

November 5, 2009

Inktel Direct
13975 NW 58th Court
Miami Lakes, FL 33014

Roar Media
801 Brickell Ave., 9th Floor
Miami, FL 33131

Dear Marketer:

In our search to find a qualified partner, Inktel Direct evaluated six top search engine optimization firms and selected Roar Media. Although it had presented the costliest proposal, Roar Media developed a customized SEO strategy that would meet our specific Internet marketing and business goals – not a cookie cutter solution like its competitors. We appreciated the level of analysis and thought that Roar Media put into its proposal, which clearly detailed its methodology and set realistic goals and objectives.

We were pleased to see that after just 60 days after hiring Roar Media, we already began to rank well for some of our key terms. After 90 days, we began attaining top 1-3 placement for competitive key terms in major search engine results pages. More importantly, Roar Media's efforts are continuing to produce tangible business leads for our company, making its SEO program an integral part of our company's overall marketing strategy.

Finding the right SEO partner can be difficult because SEO is a highly complex function and most SEO firms do not have a systematic approach. As a result, they tend to over-promise results without defining their methodology. Roar Media's results, however, speak for themselves. We strongly recommend Roar Media's SEO services.

Sincerely,



Beatriz Alemar
Inktel Direct

