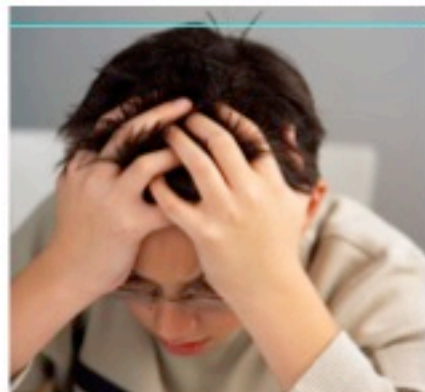


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The Problem



Positioning the company in the online world is...

Complex
Time-Consuming
A Manual Task
Requires Know-How
Costly

This problem is a huge obstacle for small and medium-sized companies that conduct business online.

Online Marketing Tactics Effectiveness

Lead-to-Customer Close % by Channel



The 2012 State of Inbound Marketing
www.HubSpot.com/SOIM



WHY? -> Golden Opportunity:
The client (not the advertiser) INITIATES dialogue.

Value Proposition

The First Real-Time Search Engine Decision Technology

SaaS Application/API Service



- Predictive algorithm that helps users attain optimal organic positioning in search engines.
- No prior technical knowledge required.
- The algorithm guides the user and generates ranking chances and suggestions during the content creation process.
- A simple process: 3 steps, 3-5 minutes –on avg.-

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How is the Technology Consumed?

1. **V-Found Cloud** allows end-users to validate website content and find out whether or not it can be ranked in search engines. The tool also suggests/check easy-to-implement improvements that can help increase ranking possibilities.
2. **V-Found API Service** lets CMS administrators, e-commerce and website networks integrate this technology as a “native” function, enabling anyone (i.e., journalists, content creators or copy writers) to create SEO-ready content without even knowing it. Changes are done directly in the client website.

V-Found API Service



Systems without online positioning features:
CMS,
e-commerce,
website networks

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An intelligent system with native, integrated SEO functionalities for customers/employees.



Achieve the impossible: An army of content creators (website owners, employees or clients) performing SEO.

Result: Exponential growth of traffic and website/network value.

V-Found Cloud



YOUR OPTIMIZED PAGES

+ SEE ALL



domain.com/home.html

Last update:

09/25/10



domain.com/eventos.html

Last update:

09/25/10



domain.com/productos.html

Last update:

09/25/10



domain.com/clientes.html

Last update:

09/25/10

ANALYTICS - your top 5 optimized pages

+ SEE ALL

Optimized Pages	Visits	Visits Initial	Change (%)
domain.com/home.html	2000	300	400 %
domain.com/eventos.html	2000	300	350 %
domain.com/productos.html	2000	300	0,5 %
domain.com/clientes.html	2000	300	-10 %
domain.com/clientes.html	2000	300	80 %

MY ACCOUNT

+ SEE ALL

Account Status	
Google Analytics	ENABLE
Credit card Information	OK
Last Invoice	PAID
Optimization Status	85% Organic Traffic Increased (last 30 days)

LAST 30 DAYS	
20,000	ORGANIC VISITS
100 %	ORGANIC VISITS INCREASED
200	ORGANIC CONVERSIONS
130 %	ORGANIC CONVERSIONS INCREASED

VFO NEWS

+ SEE ALL

Google will change algorithm on May 15th

Be ready for a New Google Dance!
Ask vfound experts for expected impact on your optimization.

ADS BY GOOGLE NOTICE: Is it necessary?

Can you achieve SEO with a Wordpress site?

MARK KERBERG discusses the future of the social web: #FB
Live on #Facebook

LOCAL SEARCH CONVERTIBILITY



Step 1 of 3

Current Status

You have 176 remaining credits to use.

Please select the country and language you would like to run the optimization for. Then, enter the link of the page. The VFOptimizer will detect the **THREE Most Valuable** key phrases you are using and will calculate your optimization status.

Country:

Language:

PAGE URL

[Export to EXCEL](#)

Top Key Phrases Detected [?]	Content Status [?]	Ranking Possibilities [?]	Monthly Searches (Local) [?]	Monthly Searches (Global) [?]

Page Keywords

Additional key phrases detected on your page (less relevant terms):

Additional key phrases you should consider choosing for your optimization (high/medium search volumes):

Please select up to **THREE** key phrases you would like to use for your optimization. You can use the drag & drop feature or type a new key phrase directly in the table below.

Make sure to click on **RECALCULATE** to obtain your optimization status (content status, competitive status and search volumes) before deciding which final key phrases you will use in Step 2.

Monthly Searches (Local)	Monthly Searches (Global)	Ranking Possibilities	Monthly Searches (Local)	Monthly Searches (Global)

video news

autos

sports

Additional key phrases you should consider choosing for your optimization (high/medium search volumes):

fox news

msnbc

abc news

cnn.com

cnn news

www.cnn.com

cnn live

cnn student news

cnn news breaking news

cnn headline news

cnn breaking news

cnn sports

cnn en espanol

cnn live stream

cnn espanol

cnn news live

cnn weather

cnn.com live

cnn politics

cnn world news

cnn live tv

watch cnn live

cnn latest news

cnn international

news cnn

Search Volume: 12,100

Please select up to **THREE** key phrases you would like to use for your optimization. You can use the **drag & drop** feature or type a new key phrase directly in the table below:

Make sure to click on **RECALCULATE** to obtain your optimization status (content status, competitive status and search volumes) before deciding which final key phrases you will use in Step 2.

