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Higher Images, Inc.  
2275 Swallow Hill Road  
Building 2500  
Pittsburgh, PA 15220  
ATTN: Bryan Thornberg, President

Bryan:

First of all, our thanks to you and your staff for their assistance in the development and design of our new website. Their suggestions for layout, text and 'hospitality' issues (i.e. making our site more visitor-friendly and a 'nice place to stay and scroll around', so to speak) have already proven themselves in the responses we've received since publishing the site on April 26th. Many callers compliment us on the design, and ease of moving around the site....and the easily discovered "contact us" links.

Secondly, our thanks for your SEO advise spanning simple suggestions such as placing our phone number at the top right hand side and inserting a 'call to action', to more complete issues pertaining to analytics, conversion factors and landing pages specific to our services and products and other SEO-esoteric descriptions of tasks and applications of which I have no understanding.

The IT world, including that of Internet advertising, is new and evolving. Success in that venue is usually deemed unlikely because, I think, of its ever-changing characteristics and because of the public's difficulty in understanding the technology and impatience in applying that understanding when attained.

Our Company was skeptical of success in this marketing venue. Our former website was an excellent brochure, and the designer claimed the site would yield traffic due to an SEO plan implemented, or embedded, within the site. Success was better than the site previous to that one, and we were somewhat satisfied, but throughout the two years previous to working with Higher Images, we always questioned its ROI. It just 'seemed' to be working.

But the response to the new site designed by Higher Images and due to Higher Images' SEO plan, has already exceeded that which was - during that two-year period -considered satisfactory.

The fact that we now frequently say in regards to the current response to the new site designed by your team: "This is hard to believe," attests to the fact that we must not have been so certain of the claims made by our previous web designers and SEO planners that Internet advertising could and would yield far greater opportunities than we had previously experienced.

I would imagine that our future remarks will be, "The conversions are in line with what Higher Images claimed," rather than remarks of surprise and disbelief.

As our clients require eCommerce advise, whether for new website design or enhanced SEO results, we will recommend your services to them. If they need a good reference....we can provide it!

Again, our thanks.

Sincerely,

Ken Steinman, President