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On-Site Security Officers



Overton Security will provide your facility with a professional, well trained, equipped and uniformed security officer during times you designate. Site specific custom uniforms are available.

### What We Do

Overton Security has been providing our clients, including many Fortune 500 companies, with uniformed security officers as well as security vehicle patrols, security consulting, executive protection, electronic security CCTV systems, investigative services, pre-employment background screening and LiveScan throughout Northern California. We have established an excellent reputation within the industry by our commitment to service and our ability to respond to clients needs.

Vehicle Security Patrols



Overton Security maintains one of the largest vehicle Security Patrol Services in Northern California. All vehicles are highly marked and equipped with the latest vehicle patrol technology.

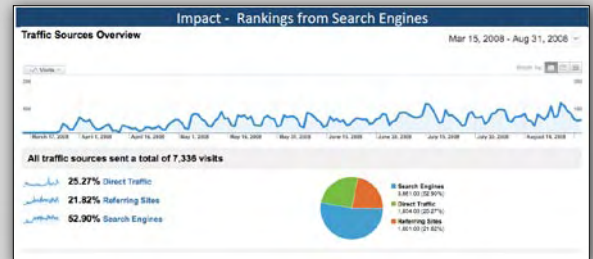
### How We Do It

Overton Security understands that the fundamental key to any business success is effective and creative management. Our staff managers have the ability to lead and formulate a company environment where each employee's internal motivation can flourish and expand. Education, training and supervision is emphasized as a direct tool to enhance our manager's competency and growth. As a service organization it is vital that our personnel are well trained, equipped, supervised and specifically selected for each client's requirements.

### What We Promise

Our major goal is professionalism; our greatest ambition is we always remain absolutely dedicated to the clients we

Dimension: Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. google	2,229	3.72	00:02:27	87.66%	40.47%
2. yahoo	1,214	3.23	00:02:07	74.38%	48.27%
3. ask	115	3.22	00:02:38	91.30%	46.00%
4. msn	91	3.27	00:01:54	86.81%	50.16%
5. aol	84	3.20	00:03:07	75.00%	32.14%
6. search	73	3.14	00:02:36	86.30%	45.21%
7. live	67	3.60	00:03:04	91.04%	40.30%
8. starvia	2	2.00	00:00:20	100.00%	50.00%
9. natscape	2	3.00	00:03:26	100.00%	50.00%
10. about	1	1.00	00:00:00	100.00%	100.00%



Security Services

## **OVERTON SECURITY**

Search Engine Optimization  
& Pay Per Click  
[www.overtonsecurity.com](http://www.overtonsecurity.com)

### CHALLENGES AND GOALS:

Overton was going through many significant changes for the past 12 months. They had changed their business name and were busy expanding into other markets. They had put together a new website with the new name using FrontPage. It was done very quickly and they soon found out that it was inadequate for the new brand they wanted to build. They were looking for a brand new professional website that they could be proud of and compete with the larger security companies in the market.

They originally contacted WSI to just build a new website. But as we presented Internet Marketing Systems, they were intrigued by the concept of marketing using search engines on the Internet

### THE SOLUTION:

The Internet Marketing System Gold Package was the ideal solution. WSI provided the client with a brand new website using WSI Business Edge, in addition to search engine optimization services for 10 key phrases, a pay-per-click campaign for \$1000 per month on Google and Yahoo! Their main goal with the new website is not only to present a more professional look but also highlight their main lines of business. Their home page clearly showcases their 3 main services.

### RESULTS:

Overton Security is now a strong believer of Internet Marketing Systems. It has only been about 6 months but their PPC/SEO campaigns have already resulted in several

major deals with enough profit to cover the entire 15-month campaign cost several times. Their SEO campaign has put them at the top of Google and Yahoo! for several key phrases.

### TESTIMONIAL:

*“WSI guided us through the entire process of website design, development and Internet marketing. We launched our new site in March of 2008 and initiated SEO and PPC to generate traffic to the site. To date, the campaigns have led to very positive outcomes. PPC is generating plenty of clicks and we are getting substantial leads. SEO has positioned us at the top of the first pages of Yahoo! and Google.*

*We have already closed several major accounts which have more than paid for the website and the cost of Internet marketing. WSI continues to meet with us monthly, helping us makes careful adjustments that ensure that we continue to get calls and inquiries.*

*The WSI team has been invaluable, proving to us that Internet marketing can work effectively for Overton Security. It has become a very significant part of our overall marketing strategy.”*

**FRANK DIMECO**

Marketing Director, Overton Security

**WSI Consultant:**  
**Jason Yi**  
California, USA