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Two of the biggest SEO scams right now are:

PAYING ON CONTRACT EVERY MONTH - Nothing changes on your website as far as content; however, you are paying for SEO services that have already been done. The fee can range from \$500 to \$1500 for a year.

COLLECTING \$10,000 UP FRONT - Some SEO companies are doing a one-time charge of \$10,000 upfront in exchange for ten clients, or you don't pay.

These are both lousy deals.

** We only charge you a monthly fee if we install website content for your company. Web content can include articles, webpages, web videos, blogs, and anything that will make an impact or appear on Google.

MOST SEO SERVICES - ARE NOT SEO

GMB - Google My Business / MAPS

Yoast

WordPress

These three products have some SEO aspects, but they are not standard search engine optimization tools. GMB, Yoast, and WordPress are commonly sold as SEO tools to the consumer market, but each has severe limitations and rarely shows up as search results on the SERPs (Search engine result pages).

SITEMAPS

** Every SEO company I have encountered refuses to investigate the critical area of SITEMAPS. In 96% of the cases I have reviewed, the inclusion of adequately coded sitemaps is ignored. In the case of sitemaps, 7 different types need to go into your root directory, and they address things such as page content, pictures, videos, and web pages so that they can be included in the Google directory.

** **Sitemaps must be coded appropriately with the right extensions and have a rapport with Google.**

** **You cannot make up your sitemap and hope for the best.**

WHAT MAKES US DIFFERENT?

I am Ted Cantu, and I run a company called THE WIN. My company has been doing this longer than most SEO companies (First Page Sage, Townsquare Interactive, High-Level Marketing, Clink Linx, etc.). I have perfected first-page placement (NO B.S.) on Google in as little as five days; this has been our company record. The usual timeframe is 7 - 14 days.

I am independently funded and do not have to report to a board of directors. I have complete creative control, which explains why my results are faster and more accurate than anyone else's. I have been doing SEO since 2003 when the field first started - now thanks to mobile technology - I have quicker results.

**** In addition to SEO we work in the following areas:**

- * Copywriting - Sales Copy**
- * Lead Magnets**
- * Web Traffic Generation**
- * Web Graphics - Graphic Design**
- * Multi Step Sales**

TRACK RECORD

Unlike other SEO companies, I have made money for my partners, including Windsor Beauty Supply (7 brick-and-mortar locations in just 8 years) and Edenz Hydro (2 brick-and-mortar locations in just 6 months). I took a no-name window company, JR Neely, to compete against Hansons and Wallside.

**** Now I am looking to do it again.**

My past (unlike 90% of all SEO companies I have met) includes a solid track record in advertising in the Chicago and New York markets, including Foote Cone and Belding, (Budweiser, Star Wars, Coca-Cola) Capital Records, NBC, and the WWE. My focus now is to work with local businesses on Main Street America.

Unlike other SEO companies, I offer a money-back guarantee on visibility. If we cannot rank your company anywhere, you can get it all back. I am in the business of helping companies get visibility and make money. I am currently building new case studies.

ADDITIONAL INFO

We are not in the business of retrofitting improperly built websites. That being said, we create our web media, and our results are based on that. We are building a web platform where your media will live and your brand will appear in your designated markets.

You can get our services two different ways.

ONLINE COACHING - We will coach your staff on how to build web properties and how to rank them. The coaching includes video modules, printed materials and pre-written code, web pages and web code scripts to ensure your success.

FULL SEO SERVICES - We create the content for you to rank in the markets that you designate. The content includes web pages, source code, social media marketing, web videos, and smart content that is guaranteed to rank on Google.

**** ONLY 18 PERCENT OF ALL WEBSITES GET LISTED ON GOOGLE.**

Google is the pickiest of all the search engines and will only allow 18 percent of their websites to appear in their directory. Bing and Yahoo are less rigid and will allow a lot more content but the results are often not current.

**** I have built entire brands in as little as three months.**

Thank you for your time,

Best,

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