



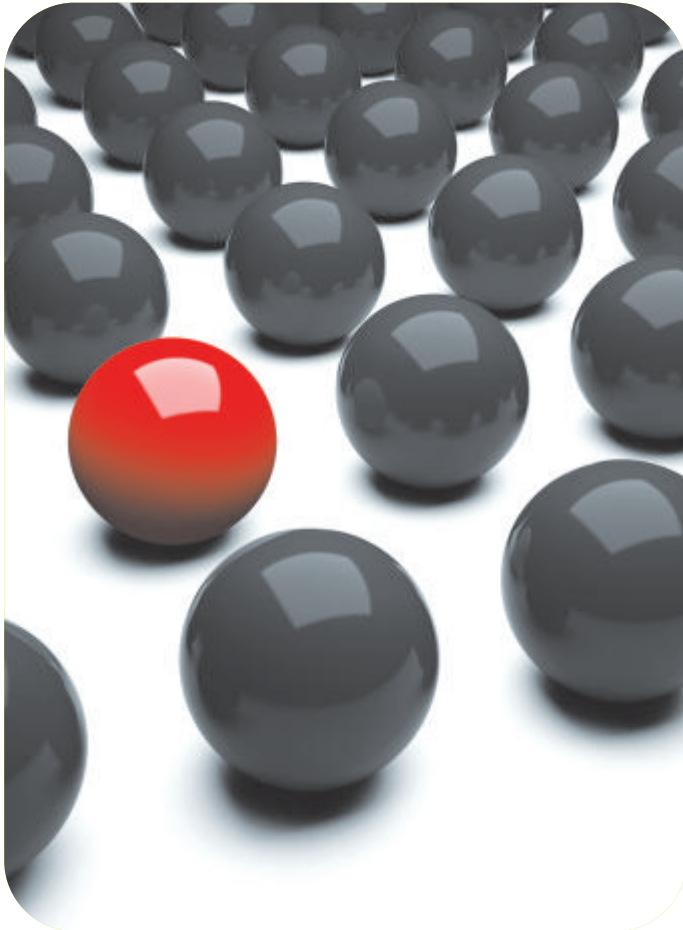
 **netsmartz**  
ONLINE BRAND MANAGEMENT



WWW.NETSMARTZ.NET



Your brand is your identity. In the online world, it's your identity on steroids.



*The Net is the brand manager's dream. Given right direction and sound management, a branding campaign can penetrate the market at the speed of Web 2.0.*

Establishing your brand on the Net is more important than ever. Without a managed brand focus, your site will be lost among thousands of other sites that offer the same product or service. The good news is that where there's a web, there's a way.

Our brand management service builds your online presence by placing you in *multiple media formats* on the Net.

It's not just distribution - it's *penetration* - using all the tools in the media expert's

### ***We're talking . . .***

- social media optimization
- reputation management
- social announcement portals
- article circulation
- deep link submissions
- blogs and forums
- onsite video and animation
- MySpace promotion
- viral marketing
- YouTube promotion
- eBay promotion
- press release distribution



You can trust us with your company's reputation

### We look at the elements ...

- your unique selling proposition
- your message
- your logo
- your audience
- your marketing objectives
- your offline identity

and the trajectory of your overall market campaign

### And we start with deep analysis. . .

- What is the "space" in which you're operating?
- Who is the competition?
- What are the opportunities and threats?
- How does your site stack up in the search engines?
- How do people find you on the web?
- How do people see you on the web?



### Then we go to work .

Our strategy is 100% custom tailored and right-sized to your situation and budget. We look at the design of your site and make sure it fits your message. We compute the "usability quotient" of your site, and make sure it works for your users. Then we begin a systematic campaign to promote you. Multi-dimensionally.

### We understand that ...

Branding is not only about beating the competition, it's about your prospects seeing you as the unique solution to their business problem. Your objectives, and ours, are to make your brand:

- Manifest consistently
- Communicate clearly
- Connect emotionally
- Assert your credibility
- Motivate the buyer
- Establish customer loyalty

### Online brand management

exists in the new, exciting kinds of communication made possible by the Web. Netsmartz believes that your brand is constructed from the sum total of user perceptions your site, the links to your site, what others say about your site ...

A strong online brand can be a touchstone in your industry. It's taking your market message and tying on a rocket. And, since these are the things we do, we would love to help.

**Click here or call, toll free, at 1-888-661-6967 and we'll be there!**

### Free Brand Snapshot

Netsmartz offers a free brand "snapshot."

