

What words describe your business?

Same Words = Different Results

The image displays three search engine results pages for the query "golf products".

- Google:** Shows a search bar with "golf products" and a search button. Below the search bar, there are sponsored links for "TGW - The Golf Warehouse" and "Golfsmith.com".
- Yahoo!:** Shows a search bar with "golf products" and a search button. Below the search bar, there are sponsored links for "Order Golf Products Now" and "Golf Products".
- Bing:** Shows a search bar with "golf products" and a search button. Below the search bar, there are sponsored links for "golf products" and "Golfsmith.com".

Arrows point from the text "Paid Results (highlighted)" to the sponsored links in all three search engines. Arrows point from the text "Natural Results" to the organic search results in all three search engines.

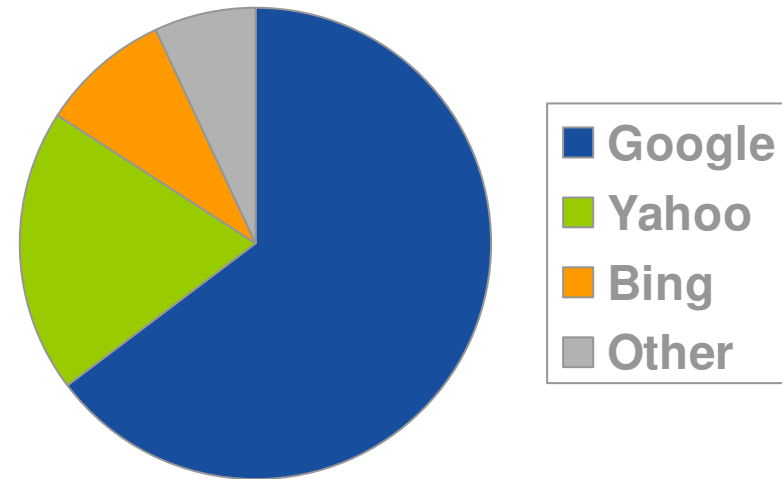


For more information call (800) 864-2754 | (760) 942-4227

Golf Yellow Pages, since 1994
Marketing Services
Salesforce.com® for Golf
services of Sellbox Inc.

Opportunities exist because natural results vary between search engines

- Search engine market share*
 - Google: 64.7%
 - Yahoo: 19.3%
 - Bing: 8.9%



*comScore, July 2009



For more information call (800) 864-2754 | (760) 942-4227

Golf Yellow Pages, since 1994
Marketing Services
Salesforce.com® for Golf
services of Sellbox Inc.

Begin by collecting & analyzing your competition: Benchmarking*

- We capture the top 10 “natural search” results on Google, Yahoo & Bing
- We rank them based on search engine market share
- We gather key statistics:
 - Website traffic
 - Inbound link reports
 - Title, Description and Keywords used by each website

* online, your competitors are anyone using your keywords



For more information call (800) 864-2754 | (760) 942-4227

Golf Yellow Pages, since 1994
Marketing Services
Salesforce.com® for Golf
services of Sellbox Inc.

Why Competitive Benchmarking?

- **Identify** keyword competitors and study best practices
- **Discover** new business & partnering opportunities
- **Create** a reference point for making changes and managing progress
- **Learn** what you must do (continue to do?) to rank higher in search results



For more information call (800) 864-2754 | (760) 942-4227

Golf Yellow Pages, since 1994
Marketing Services
Salesforce.com® for Golf
services of Sellbox Inc.

Create a Custom Benchmark Report for Your Business

Call to learn more about creating reports for your business, products or services.

(About the cost of a couple NFL game tickets)

David Wogahn

(800) 864-2754 or (760) 942-4227

david@golfyellowpages.com



For more information call (800) 864-2754 | (760) 942-4227

Golf Yellow Pages, since 1994
Marketing Services
Salesforce.com® for Golf
services of Sellbox Inc.

