

Fact Sheet

About

Launched in April 2010, DIYSEO provides a search engine optimization (SEO) solution that helps small businesses look BIG on results pages of leading search engines. DIYSEO makes it easy for small businesses to learn about SEO and drive new business. The DIYSEO solution is a robust, step-by-step program that provides small businesses with access to advanced SEO consultation and campaigns in an accessible, simple and cost effective way.

Although many consider SEO complicated and overwhelming, DIYSEO combines the knowledge of the industry's top SEO pioneers with the latest Web technologies to offer a high value, low cost solution, empowering small businesses to take advantage of SEO opportunities, many for the first time ever. DIYSEO's unique premise offers an easy-to-use action plan and community that educates and guides small business marketers through basic and advanced levels of SEO as their sites move higher in top search engines.

DIYSEO make the complex world of SEO simpler and more affordable to small businesses, which is something never before available to them because of the previously high cost and technical constraints associated with SEO efforts. Interested small business marketers and bloggers can register for a free trial and continue their site's SEO journey for a low monthly fee.

DIYSEO affords numerous benefits to small businesses, including:

- Low cost traffic acquisition and sales from some of the fastest growing properties on the Internet
- Simplification of previously complex tasks into easy, bite-sized tasks
- Custom SEO recommendations, specific to clients' industries, keywords, location(s), and goals
- Client education: customers become SEO experts with step-by-step tutorials and expert guidance

Management Team

- **Dan Olson**
Chief Executive Officer
dan@diyseo.com
- **Patrick Gavin**
Co-founder
patrick@diyseo.com
- **Julie Zare**
Director of Client Services
julie@diyseo.com
- **Andy Hagans**
Co-founder
andy@diyseo.com

Headquarters

DIYSEO, LLC: 1333 N. Kingsbury Street, Suite 204; Chicago, IL 60642
www.DIYSEO.com

Media Contact

Kraig Smith: PReturn Inc.; 833 W. Chicago Ave., Ste 606; Chicago, IL 60642
(P): 312.432.9405; (F): 312.432.9408; ksmith@preturn.com