



CASE

SCHOOL OF ENGINEERING

The Institute for
Management and Engineering

Case Western Reserve University
10900 Euclid Avenue
Cleveland, Ohio 44106-7233

Phone 216-368-0596

Fax 216-368-0144

www.tiime.case.edu

October 1, 2007

Bill Fox
President, Fathom SEO
8200 Sweet Valley Drive
Suite 100
Valley View, OH 44125

Dear Bill,

This year, Fathom SEO moved quickly to identify search engine optimization issues with our website. As a result of their changes, we've seen a surge in online inquiries that are up 100%. For example, we've seen a significant increase in the number of website applications that now account for 30% of all applications. In fact, about a third of our enrolled students found us on the Internet.

Consultants with your firm helped us identify outstanding keywords and phrases, which kept us in the top 5 positions for search engine such as Google and Yahoo! I appreciate that kind of effort and look forward to other creative options offered by your staff that helps us achieve our goals.

Sincerely,

A handwritten signature in black ink, appearing to read 'Suzette'.

Suzette Williamson
Managing Director,
The Institute for Management and Engineering