

SETUNO INC.

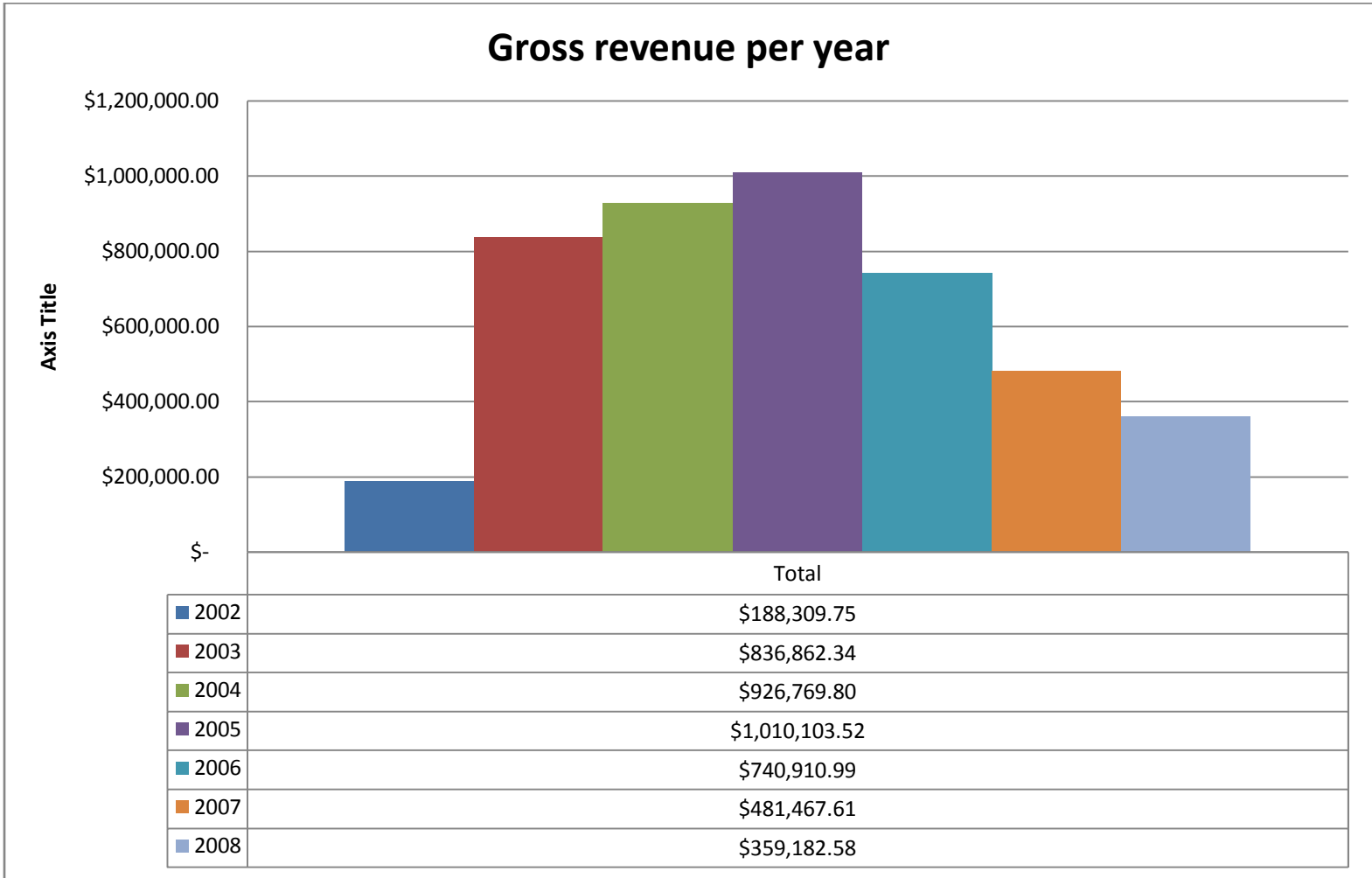
Case study: AutoAccessoryStore.com

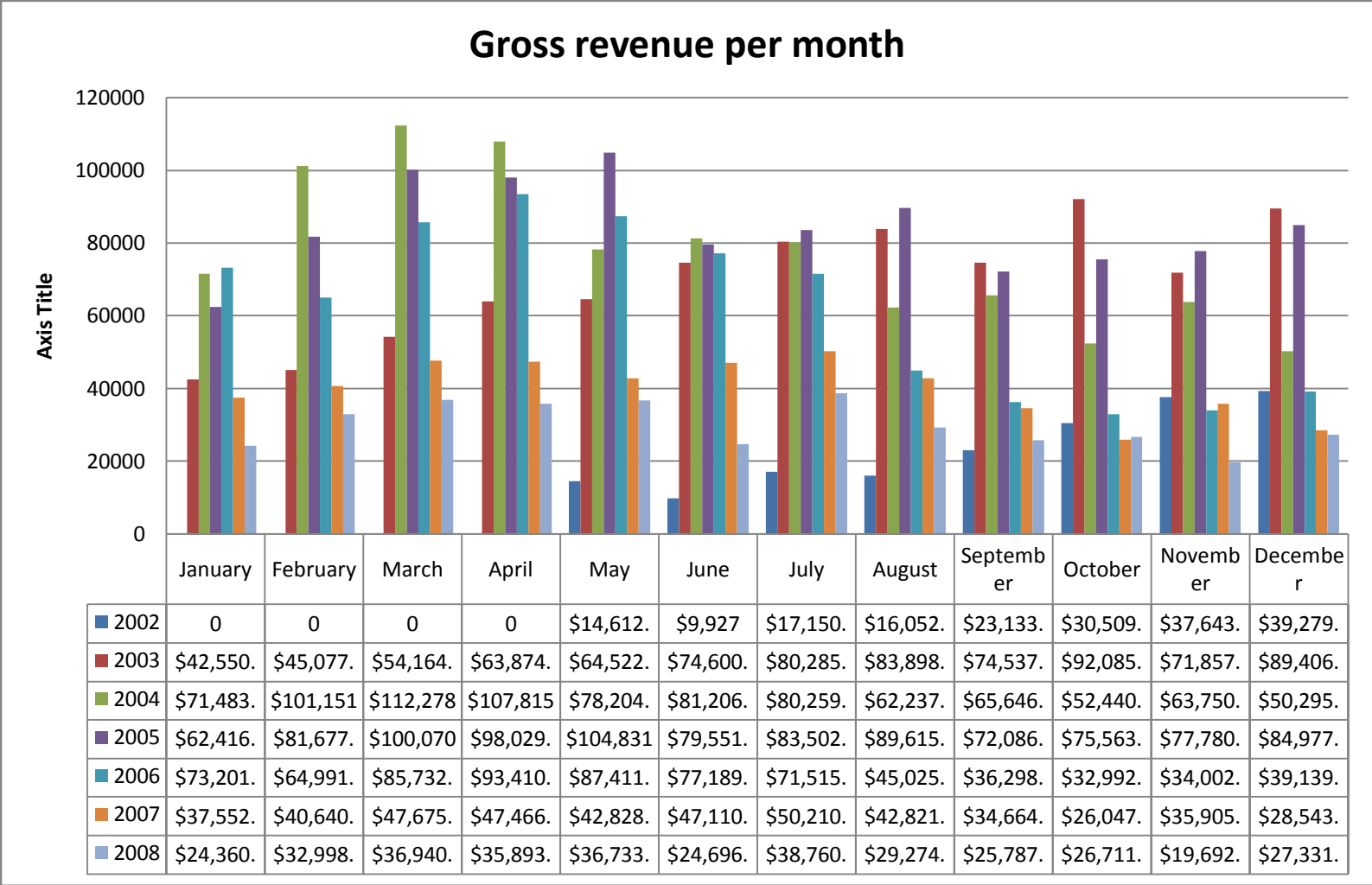
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Business Statistics 2002 through 2008

The following diagram and table represents the gross revenue generated from online retail sales. Further explanation regarding the numbers will be given below.