Key phrases to use for optimization [?]	Content Status [?]	Ranking Possibilities [?]	Monthly Searches (Local) [?]	Monthly Searches (Global) [?]
<input type="text"/>				
<input type="text"/>				
<input type="text"/>				

RECALCULATE

Next step:

After selecting the key phrases you would like to use for optimization, click on **OPTIMIZE** to continue to the next step.

→ OPTIMIZE

+ Page Title

CNN.com - Breaking News, U.S., World, Weather, Entertainment & Video News

Incomplete

Copy

Recalculate

Suggestion

Please add your keywords to the page title. Place keyword(s) towards the beginning of the text.

+ Meta Keywords

cnn world news, cnn live tv, cnn news live, cnn, cnn.com, cnn news, , breaking, cnn tv, breaking news, news, cnn intl,

Ok

Copy

Recalculate

Suggestion

No suggestions. Meta Keyword acceptable.

+ Meta Description

CNN.com delivers the latest breaking news and information on the latest top stories, weather, business, entertainment,

Incomplete

Copy

Recalculate

Suggestion

Please write a Meta Description. Place keywords towards the beginning of the description

+ Keyword Density

Suggestion

Density for the keyword "cnn world news" is ok

Density for the keyword "cnn live tv" is **too low**. Please add this keyword to your page

Density for the keyword "cnn news live" is ok

+ Heading Tag 1 (H1)

Suggestion

Please, add your keyword "cnn world news" on the H1 tag. Place keyword towards the beginning of the text.

+ Heading Tag 2 (H2)

Suggestion

A H2 tag has been added to your web page. For better usability, please edit to make tag sound more natural and user-friendly

+ Tables

Suggestion

No suggestions. Table is ok

SEO Result

35.7%

→ CHECK AGAIN

→ NEXT STEP

Results



- **V-Found 4X-10X cheaper than Outbound channels**
- **V-Found Cloud: produce 200-400% annual organic traffic increase (avg)**
- **V-Found API Service: produce 400-1,000% annual organic traffic increase (avg)**
- **V-Found 5X faster than others online SEO tools**

Customer leading cases

- Notio.com.ar increase 1,300% organic traffic in ONE Year using V-Found API Service
- Sotheby's DOUBLE # of Leads generated in 30 days after using V-Found Cloud
- Observador Global increased 874% organic traffic in ONE Year after implementing V-Found API Service
- Hitsbook increased 100% organic traffic in 30 days using V-Found Cloud



Source: Google Analytics

Recognitions/Awards



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- **Semi-Finalist** Mass Challenge 2012 – Boston, USA. One of best start-up competitions in USA –endorsed by Barack Obama- <http://masschallenge.org/browse/2012/semi-finalists>
- **Semi-Finalist** “Architecture Excellence Awards”, Bangalore, India in 2011 & 2012. Categories: “Future of IT” and “Cloud Technologies” http://www.lcmgworld.com/corp/architectureawards/2011/tc_Future_IT_01.asp
http://www.lcmgworld.com/corp/ArchitectureAwards/2012/tc_Cloud_2012_01.asp
- **2nd Place** – Festival of Media LATAM – Miami, USA. Innovative Start-Up for the Media Industry.
- **Winner** OpenApp 2 Challenge 2012 – Argentina. Category: SMB software. <http://www.openapp.com.ar/Proyectos/ProyectosGanadores>
- Selected on the **TOP 50 INC. LATAM Start-ups** in 2011
- **Winner** Start-Up Challenge – Buenos Aires Stock Exchange: “Start-up with Best Business Outlook for 2010”

Main Competitors



Online Marketing Platform
2012 Rev.: 51 M USD



SEO SaaS Software
2012 Rev.: 21.9 M USD



Link-Building and SEO
Analysis Tools

BRIGHTEDGE

Enterprise SEO Platform
Created Plug-in for Adobe
CQ in 2013

COVARIO

Leading Search Agency with
its own SEO Platform
2012 Rev.: 30.5 M USD

Endorsements



- “With less than two years in the market, in a very short period of time, we were able to compete with major newspapers in Argentina. Thanks to V-Found’s innovative SEO technology, our system has been turned into a powerful and intelligent tool that allows our journalists to effectively drive visitors to every news article we publish.”



Andres Repetto

CEO

www.notio.com.ar

v-found.com

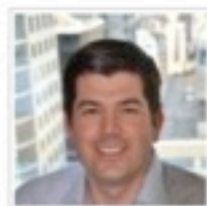
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- “The solution V-Found provides was instrumental in achieving our online growth goals in the last year. We were able to appear in the TOP spots in search engines for every important keyword for our business. Our traffic increase over the last 12 months has far exceeded our expectations.”



Eduardo Vera, CEO,
Observador Global.

- “This is an interesting startup focused on SEO technology that help content publishers in development of content that is maximized for SEO engines.”



Michael Q. Finnerty

Vice President, Web Products

Weather.com | The Weather Channel

- “In just a month after launching our new website with V-Found technology, we were able to double the number of leads we got on a regular basis. We got 70 #1 keyword rankings in that period. We did not expect such a lift in this short a period of time”



Federico Boero, Marketing Manager,
Sotheby's Realty Argentina

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«Achieve the impossible»