



Search Engine Optimization Success Story



Corky Carroll's Surf School marketing 12 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 have done with our website over the last 12 years. Today, we are often number one and at least in the top five for all of the major search engines.

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. We advertised in phone books and adventure publications; it was very expensive and not very effective.

*With SEO the potential buyers come to us. In the first year of implementing your service, our Costa Rica **business quadrupled**, the second year it **doubled** again, and the third year it **doubled** again. SEO is the primary form of marketing for our company. Your service is very cost effective and the business results are amazing!*

<u>Keyword Phrases</u> (partial list)	<u>Google Ranking</u> (May 5, 2009)	<u>Searches per Month</u> (Google)
Surf School	2 (first surf school company)	~ 22,000
Surfing School	2	~ 4,400
Surf schools	1	~ 3,600



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