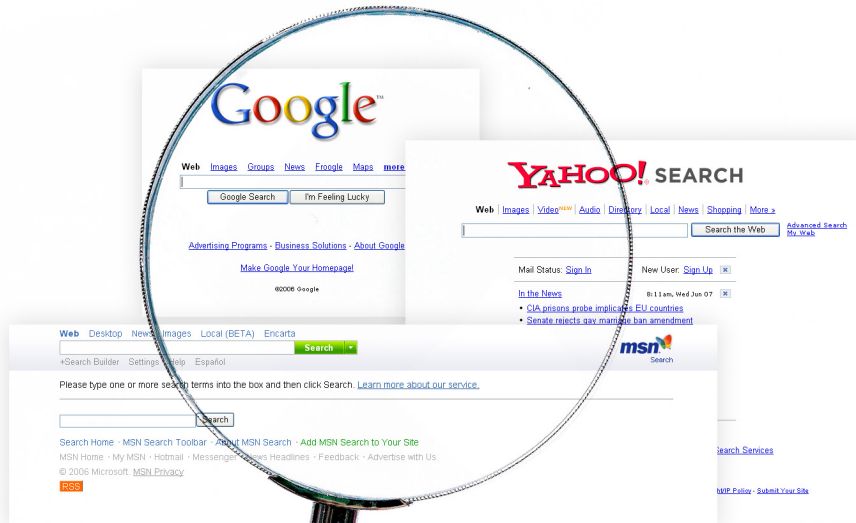




Search Engine Optimization

What you can expect with Search
Engine Optimization



Contact us at (512) 249-1600
Email to info@thummas.com
www.thummas.com



Benefits for using Search Engine Optimization

Find your site in the top ten search results of the major search engines like

Google, Yahoo and MSN

Drive hundreds of visitors to your website

Increase your sales and lead generation with the large numbers of potential clients who will find your site through search engines

Receive a report two weeks after the email is sent that will show you what percentage opened the email, clicked through to the site from the email, and even who forwarded the email

These days, a large percentage of the population does all its research through the major search engines - Google, Yahoo and MSN. There are millions of websites on the Internet. Can you afford to be lost among the shuffle of those millions of sites and lose potential sales? With Search Engine Optimization, your site can be found in the top ten results which conveys a feeling of trust and credibility in your potential clients.

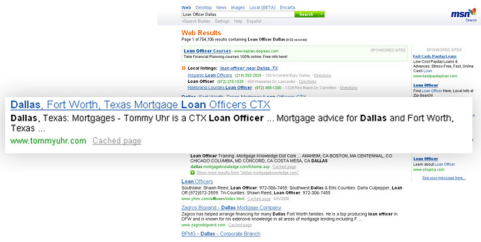
“Search engine optimization has been a great business purchase. My website is always in the top ten search results in Yahoo and MSN, and has increased my Internet leads.”

Tommy Uhr *CTX Mortgage Company Loan Officer*



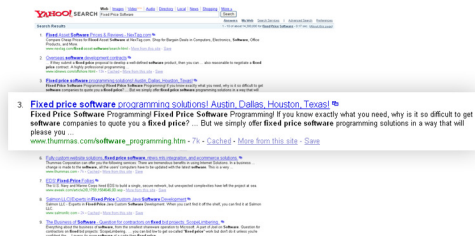
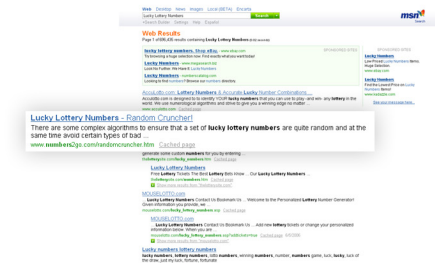
Examples of Search Engine Optimization

**Loan Officer Dallas
Loan Officer Fort Worth
TommyUhr.com (number 1 result)**



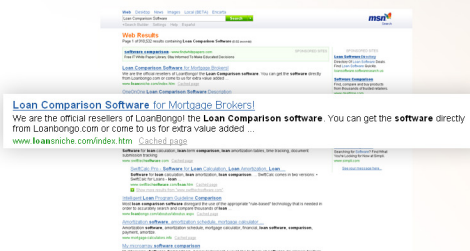
**Dallas Custom Home Builder
StephensonCustomHomes.com (top 20 results)**

