



Sales: 260.442.3942
 Support: 260.442.3943
 Fax: 888.317.2817
 Corporate: 260.420.2222

CORPORATE
 3213 Stellhorn Road
 Fort Wayne, IN 46815

www.cirrusabs.com

Why Bother With SEO?

IT GETS YOU FOUND.

Let Cirrus ABS Put Search Engine Optimization to Work for You.

These are the top three Internet search engines:



They account for 94-percent of search traffic, as this chart shows.

Engine	Market Share			Query Volume (millions)			Volume Change	
	Jan-08	Dec-08	Jan-07	Jan-08	Dec-07	Jan-07	M-O-M	Y-O-Y
Google	68.6%	68.1%	61.9%	5,886	5,563	3,898	5.8%	51.0%
Yahoo!	16.7%	17.0%	22.7%	1,430	1,386	1,426	3.2%	0.3%
Bing	6.7%	9.1%	8.9%	743	746	560	-0.3%	32.7%
Ask	3.7%	3.6%	3.4%	322	298	215	8.0%	49.4%
AOL	1.7%	1.7%	1.6%	149	137	101	8.4%	46.7%

That's why we focus our efforts on optimizing your website so *Google*, *Yahoo!*, and *Bing* (formerly *MSN Live*) can find it. Because if they can find it—and rank it high on a Search Engine Results Page (SERP)—your audience will find it. And that means business.

A significant part of our Search Engine Optimization (SEO) process is loading your website content with key words and keyword phrases. These are mostly generic terms that best define your products, your services, your industry, and any other relevant facts. They're the words people will likely type into a search engine query if they're looking for what you offer but don't know who you, specifically, are. And these are the words the search engine will latch onto, index, and use to rank your site on a Search Engine Results Page. The greater the density of these words on your site, the higher you'll rank on the SERP, and the better your chances of attracting visitors.

If you're looking for proof that Search Engine Optimization works, check out what it's done for a representative sample of our clients.

You can, of course, view the SEO rankings of the following Cirrus ABS clients for yourself on the Web. Just click on the keywords presented in the charts. Please keep in mind that SEO rankings are in a constant state of flux, often varying from week to week. So the current ranking online may differ from what you see here, which was current at the time these charts were created.

Petroleum Parts, Inc.
petroleumpartsinc.com

PPI is the petroleum industry's premier source of new and rebuilt gas pumps and related parts. Its rebuilt products are offered at a significant savings over new. The company also boasts a wide range of manufacturing capabilities, from reengineering to graphics to powdercoating to thorough gas-pump system testing and beyond.

Important Keyword Phrases for search visibility include:

Updated on 2/5/10

Google (overall rank)	Yahoo! (overall rank)	Bing (overall rank)
Remanufactured Dispensers (1)	Remanufactured Dispensers (2)	Remanufactured Dis pensers (1)
Remanufactured Gas Pump Parts (1)	Remanufactured Gas Pump Parts (1)	Remanufactured Gas Pump Parts (1)
Rebuilt Gas Pumps (1)	Rebuilt Gas Pumps (1)	Rebuilt Gas Pumps (2)
Remanufactured Gas Pumps (1)	Remanufactured Gas Pumps (3)	Remanufactured Gas Pumps (2)

Mutton Power Equipment
muttonpower.com

Mutton Power Equipment is a lawn and outdoor power-equipment dealer located in Fort Wayne, Indiana. It has a 50-year history of providing quality products and exceptional service. This has earned the company a loyal customer base throughout the state and the Midwest. Mutton's two locations offer a wide selection of products and cater not only to individuals but also to businesses, large and small.

Important Keyword Phrases for search visibility include:

Updated on 2/5/10

Google (overall rank)	Yahoo! (overall rank)	Bing (overall rank)
Fort Wayne Power Equipment (1)	Zero Turn Mowers Fort Wayne (1)	Fort Wayne Mowers (1)
Tractors Fort Wayne (1)	Fort Wayne Power Equipment (2)	Zero Turn Mowers Indiana (4)
Lawn Mower Parts Fort Wayne (1)	Fort Wayne Tractor Repair (1)	Indiana Mower Parts (1)
Indiana Lawn Equipment (2)	Indiana Power Equipment (2)	Indiana Power Equipment (1)

Petroleum Traders Corp.
petroleumtraders.com

Petroleum Traders Corporation is the largest pure wholesaler of gasoline and diesel fuels in the United States, providing discount fuel to commercial, government, and wholesaler customers alike. What it offers in national supply strength it matches with proactive local service.

