

# *Brunner Enterprises Inc.*

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ACEN

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Attn: Mark Griffin

Mark,

August 26, 2003

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ACEN.doc

I want to thank you and express my appreciation for the recent improvements made by ACEN to our web site. With your two-step proposal of increasing our meta-tag extensions and then going to the 'portfolio system' I initially had my doubts. Our web site already had high major search engine rankings and 3,500+ visitor sessions per month. However, the use of these additional meta-tag extensions had effectively raised our visitor session count by almost 20% (March 2003-May 2003). Our ranking has increased (with Google) on the average of 2 positions.

Phase two was a bit more challenging, because these meta-tags had substantially increased our rankings, a concern was raised by the ACEN team as the best way to maintain these positions. Many thanks to Jeff Belt and Tom! The plan was to keep the 'old site' pages and then redirect these improved search engine results to the new 'portfolio system'. I also need to express an extra special thank you to Niharika, she has the ability and the foresight to change every page of the new site to alter our links (making it easier to contact us).

The ACEN/Web-Trends reports do not paint the entire picture. Since these changes, we are experiencing an increase of almost 25% in inquiries and customer feedback has also been very encouraging.

These up-grades have increased our accessibility on the web and also have allowed us to more effectively market our product.

Many Thanks Again,  
*Brunner Enterprises Inc.*

Michael A. Dommer