

**Professional Services**  
provided by the  
**WorldSweeper.com Team**

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### **Contractor Locator Listing at WorldSweeper.com:**

Results with WorldSweeper.com's Contractor Locator program are phenomenal! Because our program requires that contractor participants sign our Ethics Statement, property managers love using the program to find sweeping contractors around the U.S. Add that to the industry-leading website traffic the WorldSweeper.com website gets and you end up with more leads, more customers.

For about \$20/month (\$249.95/year) your listing may include detailed company information including all your contact info – even links to your email and website! Most of our contractors receive 20+ visitors per month, some many more (depending upon market area served). Account set-up is free, full stats package included, credit cards and monthly debits accepted, and there is a 90-day money-back guarantee.

### **State and Federal Fuel Tax Rebate Program:**

Do you operate twin-engine sweepers? Chances are, we can help you get a rebate/refund on the federal and state excise (roadway usage) tax for the fuel your auxiliary engine uses. This program was initially authorized for the sweeping industry by the IRS through investigative work by WorldSweeper.com's editor.

If you have not applied for your fuel tax rebates, or have applied and been turned down, we can help. Our personnel in this field are experts on getting you a refund on all the fuel excise taxes you have paid, on both your diesel and gasoline-powered sweepers. **Many sweeping contractors have received thousands of dollars back under this program.** (Note: Single-engine sweepers do not qualify for this program.) Call us, toll free, at 866-635-2205 or send us an email for complete information.

### **Brochures and Flyers:**

Need to make a better impression through your brochures and other handouts? The WorldSweeper.com Team can handle it! Our people have many years of experience in writing and producing a wide variety of marketing materials. This includes over two decades of experience within the power sweeping community. No matter what kind of marketing project you need help with, from brochures to flyers to press releases to newsletters and more, we have the expertise you need to get the professional results you need.

[WorldSweeper.com](http://WorldSweeper.com)

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**Website Development/Design/Hosting:**

We offer complete website design and development services, including hosting of most client sites for a flat \$120/year. Our professional designers offer a variety of styles and concepts in terms of website development, and we also routinely modify and enhance work that was done originally by others.

In today's business world, even a 'mom and pop' business can afford — and needs to have — a professional website. There are many reasons why having a website is critical to the success of your business. Once you have your site up and operational, we can also help you make it a more visible and productive part of your marketing efforts.

To look at some of the sweeping-related sites we've done, go to:

[www.worldsweeper.com/WSPromote/](http://www.worldsweeper.com/WSPromote/)

**One-Click Competitive Equipment Financing:**

Use the link on the WorldSweeper.com site and three top finance companies, Webster Bank, FlexLease and Stearns Bank will bid for your financing. This is a complimentary service of WorldSweeper.com. When lenders compete, you win.

Go to: [www.worldsweeper.com/finance/apply.html](http://www.worldsweeper.com/finance/apply.html)

**Search Engine Optimization:**

To be found by the search engines, it is vitally important that your web pages include what are called 'meta-tag reference words.' As the requirements of the search engines change, these need to be kept up-to-date, at least on your primary website pages. These meta-tags are hidden words embedded into your website that are looked at by search engine 'robots' as they travel the Internet cataloging websites for rankings. It is vitally important to professionally optimize the meta-tags on your website. We know how.

**Pay-Per-Click (PPC) Online Ad Campaigns:**

Search engine pay-per-click (PPC) programs through Google, Yahoo!, and their affiliates are estimated to encompass more than 90% of all searching on the Internet. Currently, especially for lower technology product lines, a PPC program has the potential to be far more cost-effective than any other type of advertising medium.

In a nutshell, in both Google and Yahoo!'s PPC programs, an advertiser bids on key search words. Advertisers with the highest bids appear on the first page of searches

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conducted using those key search terms. (Try entering a product search for one of your product types on either of their search engines. The sponsored links that come up on the right and/or top of the page are the PPC advertisers.)

These brief company ads you see as a 'sponsored link' cost money *only* when the searcher clicks on them and goes to the advertiser's website. Again, for low-tech industries, this is typically a very cost-effective advertising medium. That's because average cost per click-through for first page listings is still often in the twenty- to fifty-cent range per prospect that clicks onto your site.

As an example, one of our client companies paid, on average, \$3,500 per half-page ad in magazines that go to @ 35,000 people. Response rates were largely unknown.

By contrast, the Google and Yahoo PPC campaigns we set up, which utilized approximately 65 different keyword combinations developed by us for their product line of street and parking area sweepers, averaged @ 40,000 views *and 400 website click-throughs per month*. Ongoing monthly costs to Google and Yahoo averaged under \$200, and management knew the exact number of prospects who were interested enough in their product to have clicked through to their website.

The average investment for developing, setting up and 'tweaking' an ad campaign in either Google or Yahoo! typically runs a flat \$150. Monthly cost to Google and/or Yahoo is typically under \$50/month. Note that your ad campaign may feature a different ad for each of your product lines, and that the target page for any ad may be set to any individual page on your website.

### **We're #1 With Sweeping Contractors:**

If you are a power sweeping contractor, you will find that the WorldSweeper.com Team offers the most professional, cost-effective services available for all your marketing development needs. Plus, we know all the industry-specific programs available to make you more money, and save more of what you do make.

For the best in sweeping contractor support call us, toll free, at (866) 635-2205, or send an email to [editor@worldsweeper.com](mailto:editor@worldsweeper.com) with your questions and the best time to get back to you.

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