**Click here to request**



## About Netsmartz, the company

### Netsmartz: A brief Introduction

Netsmartz, LLC. is headquartered out of Rochester, NY. Our six offices span two continents. Our development staff in the U.S. and India allows us the ability to offer a 24 hour development environment and speed to market that was once only imaginable. Today, we have a well deserved reputation for providing exciting multimedia content, creating innovative Internet business applications, providing top-of-the-line Internet Marketing Services, and offering high quality, low cost solutions. Our professional IT services aim at empowering your enterprise. From getting e-businesses up, creating enticing and powerful web based applications, managing technology infrastructure, and getting top-notch search engine rankings for your web sites, we are focused on helping your business do better. We help you to achieve your desired goals on time and within budget. We address the specialized needs of today's marketplace to offer a complete business and technology. .

Netsmartz E-marketing team has provided Internet Marketing Services to over 250 clients yielding impressive results and is continues to excel in this dynamic medium.

Our E-marketing Services include many facets of Internet Marketing. Through organic search engine marketing techniques we have helped our clients reach No.1 positions on Google™ and Yahoo! for competitive and industry-relevant keywords. Our successful project deliveries have helped our clients increase traffic significantly and boost sales by as much as 700%.

### Some key Statistics:

Established: 1999

Company Structure: Privately Held

Number of Employees: 350+



### Certifications:

\*This is a partial Client List.

**CMMI level-3**



**ISO 9001:2000 Certified**

**ISO 9001:2000  
Certified**

**Google™ ADWORDS Qualified Company**

To verify authenticity please copy & paste the following URL in your IE:

[https://adwords.google.com/select/ProfessionalStatus?id=fp2loqqaju9ncBPRruVB2g&hl=en\\_US](https://adwords.google.com/select/ProfessionalStatus?id=fp2loqqaju9ncBPRruVB2g&hl=en_US)



**Yahoo! Search Marketing Ambassador**

To verify authenticity please click or copy & paste the following URL in your IE:

[Http://searchmarketing.yahoo.com/af/amb\\_confirm.php?type=amb&id=1073](Http://searchmarketing.yahoo.com/af/amb_confirm.php?type=amb&id=1073)



**Microsoft® Gold Certified Partner**





**Netsmartz has impeccable credentials**

## **Netsmartz Facility**

### **Rochester, NY**

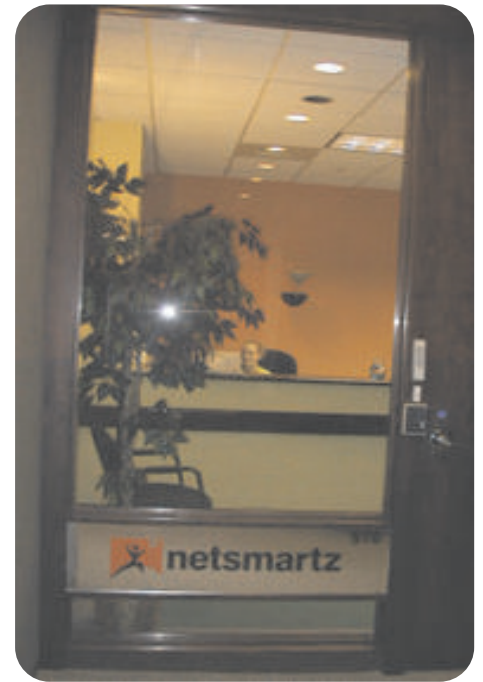
332 Jefferson Road,  
Rochester, NY 14623

#### **Contact:**

Tel: +1-888-661-8967

Fax: +1-815-550-2295

Phone: 585.340.1166 x 161 (Jack Dhariwal CEO)



## **Mohali, India**

Netsmartz, IT - C6, Sector 67,  
Mohali - 160062, Punjab, India

Tel: +91-172-3068070-73

Fax: +91-172-3068074

585.739.7165 (Manipal Singh - CTO and COO)  
585.486.9848 (Nick Rana - Head of Operations)  
585.244.3968 (Terry Boothman - Sales Director)



## Appreciation from loyal clients

### What our clients say about us - A few testimonials

“Haven't found a better company and 'm never going to waste my time finding one either. SEO/Link building, Web development, Flash animations, Flash Tutorials you name it, these guys do it AND these guys are the best in what they do!”

**Rouslan Semenov -admin@giftspassion.com**

**Owner - Gifts Passion, LLC.**

**www.giftspassion.com**

“Hi. I gave Netsmartz two totally separate SEO projects for two very competitive keywords. First I wanted a top 10 ranking on Google™.com for the term 'Cross Stitch' and there are almost 2 million results returned - They managed it easily.

I also wanted a top 10 ranking on Google™.com for the term 'Patio Heaters' and there are over 1.5 million results - again they easily achieved this.

Two highly competitive keywords completely separate sites and yet BOTH results were achieved.

Netsmartz are a highly organized and capable company. They produced the results I required within a time frame we agreed and at a price we agreed. Nothing went over time or budget.

