



From Ranks to Riches!



Corky Carroll's Surf School marketing 11 years ago was a chalk board in Huntington Beach



They now have a resort in Costa Rica and are the number one ranked surf school in the world



Quote from Rick Walker owner and founder of Corky Carroll's Surf School

*"I would like to thank you for the excellent job you and your associates have done with our website over the last **11 years**. As you know, we are usually number one or at least in the top five for all of the major search engines. Our number of emails has increased steadily since signing up with your service. It is also important that the majority of emails we receive result in a purchase.*

*"Before your service, we were teaching surf lessons in California and selling about 12 of our high-margin, one-week learn-to-surf-in-Costa Rica packages per year. In the first year of implementing your service, our Costa Rica **business quadrupled**, the second year it **doubled** again, and the third year it even **doubled** from that! "*

<u>Some of their Keyword Phrases</u>	<u>Google Ranking</u>	<u>Searches per Month (Google)</u>
Surf School	2 (first surf school company)	~ 74,000
Surf lessons	3	~ 33,000
Surfing School	1	~ 9,900
Surf schools	1	~ 8,100
Surfing school California	2	~ 390
Surf school California	2	~ 210

Date of ranking information: 01/26/2010.