Important Keyword Phrases for search visibility include:

Updated on 2/5/10

Google (overall rank)	Yahoo! (overall rank)	Bing (overall rank)
Wholesale Gasoline (1)	Fuel Traders (1)	Fuel Traders (1)
Fuel Traders (1)	Fuel Tank Monitoring Services (2)	Dyed ULSD (1)
Wholesale Diesel (1)	Commercial Diesel Supplier (3)	Commercial Diesel Supplier (1)
Dyed ULSD (1)	Dyed ULSD (4)	Fuel Tank Monitoring Services (1)

F&M Tile & Terrazzo Co. Inc.
fandmtile.com

In its 50 years of business, F&M Tile & Terrazzo has established itself as a leading provider of quality ceramic and stone surfaces for countertops and floors. It is particularly known in the tile and granite industry for its competitive pricing and commitment to customer satisfaction.

Important Keyword Phrases for search visibility include:

Updated on 2/5/10

Google (overall rank)	Yahoo! (overall rank)	Bing (overall rank)
Quartz Countertops Fort Wayne (1)	Fort Wayne Tile Surfaces (1)	Quartz Countertops Fort Wayne (1)
Fort Wayne Tile Surfaces (1)	Quartz Countertops Fort Wayne (1)	Fort Wayne Tile Surfaces (1)
Fort Wayne Terrazzo (1)	Fort Wayne Granite Surfaces (1)	Fort Wayne Terrazzo (2)
Marble Countertops Fort Wayne (1)	Fort Wayne Terrazzo (1)	Fort Wayne Granite Surfaces (2)

Russ Moore Transmissions
russmoore.com

Russ Moore Transmission is a family-owned business that's been serving Fort Wayne, Warsaw, and surrounding areas in Indiana for over fifty years. The company has established itself as a leader in transmission repair using the latest technology and equipment.

Important Keyword Phrases for search visibility include:

Updated on 2/5/10

Google (overall rank)	Yahoo! (overall rank)	Bing (overall rank)
Transmission Repair Fort Wayne (1)	Warsaw Transmission Service (1)	Transmission Service Indiana (1)
Transmission Fort Wayne (1)	Transmission Repair Fort Wayne (1)	Warsaw Transmission Service (1)
Warsaw Transmission Service (1)	Transmission Service Indiana (1)	Transmission Fort Wayne (2)
Transmission Service Indiana (3)	Transmission Fort Wayne (1)	Transmission Repair Fort Wayne (3)

Amalgamated Inc.
amalgamatedinc.com

Amalgamated Inc. is a worldwide distributor of diesel fuel additives. It specializes in diagnosing fuel problems and offers diesel fuel packages to improve the performance of diesel fuel. Since 1979, the mission of Amalgamated Inc. has been to provide a formulation consisting only of those additive components customers want to improve the quality of their diesel fuel products.

Important Keyword Phrases for search visibility include:

Updated on 2/5/10

Google (overall rank)	Yahoo! (overall rank)	Bing (overall rank)
Custom Fuel Additives (1)	Custom Fuel Additives (1)	Custom Blended Fuel Additives (1)
Custom Blended Fuel Additives (1)	Custom Blended Fuel Additives (1)	Custom Fuel Additives Formulation (1)
Custom Fuel Additives Formulations (1)	Custom Fuel Additives Formulation (2)	Custom Fuel Additives (1)
Premium Fuel Additives (2)	Premium Fuel Additives (6)	Premium Fuel Additives (3)

Granite Ridge Builders Inc.
graniteridgebuilders.com

Granite Ridge Builders is the largest home builder in Northeast Indiana with thousands of quality homes built in Fort Wayne, Northeast Indiana, and Northwest Ohio.

Important Keyword Phrases for search visibility include:

Updated on 2/5/10

Google (overall rank)	Yahoo! (overall rank)	Bing (overall rank)
Home Builders Fort Wayne (1)	Home Builders Fort Wayne Indiana (1)	Professional Home Builders Fort Wayne (2)
Fort Wayne Home Builder (1)	Home Builder Fort Wayne (2)	Fort Wayne Home Builders (4)
Builders Fort Wayne (1)	Fort Wayne Home Builders (2)	Home Builders Fort Wayne (5)
New Homes Fort Wayne (1)	Builders Fort Wayne (3)	Builders Fort Wayne (8)

**You want SEO results. We'll get you results that mean business.
 It's all a part of our NetCentered approach.
 Visit our website, cirrusabs.com, or call us at 260.420.2222**

About Us

Cirrus ABS is a full-service Web developer, marketing resource, and business consultant founded in 1995. We specialize in deploying NetCentered business strategies, our proprietary approach to helping companies leverage the Internet and Internet-based technologies to best achieve their business goals. From our base in Fort Wayne, Indiana, we've worked with hundreds of diverse enterprises across the country. They range from Fortune 500 companies, such as Toyota and Intel, to numerous small- and medium-sized businesses, both local and regional. Today we also have offices in Indianapolis, Atlanta, and Los Angeles, enabling us to extend our NetCentered business solutions to a broader clientele. Among the many services we provide are website creation, Web application and software development, search-engine optimization, traditional and Web-based marketing, new-business development, and business process innovation.

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