



Search Engine Optimization (SEO) Case Study – VitalStream, Inc.

Client: VitalStream, Inc. provides streaming audio and streaming video media services to customers wishing to broadcast their audio and video content over the Internet. Our company's core services and technology enable our customers to outsource their complex streaming media and hosting needs to VitalStream.

VitalStream offers customers a full range of content delivery network (CDN) services, including streaming media, managed servers, web hosting and other consulting services. Digital broadcasting services include pay-per-view, live streaming audio and streaming video, on-demand audio and video streaming, and encoding services (through Partners). VitalStream's managed hosting services enable customers to outsource IT department activities at a significant cost savings. Additional services include shared hosting and colocation. All services are backed up by a dedicated 24x7x365 support team.

Revenues for the fourth quarter ended December 31, 2004 were \$2,988,000, a 69 percent increase over revenues of \$1,771,000 in the same period a year ago, and an 11 percent sequential increase over revenues of \$2,691,000 in the third quarter of 2004. Revenues for the full year 2004 were \$9,972,000, a 42 percent increase over revenues of \$7,001,000 in 2003. The company ended 2004 with \$10.3 million in cash versus \$773,000 at the end of 2003.

"Our solid revenue growth both quarter over quarter and on an annual basis reflects VitalStream's success in growing our customer base and expanding existing customer relationships," said Philip N. Kaplan, president and chief operating officer. "In particular, we have added large enterprise customers in the media, advertising and retail sectors and now count more than 500 significant customers, based on our ability to provide the industry's leading solutions for the broadcast of digital media and communications on the internet," he added.

Results: After only 3 short months of aggressive search engine marketing, we have gained many new top positions and improved many of their existing positions.

Extended Results: Our marketing efforts after only 3 months have been very successful and with the current marketing program, we will be able to achieve more and greater top listings over the next 2 to 3 months. Within 4 to 6 months, we expect to have all top 10 positions for the major traffic driving keyword terms associated with VitalStream, Inc. and their industry.