History:

The beginning: 2002 -4/2004:

This website was founded in February 2002, we were building the website and it had no traffic or products at the time. We slowly started adding generic automotive products for all car makes and models such as Dash Kits, Key Chains, Taillights, etc. The products started to sell in May 2002. We did not know much SEO, so majority of traffic was for Google and Yahoo pay per click. As we were adding more products to the website, the more sales resulted from it. In 2003 we invested in magazine advertising which last from 4/03 – 4/04 thus the spike in sales. The magazine advertising had a very good response but it was very expensive and due to the fact that our profit margins were not as high because we did not do a buy-in, the profits did and increased business did not pay off the magazine advertising and it was shut down on 5/04.

New Strategy: 5/2004 –7/2006:

Our company went into debt due to the magazine advertising and we had to stop it and rethink our strategy. The magazine advertising still brought us revenue in the after math of the advertising from 5/2004-12/2004 because people still read the old magazines and saw our ads. On 5/04 we started aggressively pursuing Search Engine Optimization which would allow us to be listed in the Google Search Results organically (for free).

On 11/2004 we started implementing the Search Engine Optimization techniques we learned onto the website. We started seeing the results on 1/2005 when the sales boosted by 20% month after month. The best season for our sales is from November – December during the holiday season and January – May which is the car show and tax season. We completely recovered from the debt we incurred from the advertising and shut off 80% of our pay per click advertising during this period. We also enjoyed stable revenue during this period of time.

Economy goes Under– 8/2006 – 12/2007:

It was very surprising for us as we were new to this business when all of a sudden in August of 2006 our sales just dropped by 40%. We did not know what was happening at the time, but today (5/1/2009) we know this is when the recession officially happened in United States according to the National Bureau of Economic Research ([CNN Reference Link](#)). Even though the Bureau announced that it occurred in December of 2007, our industry felt it in August of 2006 along with every other business that we personally spoke with.

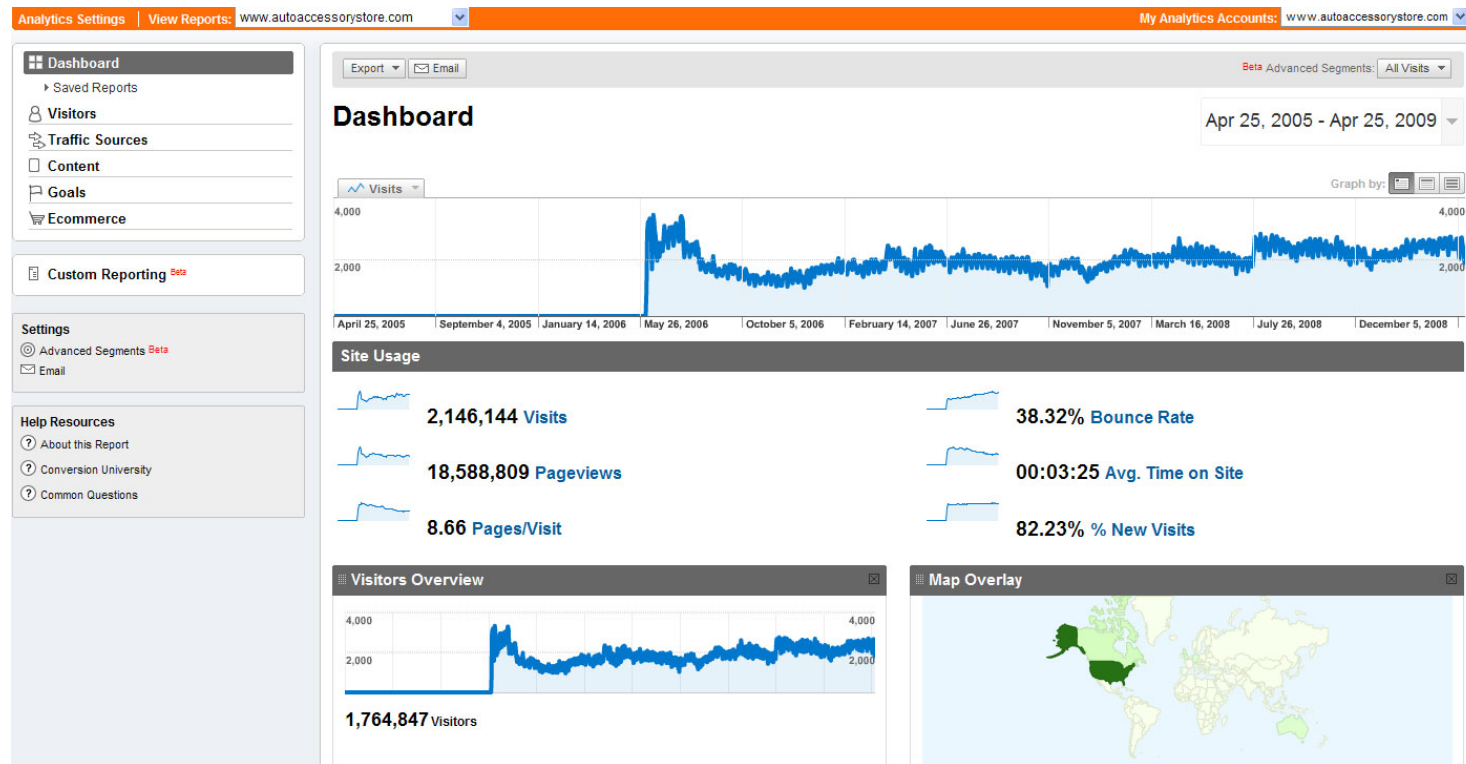
The Great Recession – 1/08 – 12/08:

Our sales predictions did not go as we thought they would as 2008 was the worst year for our business compared with 2003-2007. The last 3 months of the year barely came close to the gross sales figures from September '07. Thanks to CNN and its call for consumer paranoia, sales of commodities such as aftermarket performance parts dropped significantly! Unemployment rate grew considerably between October 08 – January 09 increasing from 6.8% to 8.1%, this affected every industry and every website.

Outlook: - 1/09 – on:

Sales seem to be stable at the 2008 figures and slowly growing month after month. We predict that the sales will stay at 2008 growing into the 2007 levels by the end of the year. 2009 will look like 2007. Our industry and website should be fully recovered into 2005 levels by late 2010.

Website traffic statistics



Tracking Status started in 5/2006 with Google Analytics

Page rank: PR4

Backlinks: 9,485 backlinks

Average Daily Traffic: 2500 unique visitors

Note: The blue line shows the daily visits.

Top 10 search engine rankings on Google

SEM RUSH Example: ask.com or secured_loans Search

ABOUT DOMAIN: AUTOACCESSORSTORE.COM

On this very page there are 6 main reports about the domain, that are available in SEMRush. To receive help about this or that title of the result column, click on "?" in order to get into the "Glossary". If you want to get acquainted with all the data of any of the reports, click on "More results" button in the bottom line of the report, If you don't see the button, then all the results are shown in this very page. Click on any account of "Keyword" column in order to receive a report on any keyword that you're interested in. Click on any account of "Domain" column in order to receive a report on any domain that you're interested in. The report will be similar to what you see here. Click on any account of "Common Keywords" column in order to see a detailed report on the common keywords of the site under consideration and its competitor.