A Few Definitions

- Search Term: how you phrase a search engine query.
- Keyword: a word or phrase describing the information found on a page on your website. The objective is for a site's keywords to match search engine queries.
- PageRank: a link analysis algorithm developed by Google to “measure” a site's relative importance.
- In-bound links: links from one website to your website. Google interprets a link from page A to page B as a vote, by page A, for page B.
- DMOZ: a multilingual open content directory of World Wide Web links owned by Netscape and maintained by a community of volunteer editors.
- SEO: Search Engine Optimization



For more information call (800) 864-2754 | (760) 942-4227

Golf Yellow Pages, since 1994
Marketing Services
Salesforce.com® for Golf
services of Sellbox Inc.

Benchmark	Search Term: course supplies			Domain Name
	Google	Yahoo	Bing	
8.44	1	4	4	www.reliablegolf.com
7.11	3	1		www.golfcoursesupplies.net
6.49	4	5	2	www.markersinc.com
5.82	2			www.golfcoursesupplies.com
3.88	5			www.tradekey.com
3.24	6			www.coursigns.com
2.59	7			www.dmoz.com
1.94	8			www.opticsplanet.net
1.86		6	1	www.markersinc.com (different url)
1.74		2		www.golfcoursesupplies.co.uk
1.72		3	9	www.mhgolfcoursesupplies.com
1.29	9			www.google.com
0.77		7		www.nyma.org
0.71			3	www.supplychainonline.com
0.65	10			www.kellysearch.com
0.58		8		www.golfcoursesupplies.co.za
0.53			5	www.tpctraining.com
0.45			6	www.reliableracing.com
0.39		9		www.agripacific.com
0.36			7	www.tatsupply.com
0.27			8	www.acad.ab.ca
0.19		10		www.grasslandcorp.com
0.09			10	www.knowledgestorm.com

Benchmark		Alexa Traffic Information			Page	Dmoz	Yahoo	Zoom Info
Ranking	Domain Name	Rank	Time/Site	Links-in	Rank	entry?	entry?	entry?
8.44	www.reliablegolf.com	7,750,833	2.30	17	3	Yes	No	No
7.11	www.golfcoursesupplies.net	13,914,711	No data	1	-	No	No	No
6.49	www.markersinc.com	2,052,863	1.20	19	3	Yes	No	No
5.82	www.golfcoursesupplies.com	10,057,720	No data	8	2	No	No	No
3.88	www.tradekey.com	7,624	6.80	1,579	7	No	No	No
3.24	www.coursigns.com	9,778,605	0.80	7	1	Yes	No	Yes
2.59	www.dmoz.com	771	3.90	35,637	8	Yes	Yes	No
1.94	www.opticsplanet.net	18,593	3.10	814	6	Yes	Yes	Yes
1.86	www.markersinc.com (different url)	2,052,863	1.20	19	3	Yes	No	No
1.74	www.golfcoursesupplies.co.uk	No data	No data	No Data	-	No	No	No
1.72	www.mhgolfcoursesupplies.com	No data	No data	No Data	1			
1.29	www.google.com	1	8.80	678,718				
0.77	www.nyma.org	6,838,481	1.20	32	4	Yes	Yes	Yes
0.71	www.supplychainonline.com	2,039,574	3.20	31	5	Yes	Yes	Yes
0.65	www.kellysearch.com	13,075	1.30	1,242	6	Yes	Yes	Yes
0.58	www.golfcoursesupplies.co.za	15,176,913	No data	4	2	No	No	No
0.53	www.tpctraining.com	5,631,268	0.90	11	4	No	Yes	No
0.45	www.reliableracing.com	1,844,872	2.00	79	5	Yes	Yes	No
0.39	www.agripacific.com	8,473,049	4.70	13	3	No	No	No
0.36	www.tatsupply.com	22,001,722	No data	3	2	No	No	No
0.27	www.acad.ab.ca	1,040,293	2.60	240	7	Yes	Yes	Yes
0.19	www.grasslandcorp.com	3,439,691	2.80	13	3	No	No	No
0.09	www.knowledgestorm.com	13,824	0.90	692	6	Yes	Yes	Yes