All questions were answered quickly and with the details I required. It was great to hand over the project to them and not have to worry about any of it. Netsmartz are probably the best 'outsourced' company I have worked with. They are professionals through and through and I look forward to working with them again. Great work and thank you.”

**Alan MacLachlan - alan@alljigsawpuzzles.co.uk**

**Director**

**alan@alljigsawpuzzles.co.uk**

“Netsmartz is one of the best internet marketing and SEO companies around! They exceeded our expectations every time, kept us immediately updated with all work happening on the project, submitted very detailed and professional reports, and went above and beyond their project scope to help take our success to the next level. We are already doing more business with Netsmartz as they have done so much to help get rankings for our business on our top keywords in Google™. This is an honorable and trust worthy outfit, which truly delivers value for money.”

**Tom Grassi tomg@vegasexperts.com**

**www.vegasexperts.com**

“My search for a top line SEO service vendor has definitely ended with Netsmartz! Not only are these guys good at what they do but they are also very reliable and trustworthy and offer “value for money” deals. Instead of silently working towards fulfilling “baseline contractual obligations”, they keep advising and correcting you all along the way and bring about the best possible results. I've already completed a few smaller ones with them and have now entrusted them with a \$35,000 project! These SEM guys at Netsmartz rock!!!”

**Ravi Prasher - ravi@tortel.ca**

**President Tortel Communications**

**www.tortel.ca, www.bizphones.ca, www.miMOBILE.com, www.splct.com**

“Netsmartz did a very good job for us. They deliver what they promise and they are always on time. They did a great job of correcting all problems to our complete satisfaction. Very professional.”

**Danny Wheeler - dannyw@abletoaid.com**



## Appreciation from loyal clients

"Netsmartz handled this project with professionalism throughout. They kept us informed every step of the way and were willing to offer good advice whenever requested. We would have no hesitation in using them again or recommending them to others."

**George Kounis** [gkounis@singleclicksolutions.co.uk](mailto:gkounis@singleclicksolutions.co.uk)  
[www.singleclicksolutions.co.uk](http://www.singleclicksolutions.co.uk)

"This provider is one that works with the highest quality of professionalism. I was waiting for the many typical questions that come up during a project like this. I was wondering when they would come up only to find they were well on there way to completing the work. The work had begun "behind the scenes," you could say. A job well done!"

**Acey Gaspard** [acey.gaspard@gmail.com](mailto:acey.gaspard@gmail.com)

"Netsmartz got my site on the first page of the SE's for my highly competitive keywords. I came to them with high expectations, and they delivered as promised. Great communication. Terrific work. I look forward to working with them again."

**Christopher Robinson** [ZEKE33@aol.com](mailto:ZEKE33@aol.com)

"Netsmartz were very professional every step of the way. Kevin & co would patiently answer all my questions and try to accommodate all my requests. They share their knowledge and willingly cooperate to find a right solution. They don't shy away from some extra job just to make sure you are satisfied. I've seen some tangible increase in website traffic as a result of SEO & Submission that Netsmartz did, and plan to continue working with them to maintain and increase the high rankings that we achieved."

**Alex Leonov** [ALeonov@meshnetics.com](mailto:ALeonov@meshnetics.com)  
[www.meshnetics.com](http://www.meshnetics.com)

"Mike, Nick, and the rest of the Netsmartz team are true experts in what they do. Look no further on Elance, Netsmartz delivers the project on time and according to specification. They even made the extra effort to change the anchor text in our project halfway through, even though it was very late for us to ask for this. Once again, they are the obvious choice for your next project."

Keith Tuomi [Keithtuomi@gmail.com](mailto:Keithtuomi@gmail.com)

"This is a solid, structured professional company. I think they actually did very good job on my project. I am saying "I think" because I realize now that it is very difficult to see obvious results for SEO. But I got some independent person to monitor company position before and after SEO project was done by Netsmartz and he came to the conclusion that [www.EZMoving.com](http://www.EZMoving.com) positioning was much better for the local keywords ( what we optimized for), than what it was before Netsmartz took the project. I would recommend this company. They do a good job for actually a fraction of a cost that other companies offered."

**Jeff Morgan**  
[www.ezmoving.com](http://www.ezmoving.com)

"Netsmartz carried a good job and shifted our web traffic in a very noticeable way. Thanks for their good work."  
Yasin Celik [yasincelik@ttnet.net.tr](mailto:yasincelik@ttnet.net.tr)

"Great company. I'm already discussing my next project them with. Highly recommend!"

**Susan Sweet** [SuesHealthCenter@aol.com](mailto:SuesHealthCenter@aol.com)  
[www.sueshealthcenter.com](http://www.sueshealthcenter.com)