

A decorative border with a repeating floral and vine pattern surrounds the text. The pattern includes stylized flowers and leaves, with a central horizontal band of a repeating knot-like design.

Auction Details for Harrow-Accountant.co.uk

Thank you for expressing an interest in purchasing this website. There are many other websites out there, including your own, competing to attract new clients from the search engines.

The problem is that virtually all accounting firms try and get their websites to rank highly for multiple phrases which leads them to be ineffective at all of them.

The core value of this website is threefold and in order to fully understand it you need to understand where your potential clients are coming from.

Anyone looking for an accounting firm in the Harrow area will search online for one key phrase in particular. That phrase is:

“Harrow Accountant”

Harrow-Accountant.co.uk is the highest ranking commercial website for this competitive key phrase and the value that this brings to your business can be summed up in 3 points.

- 1) You will gain more clients
- 2) Your advertising expense to gain these clients is NIL
- 3) Much more credibility in the eyes of potential clients

***What impact would it have on your business if you dominated
the search engines for this key phrase?***

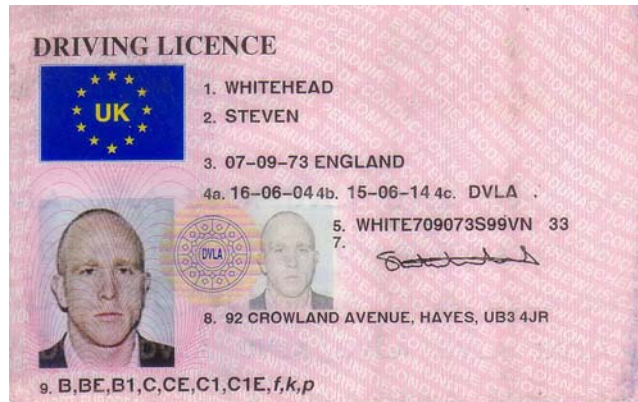
It is important that you verify as much information about this website as possible so as to arrive at a true reflection of the value this site will bring to your business.

Identity

Firstly, you need to verify that I, Steve Whitehead, do in fact own this website. This can be done by going to www.whois.sc and entering the url of this website.

I would like you to make a note of the date this website was first registered, since I believe it shows you that what I have achieved by getting this site to its current position in such a short space of time is the result of my ability rather than a stroke of luck.

Below is a copy of my driving licence to verify my identity.



How can this 1 page website help your business, it doesn't even do anything?

The current 1 page website is just a sample designed to show you what can be achieved and allows us to transfer the ranking over to your existing website, allowing you to instantly occupy the top positions on the search engines.

Once the sale has been concluded you (your web designer, or myself) will alter several key points on your existing website (if you have one) and then upload it to Harrow-Accountant.co.uk which will mean you have your website up and running on 2 separate url's (YourCompanyName.co.uk and Harrow-Accountant.co.uk), each of which will be driving clients to your business.

What if you don't have a website?

You can either get a web designer to build you a custom website, or I can build one for you. The price obviously depends upon the size and complexity of the proposed website. For a basic 2 page website you will be looking at around £400.

Search Engine Rankings

On the next page is a table breaking down the current rankings for this site.

| Search Engine | Position |
|-----------------|--------------------------------|
| Google.co.uk | 9 th out of 140,000 |
| Yahoo.co.uk | 1 st out of 153,000 |
| Yahoo.com | 8 th out of 152,000 |
| Altavista.co.uk | 1 st out of 153,000 |
| Altavista.com | 1 st out of 153,000 |
| Lycos.co.uk | 1 st out of 11,184 |
| Hotbot.co.uk | 1 st out of 11,314 |

In order to verify these rankings just go to each of the search engines listed above and search for **Harrow Accountant**.

The ranking for Google is liable to change since they change their ranking algorithms without warning, however most of their changes are designed to give more established websites the best positions.

In line with this policy there are several things I would advise you to do in order to establish this site so as to secure your position, and quite likely move to the first or second position. Naturally I will furnish you with the necessary information at the conclusion of the sale.

In fact, by following the above advice, you should move to the top position in all of the other search engine results.

However, for the purposes of this sale we will be working on current conditions and not future ones.

NB: It is important that you notice the difference in the results between the 'Sponsored Results' and the Organic Results. Sponsored results are headed as such and placed just above the organic results. Usually there are just 3 of these sponsored results. These positions are the result of paid advertising.