Benchmark				
Ranking	Domain Name	Title Meta Tag	Description meta tag	Keywords meta tag
8.44	www.reliablegolf.com	Golf Course Supplies by Reliable: equipment for golf courses, golf ranges, golf clubs, golf tournaments and golf schools	Products for golf courses and golf ranges you'll find no where else, including revolutionary Fairway Feel natural fiber practice mats. The Tee Sentry, Golf marking stakes, greens brush mats.	golf courses,golf ranges,golf clubs,golf schools,golf course equipment,golf course products,golf tournament supplies,suppliers,golf lessons,golf instruction ,golf netting,golf nets,golf tees,astroturf,golf course maintenance equipment,discount
7.11	www.golfcoursedesupplies.net	Golf Course Supplies - Equipment for golf courses and ranges	Products for golf courses and golf ranges including golf course signs, maintenance and safety supplies, and supplies course accessories from flags to rakes. from Barr Display	practice green flag sets,royaline flagsticks,range flags,plastic square rope stakes,hazard markers,plastic square hazard markers,chix disposable tee towel ,golf towels,large cotton golf towels,point and shoot marking wand,proximity marker set,seed and soil,seed and soil bottle
6.49	www.markersinc.com	Golf Course Supplies, Athletic Supplies - Golf Course Supplier	GOLF COURSE SUPPLIES • Superintendents ONE Stop Shopping ONLINE supplier of golf course + driving range supplies. Retail • Wholesale • CALL (866) 617-6275.	golf course supplies driving range supplier equipment flags supply

Benchmark				
Ranking	Domain Name	Title Meta Tag	Description meta tag	Keywords meta tag
5.82	www.golfcoursesupplies.com	Golf Course Supplies, fertilizers, markers, herbicides	GOLF COURSE AMENITIES, The online directory of companies in the golf course supplies and amenities industry, with links	golf course supplies,links,golf course amenities,chemicals,pesticides,herbicides ,fungicides,fertilizers,grass fertilizer,turf fertilizers,organic,fertilizer ,flags,yardage markers,tees,cups,mulch,grass seed,signs,organic fertilizers ,overseed,tee towels,golf,course,supplies,amenities,maintenance,landscape,supplies ,meters,trash bins,tee markers,benches,ball washers,sand bins,divot repair,accessories,water cooler stations,soil ammendments,soil,sand,clay particles ,peat,topdressing material,plant care,rakes,shovels,clippers,cliper,shears,landscape maintenance,turf products,soil probes,testing equipment,soil samplers ,weather monitoring,moisture meters,testers,samplers
3.88	www.tradekey.com	Business to Business (B2B) Marketplace - Manufacturers directory for international trade leads	TradeKey.com Business to Business marketplace, B2B Marketplace, Import export marketplace over 3,000,000 members, offers b2b directory, catalog & trade leads to importer, buyer, exporter, manufacturer, wholesaler, supplier.	tradekey.com,business to business marketplace,b2b marketplace,manufacturers directory,wholesale product,importers,exporters,import export,trade leads,international trade
3.24	www.coursigns.com	Golf Course Supplies by coursigs: equipment for golf courses, golf ranges, golf clubs, golf tournaments and golf schools	Missing	golf courses,golf ranges,golf clubs,golf schools,golf course equipment,golf course products,golf tournament supplies,suppliers,golf lessons,golf instruction ,golf netting,golf nets,golf tees,astroturf,golf course maintenance equipme nt,discount

Benchmark				
Ranking	Domain Name	Title Meta Tag	Description meta tag	Keywords meta tag
2.59	www.dmoz.com	Open Directory - Business: Consumer Goods and Services: Sporting Goods: Golf: Course Supplies	None	None
1.94	www.opticsplanet.net	OpticsPlanet – Best Binoculars, Night Vision, Rifle Scopes, Sunglasses, Flashlights, Telescopes, Range Finders, Microscopes & more on Sale	OpticsPlanet - Best Binoculars, Night Vision, Rifle Scopes, Sunglasses, Flashlights , Telescopes, Range Finders, Microscopes & more on Sale	binoculars,rifle scopes,prescription sunglasses,telescopes,microscopes,spottin g scopes,night vision,radar guns,speed gun,optics,bushnell,atn,nikon,leupold ,serengeti,bolle,opticsplanet
1.86	www.markersinc.com (different url)	Golf Course Supplies, Athletic Supplies - Golf Course Supplier	GOLF COURSE SUPPLIES • Superintendents ONE Stop Shopping ONLINE supplier of golf course + driving range supplies. Retail • Wholesale • CALL (866) 617-6275.	golf course supplies driving range supplier equipment flags supply

