



Location, Location, Location!!!



You would never build an office building in the desert; why build a website that isn't found by the search engines?

Fairfax provides software consulting services for FileNet/IBM products. Fairfax's website is ranked higher than FileNet's own website for the most important search terms. Each customer has a value in the \$100,000's for consultancy

Quote from David L. Suess, President and CEO

"Your ability to keep our Website at number one consistently in our industry on numerous search engines, such as Google, Alta Vista and Excite has yielded tremendous inquiries into our products. We experienced an increase in hits of almost 2,000% in our first year. Being number one on the major search engines helps our business compete against our competitors by guiding customers to our Website first!"

"Our IT staff spent a large amount of time and effort to build what I thought was a great Website. But, I realized that no matter how great it looked, it could not be found by interested customers on the Internet. Your ability to understand our line of business and to translate that to the numerous search engines is providing great results and a web presence that demonstrates our ability to be the leader in our industry. "

Some of their Keyword Phrases	Google Ranking	Searches per Month (Google)
Filenet developer	1	~ 590
Filenet solution	1	~ 260
Filenet consultant	1	~ 320
Filenet implementation	2	~ 260

Date of ranking information: 01/26/2010.