

| Assumptions Per URL      |                       |                                     |                    | SERP Rank CTR's | Competitive Weighting |                 | Cost Multiplier Difficult Serp Adjustment |             | Difficulty Adjustment |
|--------------------------|-----------------------|-------------------------------------|--------------------|-----------------|-----------------------|-----------------|---|-------------|-----------------------|
| Revenue                  |                       | Average Costs                       |                    | Position #1     | 18.20%                | Cost Multiplier | 1.42                                      | Avg SERP CI |                       |
| Average SERP CTR         | 6.10%                 | Research                            | \$25.00            | Position #2     | 10.10%                | CI Threshold    | 50  |             | 100                   |
|                          |                       | Content                             |                    |                 |                       |                 |   |             |                       |
| Conversion Rate          | 1.50%                 | Development                         | \$250.00           | Position #3     | 7.20%                 | CI Adjustment   | 0.2                                       |             | 90                    |
|                          |                       | Editing & Production                | \$100.00           | Position #4     | 4.80%                 |                 |   |             | 80                    |
| Average Conversion Value | \$150.00              | Content Cost #4                     | -                  | Position #5     | 3.10%                 |                 |   |             | 70                    |
|                          |                       | Content Cost #5                     | -                  |                 |                       |                 |   |             | 60                    |
|                          |                       | Total                               | \$375              |                 |                       |                 |   |             | 50                    |
|                          |                       |                                     |                    |                 |                       |                 |   |             | 0                     |
| Keyword                  | Monthly Search Volume | (Optional) Current SERP Rank If 1-5 | Potential Visitors | Conversions     | Revenue               | Avg SERP CI     | Costs                                     | MER         |                       |
| seo software             | 5,400                 |                                     | 329                | 5               | \$741.15              | 64              | \$532.50                                  | 1.39        |                       |
| seo service              | 4,400                 | 5                                   | 136                | 2               | \$306.90              | 64              | \$532.50                                  | 0.58        |                       |
| seo basics               | 2,400                 | 1                                   | 437                | 7               | \$982.80              | 54              | \$532.50                                  | 1.85        |                       |
| seo link building        | 2,900                 | 3                                   | 209                | 3               | \$469.80              | 58              | \$532.50                                  | 0.88        |                       |
| seo analysis             | 1,900                 |                                     | 116                | 2               | \$260.78              | 51              | \$532.50                                  | 0.49        |                       |
| seo tool                 | 1,600                 |                                     | 98                 | 1               | \$219.60              | 60              | \$532.50                                  | 0.41        |                       |
| seo link tools           | 28                    |                                     | 2                  | 0               | \$3.84                | 62              | \$532.50                                  | 0.01        |                       |
| organic seo              | 2,400                 |                                     | 146                | 2               | \$329.40              | 63              | \$532.50                                  | 0.62        |                       |
| seo services             | 18,100                |                                     | 1,104              | 17              | \$2,484.23            | 70              | \$532.50                                  | 4.67        |                       |
| seo tools                | 8,100                 |                                     | 494                | 7               | \$1,111.73            | 64              | \$532.50                                  | 2.09        |                       |
| <b>Total</b>             | <b>47,228</b>         | <b>3</b>                            | <b>3,071</b>       | <b>46</b>       | <b>\$6,910.22</b>     | <b>61</b>       | <b>\$5,325.00</b>                         | <b>1.30</b> |                       |

| Assumptions Per URL      |                       | Average Costs                       |                    | SERP Rank CTR's |                   | Competitive Weighting |             |                    |             |
|--------------------------|-----------------------|-------------------------------------|--------------------|-----------------|-------------------|-----------------------|-------------|--------------------|-------------|
| Revenue                  |                       | Research                            | \$25.00            | Position #1     | 18.20%            | DA Threshold          | 30          | DA Multiplier      | 2.5         |
| Average SERP CTR         | 6.10%                 | Content Development                 | \$150.00           | Position #2     | 10.10%            | PA Threshold          | 40          | PA Multiplier      | 1.5         |
| Conversion Rate          | 1.50%                 | Production                          | \$50.00            | Position #3     | 7.20%             | DA Discount Rate      | 15%         |                    |             |
| Average Conversion Value | \$150.00              | Links                               | \$175.00           | Position #4     | 4.80%             | PA Discount Rate      | 10%         |                    |             |
|                          |                       | <b>Total</b>                        | <b>\$400</b>       | Position #5     | 3.10%             |                       |             |                    |             |
| Keyword                  | Monthly Search Volume | (Optional) Current SERP Rank If 1-5 | Potential Visitors | Conversions     | Revenue           | Avg SERP DA           | Avg SERP PA | Costs              | MER         |
| seo software             | 5,400                 |                                     | 329                | 5               | \$741.15          | 65                    | 66          | \$1,390.00         | 0.53        |
| seo service              | 4,400                 |                                     | 268                | 4               | \$603.90          | 51                    | 59          | \$1,390.00         | 0.43        |
| seo basics               | 2,400                 | 1                                   | 437                | 7               | \$982.80          | 82                    | 60          | \$1,390.00         | 0.71        |
| seo link building        | 2,900                 | 3                                   | 209                | 3               | \$469.80          | 78                    | 62          | \$1,390.00         | 0.34        |
| seo analysis             | 1,900                 |                                     | 116                | 2               | \$260.78          | 74                    | 33          | \$850.00           | 0.31        |
| seo tool                 | 1,600                 |                                     | 98                 | 1               | \$219.60          | 60                    | 62          | \$1,390.00         | 0.16        |
| seo link tools           | 28                    |                                     | 2                  | 0               | \$3.84            | 71                    | 68          | \$1,390.00         | 0.00        |
| organic seo              | 2,400                 |                                     | 146                | 2               | \$329.40          | 60                    | 58          | \$1,390.00         | 0.24        |
| seo services             | 18,100                |                                     | 1,104              | 17              | \$2,484.23        | 68                    | 70          | \$1,390.00         | 1.79        |
| seo tools                | 8,100                 |                                     | 494                | 7               | \$1,111.73        | 65                    | 68          | \$1,390.00         | 0.80        |
| <b>Total</b>             | <b>47,228</b>         | <b>2</b>                            | <b>3,203</b>       | <b>48</b>       | <b>\$7,207.22</b> | <b>67</b>             | <b>61</b>   | <b>\$13,360.00</b> | <b>0.54</b> |