**Lucky Lottery Numbers
Numbers2Go.com (number 2 result)**



**Fixed Price Software
Thummas.com (number 3 result)**

**Loan Comparison Software
LoansNiche.com (number 1 result)**



Search Engine Optimization (SEO) Pricing

- I. SEO fee is due up-front in full (100%).
- II. Your website may not show up in the Top 20 search results 100% of the time. It is possible that it could bounce between the Top 20 and Top 30, but it will be in the Top 20 a majority of the time.
- III. By the nature of these services, we cannot offer any type of guarantee that your website will be found in the Top 20 search results.
- IV. The techniques used to perform SEO services cannot be revealed due to the highly confidential nature of the service.
- V. Currently, we do not perform SEO services if the total number of Internet searches of all related key phrases per month on all major search engines (per domain name) is more than 50,000.
- VI. Your website must be hosted on one Thummas Corporation's servers in order for us to perform SEO services.
- VII. Monthly Maintenance:
 - a. Monthly Maintenance is subject to change after the first six months due to market changes.
 - b. The Monthly Maintenance fee begins only after the first appearance of your website in the Top 20 search results of the selected search engines.
- VIII. Pricing can be affected by:
 - a. The usage of some specialized technologies that can potentially inhibit our ability to optimize your website.
 - b. The current position of your website in the search engines.
 - c. The competition for the spots for the selected key phrase in the Top 20 search results of the selected search engine.
 - d. If your website was developed by another person or company (\$1,000).
 - e. If your current website has a Page Rank of 2 or less.
- IX. These prices are valid through March 30, 2008. After that date, the prices will be evaluated and possibly changed.

Search Engine Optimization Pricing

Upgrade to Google Package*

Up-front Fee ----- \$6,000

- For up to 1,000 total internet searches of all related key phrases per month on all major search engines (per domain name)*

Monthly Fees

- For the 1st 1,000 total internet searches of all related key phrases per month on all major search engines (per domain name) ----- \$175/month
- For every additional 500 total internet searches of all related key phrases per month on all major search engines (per domain name) ----- \$55/month

Additional Fees

- For every additional 500 total internet searches of all related key phrases per month on all major search engines (per domain name) ----- \$950
- If your current website isn't in the top 300 results of the Google search results ----- \$1,200

Search Engine Optimization for Google typically takes about 5-8 months before your website will show up in the Top 20 results.

The 'total internet searches of all related key phrases per month' is found by typing the selected search phrase in the Overture Suggestion Tool (the current address is inventory.overture.com). The numbers for selected search phrase account for about 40% of the actual number of times that the phrase is searched. Take this number and multiply it by 2.5 and it will give the 'total internet searches of all related key phrases per month.'

- Pricing valid until March 30, 2008

Search Engine Optimization Pricing

Yahoo and MSN Package*

Up-front Fee ----- \$4,500

- For up to 1,000 total internet searches of all related key phrases per month on all major search engines (per domain name)*

Monthly Fees

- For the 1st 1,000 total internet searches of all related key phrases per month on all major search engines (per domain name) ----- \$135/month
- For every additional 500 total internet searches of all related key phrases per month on all major search engines (per domain name) ----- \$45/month

Additional Fees

- For every additional 500 total internet searches of all related key phrases per month on all major search engines (per domain name) ----- \$750
- If your current website isn't in the top 300 results of the Yahoo and MSN search results ----- \$1,200

Search Engine Optimization for Yahoo and MSN typically takes about 4-6 months before your website will show up in the Top 20 results.

The 'total internet searches of all related key phrases per month' is found by typing the selected search phrase in the Overture Suggestion Tool (the current address is inventory.overture.com). The numbers for selected search phrase account for about 40% of the actual number of times that the phrase is searched. Take this number and multiply it by 2.5 and it will give the 'total internet searches of all related key phrases per month.'

- Pricing valid until March 30, 2008