 21	Top 5: 78	Top 10: 131	Top 20: 222	Top 30: 312
Moved Up: 404	Moved Down: 7	Same: 7	Total: 418	Gain/Loss: 397
Keywords: 83	Engines: 32	Visibility Score: 4056	Visibility Percentage: 5.09	