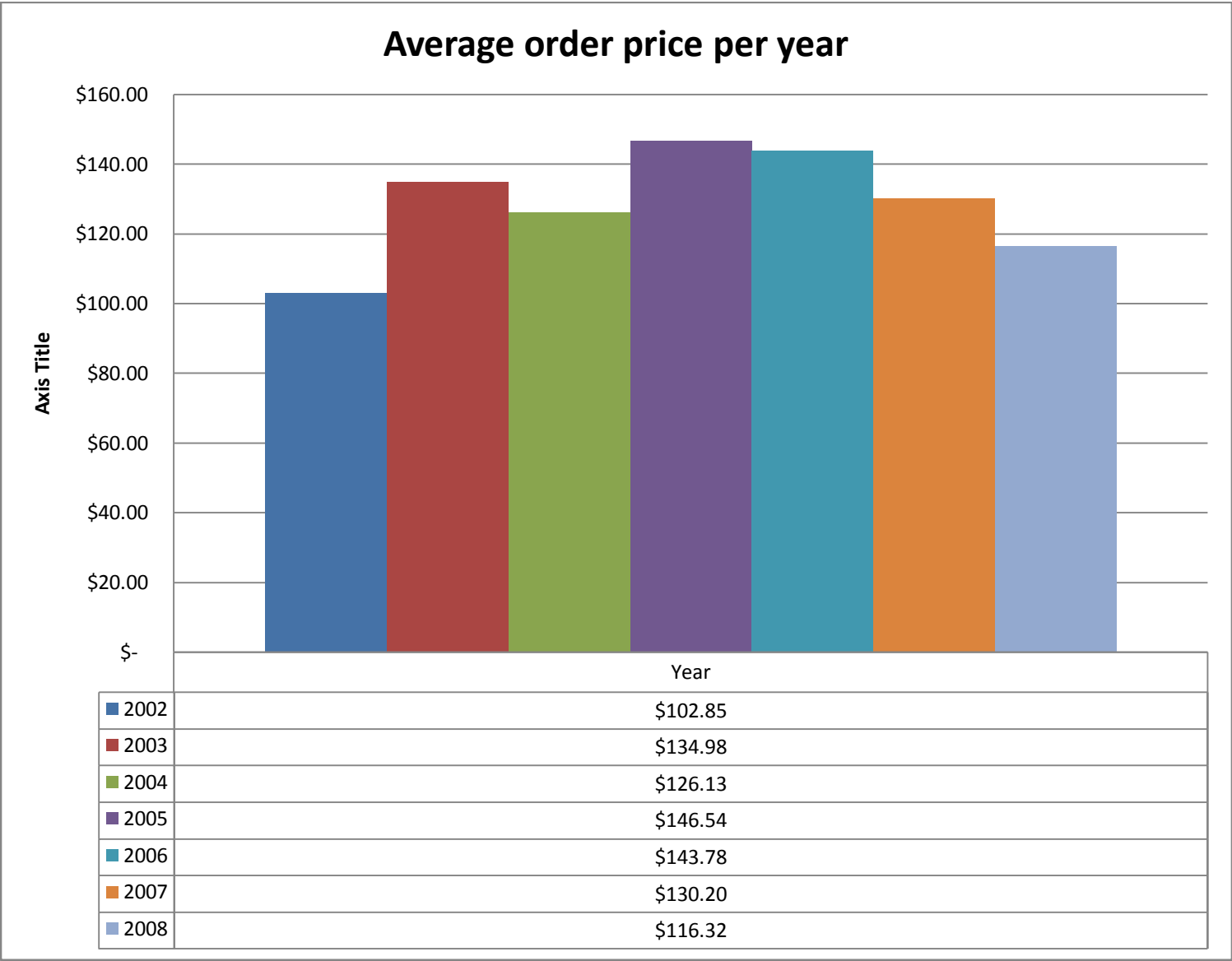
Rank 34926
Google SE Traffic 26.3k visitors/month
SE Traffic price \$26.1k per month