Benchmark				
Ranking	Domain Name	Title Meta Tag	Description meta tag	Keywords meta tag
1.74	www.golfcoursesupplies.co.uk	Golf Course Supplies.co.uk	Steve Massam Golf Course Supplies - Golf Course Supplies Specialists	steve massam,massam,landscape supplies,landscape,golf,golf supplies,golf course ,soil,topsoil,sand,rock,garden,rockery,gravel ,coloured aggregates,cotswold stone,decorative aggregates,bath stone,golden flint,knapping flints,flint,knapped flints,shingle,pennant gritstone,cotswold chippings,cornish slate,chippings ,derbyshire stone,cotswold gravel,yorkshire sand stone,pea gravel,york stone ,cerney gravel,indian paving,sandstone,bunker sands,moonstone,turf dressing ,cornish granite,rootzone,silver granite,divot mix,staffordshire pink,silica sands,cheshire pink,choker grit,red granite chippings,puddle clay,green criggion chippings,railway sleepers,oatmeal gravel,t markers,tee,quartzite,soils,welsh slate,water gardens,slate shale,fountains,monoliths,vases,planters,obelisks ,statues,scallop shells,stone,cobbles,pebbles,granite setts,anti-pedestrian areas,gabion baskets,scottish cobbles,long jump pit,scottish pebbles,playpit sand,granite boulders,horticultural grit,lakeland granite cobbles,alpine grit ,cornish pebbles,japanese gardens,peddlestones,bark,rocks,wood chips
1.72	www.mhgolfcoursesupplies.com	None	None	None
1.29	www.google.com	(see url)	None	None
0.77	www.nyma.org	New York Military Academy	New York Military Academy	New York Military Academy

Benchmark				
Ranking	Domain Name	Title Meta Tag	Description meta tag	Keywords meta tag
0.71	www.supplychainonline.com	Supply Chain Management Course and Training - - Supply Chain Online, LLC	Supply chain management course with a personalized certificate of completion. Supply chain management education and training is available for both individuals and corporations.	supply chain management,supply chain jobs,supply chain training,supply chain online,operations,logistics,strategy,supply chain course,strategies,collaboration ,supply chain management course,education,e-learning,supply chain tutorial,courses,distance learning,supply chain education,introduction,basics,learning ,online course,supply chain class
0.65	www.kellysearch.com	Find US suppliers with the Kellysearch B2B product search engine	Use the Kellysearch B2B product search engine to find US industrial goods and services suppliers. Kellysearch currently has 600,000 suppliers listed in the United States.	business products and services,electrical,food,agriculture,instrumentation products,paper,packaging,print,computing,energy and environment,furniture,textiles ,leisure and hospitality,transport,defence,construction,engineering,health and safety,security,manufacturing materials
0.58	www.golfcoursesupplies.co.za	Welcome to Golf Course Supplies	Providers of quality golf course equipment to Sub-Saharan Africa and the rest of the world!	golf course supplies,golf course accessories,golf course equipment,golf course equipment to sub-saharan africa,golf and turf,stegmann golf,need pro trading ,direct products,parade,standard golf,reliable golf,franco vaccalluzzo,golf
0.53	www.tpctraining.com	TPC Training Systems - The Industrial Skills Training Experts	TPC is a human resources development company specializing in workforce technical skill development and maintenance training for industrial, government, and educational clients	keywords" content="tpc,training,systems,learning,interactive,management ,video tapes,videos,industrial,technical,skills,courses,lessons,workshops,manuals ,textbooks,consulting,services,documentation,maintenance training