Valuation

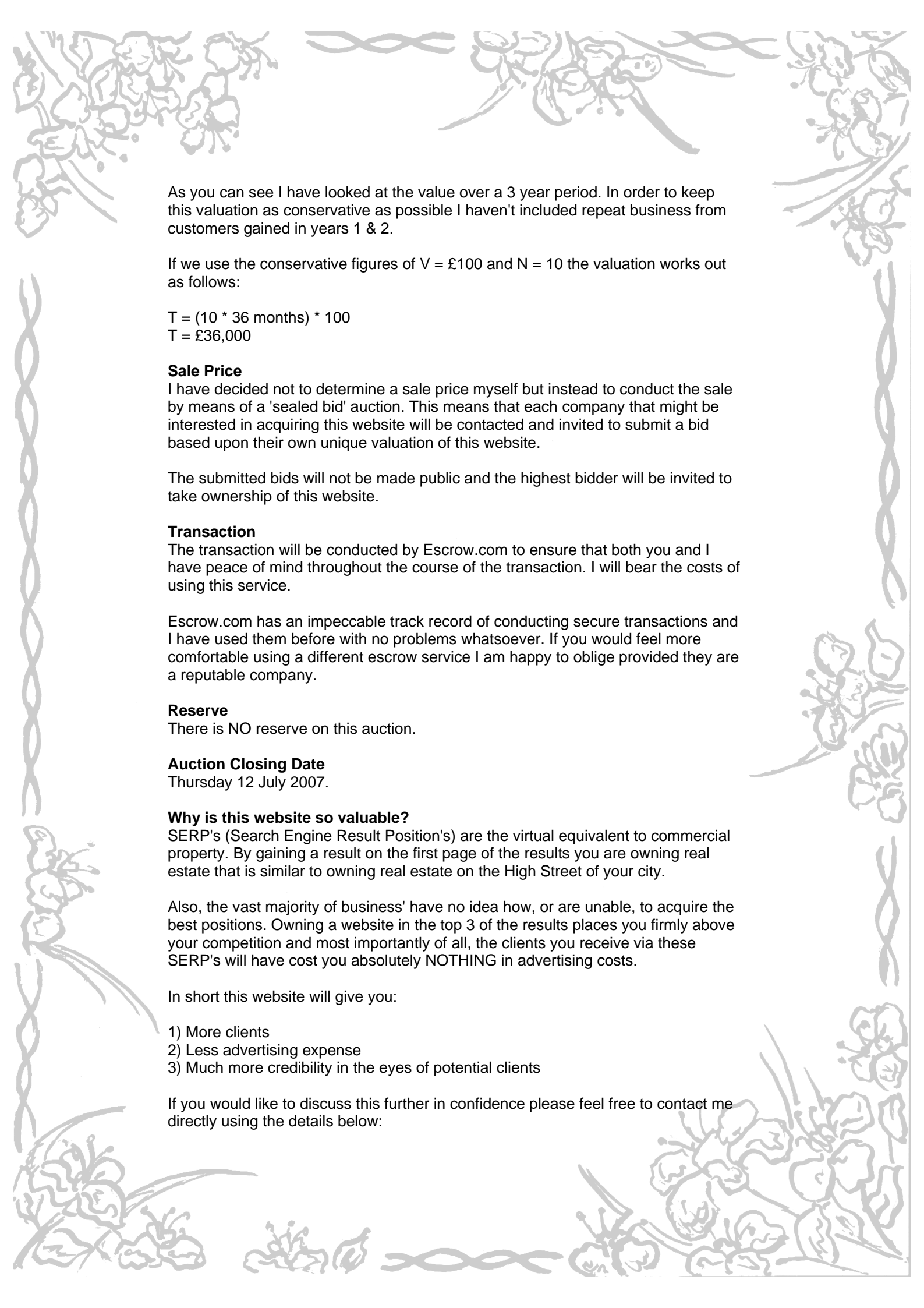
I have used a very simple valuation formula to give you some idea of the value this website may have to your business. The variables I have used are as follows:

T = Total Value

V = Annual Client Value

N = No. of New Clients / Month

$T = (N * 36 \text{ months}) * V$



As you can see I have looked at the value over a 3 year period. In order to keep this valuation as conservative as possible I haven't included repeat business from customers gained in years 1 & 2.

If we use the conservative figures of $V = £100$ and $N = 10$ the valuation works out as follows:

$$T = (10 * 36 \text{ months}) * 100$$
$$T = £36,000$$

Sale Price

I have decided not to determine a sale price myself but instead to conduct the sale by means of a 'sealed bid' auction. This means that each company that might be interested in acquiring this website will be contacted and invited to submit a bid based upon their own unique valuation of this website.

The submitted bids will not be made public and the highest bidder will be invited to take ownership of this website.

Transaction

The transaction will be conducted by Escrow.com to ensure that both you and I have peace of mind throughout the course of the transaction. I will bear the costs of using this service.

Escrow.com has an impeccable track record of conducting secure transactions and I have used them before with no problems whatsoever. If you would feel more comfortable using a different escrow service I am happy to oblige provided they are a reputable company.

Reserve

There is NO reserve on this auction.

Auction Closing Date

Thursday 12 July 2007.

Why is this website so valuable?


SERP's (Search Engine Result Position's) are the virtual equivalent to commercial property. By gaining a result on the first page of the results you are owning real estate that is similar to owning real estate on the High Street of your city.

Also, the vast majority of business' have no idea how, or are unable, to acquire the best positions. Owning a website in the top 3 of the results places you firmly above your competition and most importantly of all, the clients you receive via these SERP's will have cost you absolutely NOTHING in advertising costs.

In short this website will give you:

- 1) More clients
- 2) Less advertising expense
- 3) Much more credibility in the eyes of potential clients

If you would like to discuss this further in confidence please feel free to contact me directly using the details below:

A decorative border surrounds the page, featuring stylized floral motifs in the corners and a repeating braided or rope-like pattern along the sides.

Mobile: 07 983 565 512
Email: forsale@harrow-accountant.co.uk

I look forward to hearing from you.

Sincerely,

Steve Whitehead.