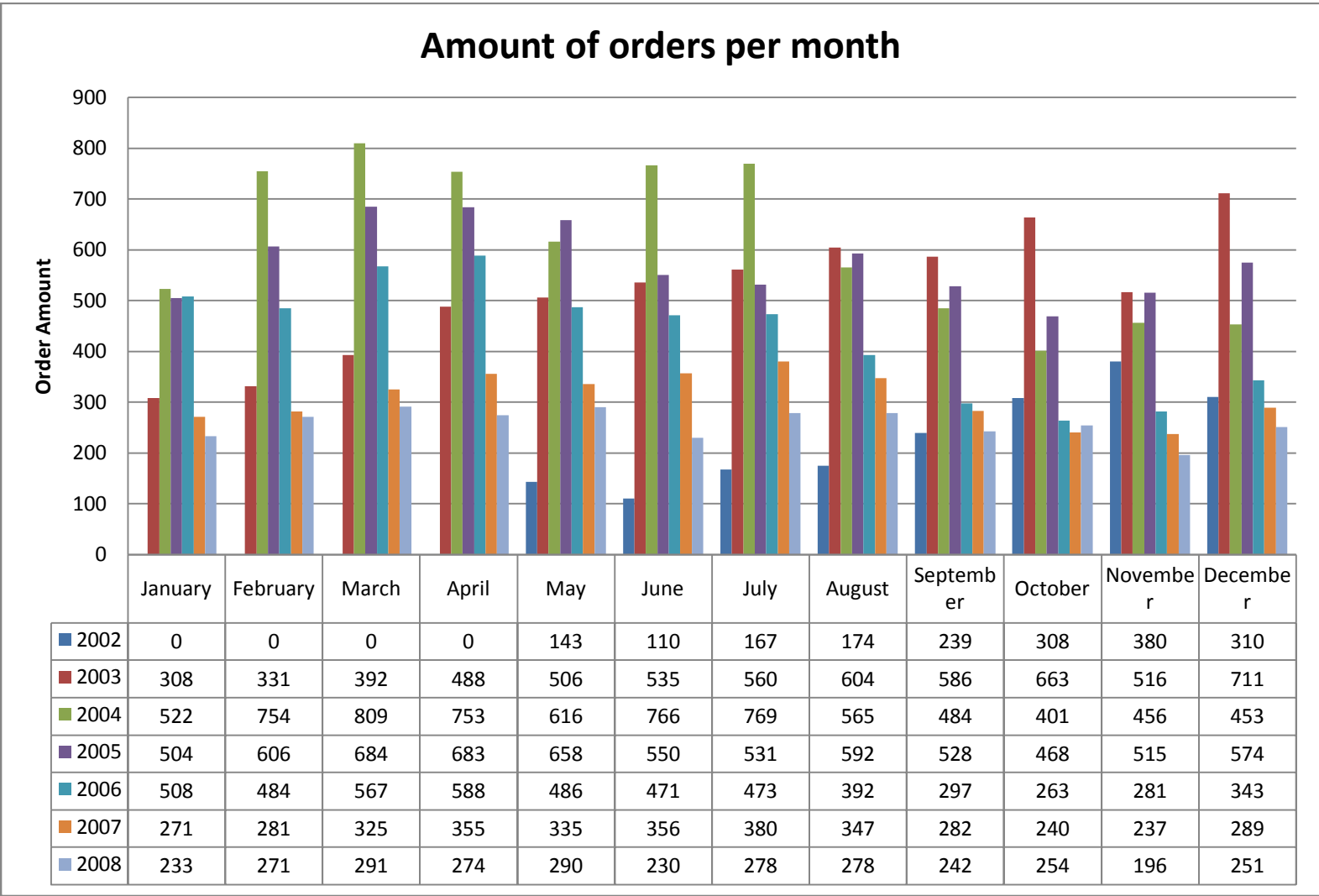
Adwords Traffic 0.1k visitors/month
Adwords Traffic price \$0.2k per month

Organic keywords 10 of 3 238				
Keyword	Pos	Average vol.	CPC	Url
car accessories	8	201 000	0.95	http://www.auto...ssorystore.com/
auto accessory	1	8 100	0.80	http://www.auto...ssorystore.com/
car accessory	2	9 900	1.13	http://www.auto...ssorystore.com/
auto accessories	10	40 500	1.45	http://www.auto...ssorystore.com/
accessory	7	22 200	1.52	http://www.auto...ssorystore.com/
lambo doors	5	12 100	0.86	http://www.auto...ssorystore.com/
aftermarket car accessories	1	880	1.23	http://www.auto...ssorystore.com/
aftermarket car parts	11	8 100	2.29	http://www.auto...ssorystore.com/
indiglo gauges	1	720	0.81	http://www.auto...glow-gauges.asp