Benchmark				
Ranking	Domain Name	Title Meta Tag	Description meta tag	Keywords meta tag
0.45	www.reliableracing.com	Wintersports Catalog :: Alpine and Nordic Ski Racing Apparel and Equipment :: Reliable Racing Supply	Shop online for Alpine and Nordic ski racing apparel and equipment -- worldwide direct mail delivery of hard-to-find products for cross-country skiing, downhill skiing, snowboarding, backcountry skiing and tele skiing.	skiing,ski racing,nordic skiing,alpine skiing,cross country skiing,downhill skiing,ski tuning equipment,nordic apparel,alpine apparel,nordic race suits ,apline race suits,slalom equipment,nordic track,nordic trak,alpine,nordic,x-country
0.39	www.agripacific.com	Agri Pacific, Golf and Turf Maintenance Equipment and Accessories Export Leaders	Wholesale distributor of engines, equipment, fertilizers, chemicals, golf course accessories, drainage, irrigation, spare parts & tyres for turf maintenance. Supplying ADS, Briggs & Stratton, Broyhill, Dura, Flowtronex, Harco, R&R, Smithco, Standard Golf, Titan, Woods and more.	agripacific,agri pacific,agripacificinc,agri pacific inc,wholesale distributor ,engines,equipment,export,exporting,fertilizers,finance,chemicals,golf course accessories,drainage,irrigation,spare parts,tires,tire,tyres,tyre,turf maintenance ,ads,briggs & stratton,broyhill,dura,flowtronex,harco,r&r,s mithco,standard golf,titan,woods,kohler,kubota,kawasaki,toro ,product,products,online,links ,rainbird,hunter,greens,turfco,turf,golf course maintenance,golf course equipment ,turf supplies,turf equipment,putting green,golf cups,sand traps,flags,golf carts

Benchmark				
Ranking	Domain Name	Title Meta Tag	Description meta tag	Keywords meta tag
0.36	www.tatsupply.com	Golf Course Accessories, Golf Signs, and Golf Course Supplies from T.A.T. Golf Signs & Supply	T.A.T. Golf Signs & Supply - custom and stock signs, flags, and golf course accessories.	golf,golfing,supply,supplies,golf signs,signs,t.a.t.,tat,tat golf signs and supply,golf course,styrene,lexan,aluminum,tee,flag,label,decal,marker,driving range,green,flag pole,cleat,ball,cup,divot,rake,rope,stake,sign,florida,st.petersburg,polycarbonate,golf flag,range flag,range sign,cup cutter,rope stake ,greens,courses,sand trap,golf supplies,accessory,accessories,tournament,equipment ,greenskeeping,maintenance,construction,upkeep,signage,turf,amenities,range ,golf course supplies,golf course signs
0.27	www.acad.ab.ca	ACAD Welcome	ACAD is a leading centre for education and research, and a catalyst for creative inquiry and cultural development. We engage the world and create possibilities.	art,design,art and design,jewellery,painting,sculpture,visual communications ,new media,animation,glass blowing,printmaking,instruction,fine arts,fine arts degree,bachelor of arts
0.19	www.grasslandcorp.com	Grassland Equipment & Irrigation - a full TORO Distributor since 1961	Grassland Equipment & Irrigation Corporation is a full line supplier with an extensive product offering of turf maintenance equipment and supplies. Grassland Equipment & Irrigation Corporation has been a full TORO Distributor since 1961.	agrifab,jari,hovermower,rolatape,arcoa,chapin,dakota blenders,earthway,spreaders ,gilmour,hover mower,sarlo,orwak,paraide,golf supplies,nds,ads,water timers ,dingo,sitework systems,multione,compacy utility loaders,par aide,mini-clik ,standard products,fromatic,peco,backflow preventers,american reel mowers,reel mowers,trimmer line,ceasefire,cease fire,bench ends,tracy bench ends,dura,lasco

Benchmark				
Ranking	Domain Name	Title Meta Tag	Description meta tag	Keywords meta tag
0.09	www.knowledgestorm.com	KnowledgeStorm - The Enterprise Software, Hardware, Services, and White Papers Resource	None	None