



## About Virante: Overview of the Company

### Who we are

The specialists at Virante have been actively involved in Internet marketing since the inception of the world wide web in the early 1990's. Virante's methods suit all levels of industry - from small retail outfits to Fortune 500 companies - and our track record at both of these levels prove it. Our clients' success is guaranteed by our insistence on using legitimate, sustained technologies and practices that are completely organic. In layman's terms, we don't use shortcuts. We bring both stability and growth to web marketing.

**Ryan Allis** - CEO - [allisr@virante.com](mailto:allisr@virante.com)

**Bob Misita** – Chief Operating Officer - [bmisita@virante.com](mailto:bmisita@virante.com)

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**Jeff Staub** - Director of Client Services - [jstaub@virante.com](mailto:jstaub@virante.com)

### What we do

Here is a sampling of our specialties:

- [SEO – Search Engine Optimization](#)
- [SEM – Search Engine Marketing](#)
- [Website Design & Development](#)
- [Paid Search](#)
- [Email Marketing](#)
- [Affiliate Marketing](#)
- [Website Usability](#)
- [Social Media Marketing](#)
- [Online Reputation Monitoring](#)
- [Website Analytics & Conversion Analysis](#)
- [Competitive Intelligence](#)
- [International eCommerce strategy](#)
- [International language translation](#)
- [Content Syndication](#)
- [Wireframes & Information architecture](#)
- [Internet Auctions/eCommerce Clearance](#)
- [Local & regional web marketing](#)

Most often, the easiest way to get started is just to tell us what you need and have us design a package for you.

### What are clients say



*"Virante has helped us greatly increase our traffic and subsequent sales by optimizing our websites to the top of the major search engines. In working with them over the past two years our sales have skyrocketed and we have become a leading company in our industry."*

**Brandon Milford | Director of Marketing**

Broadwick Corporation, <http://www.IntelliContact.com>



*"I worked with Virante team members on some important global projects which they were very diligent and their expertise was very evident. Bob Misita was very responsive to our needs and exceeded my expectations. I have no problem recommending his team."*

**Sean Ludick | Global Director, Marketing, Motorola**



*"I hired Virante Inc., a search engine marketing firm in Durham, N.C., to propel my Web site's ranking from "basically nonexistent" to the top three for results on popular search terms for my industry including "spring break trips", "spring break travel" and "spring break. Virante achieved that goal."*

**Jim Kitchen | President, <http://www.springbreaktravel.com>**



*"Virante has helped me rank for literally thousands of keywords. Our affiliate program launched and managed by Virante now accounts for over \$100,000 monthly sales in less than a full year of operation."*

**Shazad Shahnawaz | Owner, <http://www.testking.com>**

## Why have us work for you

Virante has seen significant results through many of it's services, including:

### Rankings:

Ranking Results in Google		Ranking Results in Yahoo	
live chat	1	live chat	1
entrepreneurship	1	young entrepreneurship	1
young entrepreneurship	1	entrepreneurship	2
spring break travel	1	live chat software	2
spring break trip	1	spring break	7
live chat software	2	email marketing software	9
spring break	3		
email marketing software	3		

**CPC:** Virante manages cost per click services for their clients helping them to attain visibility within the major search engines and associated content sites across the Internet. One client in particular had the following results:

Paid Search Results		
Sales	↑	46% improvement
Savings	↑	5.6% decrease
ROI	↑	200% return

**Social media marketing:** Virante has been managing and executing social media marketing campaigns. One client in particular had the following results:

Social Media Marketing Results		
Brand Awareness	↑	improvement
Traffic	↑	1500% increase
Rankings	↑	280 links

Visit [www.virante.com/results](http://www.virante.com/results) to see more of Virante's results.

## Associations and Certifications

Virante is proud of our staff and the certifications and associations they have:



100% of the Virante Paid Search Staff are AdWords Certified



## Real world example

Virante takes a company from \$1,000/month to several million dollars a year

### Customer:

This client provided a wide variety of products and home health equipment to consumers, such as hi-tech supplementation, books and educational material, health programs, personal consulting, and more.

### Challenge:

To take a small, little known brick-and-mortar chiropractic and natural healing office into being a product-based ecommerce nutraceutical company, grab market share, increase top-line and bottom-line revenue numbers in a competitive industry in the midst of a number of firmly entrenched, nationally known companies that possessed larger marketing and advertising budgets.

### Solution:

Virante created two web sites--a product web site, informational website and redesigned the company website. This redesign had the simultaneous goals of ensuring both superior onsite usability and search engine friendliness. The redesign incorporated new graphics, freshly developed copy and newly developed site navigation.

Virante ran a parallel marketing campaign consisting of search engine optimization and an affiliate campaign, generating buzz, market awareness and name recognition. Virante was able to obtain top rankings in the search engines for highly competitive terms that significantly increased online sales of the company's leading product. As the business grew, additional web sites and product lines were launched with Virante as the lead design and marketing agency.

### Results:

This client saw improvement in sales revenue, brand equity, and wholesaler inquiries.

Results		
Sales Revenue	↑	improvement
Brand Equity	↑	improvement
Wholesaler Inquiries	↑	improvement