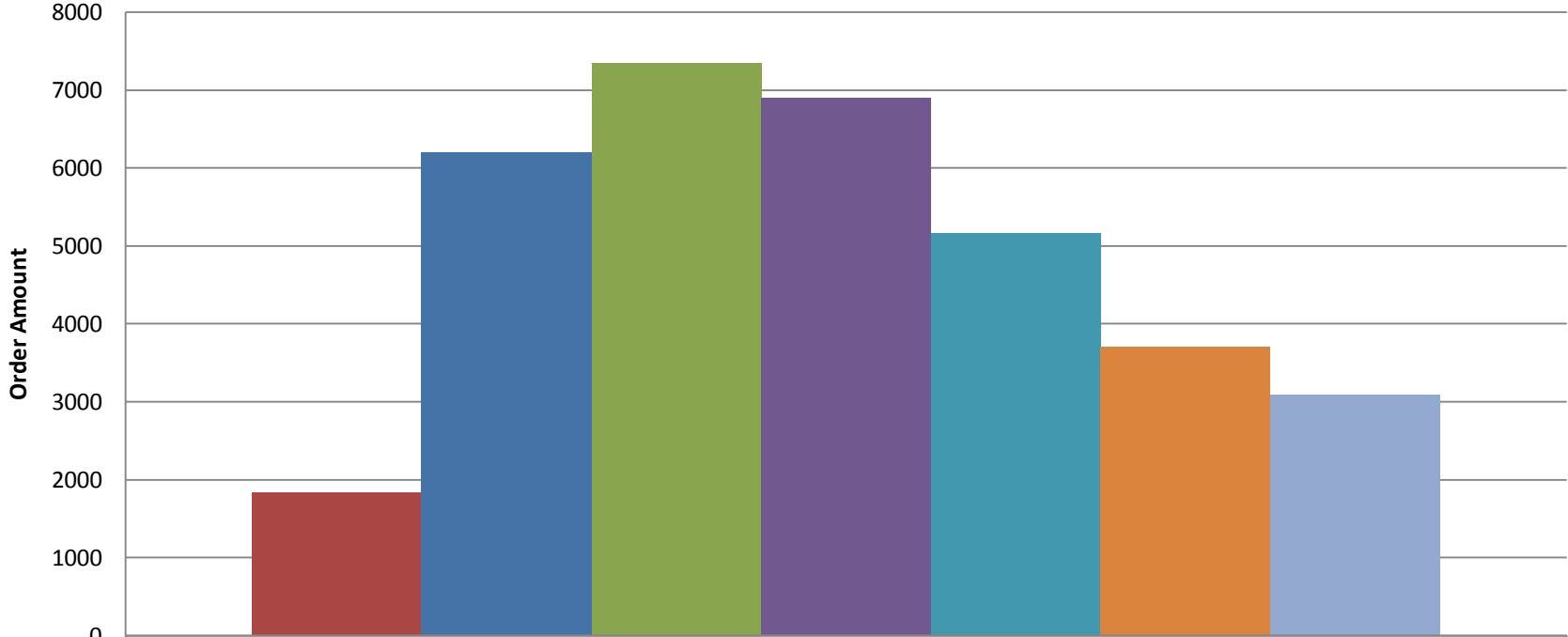
AdWords keywords 10 of 88		
Keyword	Pos	Average vol.
indiglo	2	1 300
gauge faces	2	720
brembo rotors	6	1 900
face gauge	1	210
brakes front	1	170
folia tec	1	170
white face gauges	2	480
reverse glow gauges	2	390

Ranked Organic Keywords: 3,238





Amount of orders per year



	Total
■ 2002	1831
■ 2003	6200
■ 2004	7348
■ 2005	6893
■ 2007	5153
■ 2006	3698
■ 2008	3088

Expansion potential

The current state of this business is in a phase of **expansion and development**. As with any business in such state, there are numerous options for expansion, below are a few of my ideas which I had in mind before putting the site up for sale:

1. **More Products**, we stopped adding new products into the website since 2006 due to other project developments. As soon prices and applications are updated in current products sales will boost. If more products are added the sale will result as the traffic is already there.
2. **More Traffic**, the website is treated as an authority in all the search engines. That means if you simply add a product, it will show up in the top 5 results overnight on Google.
3. **More Optimization**, none of the product pages or articles is Search Engine Optimized. By using the new Shopping Cart Elite SEO tools they website can be re-optimized and all the products will rank higher than they are now.
4. **Target generic keywords for Google rankings**: Aim at untargeted traffic such as: car exhaust, performance accessories, etc. One of the keywords we ranked for was “car accessories” and it drives \$60,000 in annual gross revenue just from that keyword alone.