



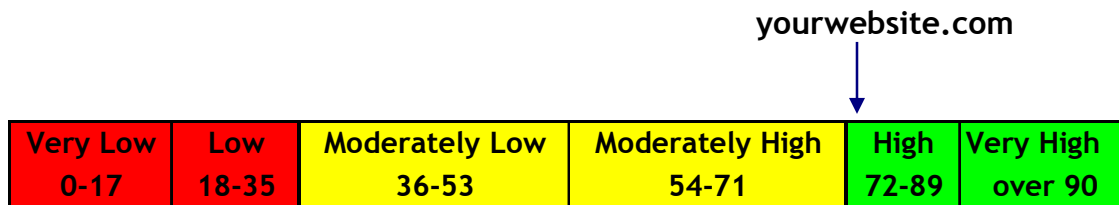
Let us show you the way!

Thank you for your interest in the Zenedo eSurvivability Index. Although we believe the subsequent analysis and statements to be accurate and justifiable, there is no guarantee of actual results. There are thousands of disconnected variables that can result in misconceptions when analyzing historical traffic patterns of a single unfamiliar URL. However, our proprietary algorithm has demonstrated a high degree of general accuracy that can help understand the future traffic potential of a site.

### eSurvivability Report: yourwebsite.com

Based on information obtained over the past 6-months, we feel that yourwebsite.com has an eSurvivability index of **73**. Consequently, we feel that the likelihood of this site continuing current traffic levels over the next 6 to 12 months is **HIGH**.

Table 1: eSurvivability Index



### Recommendation

Based on this analysis, we suggest placing a **12.5% price premium** on the overall valuation of yoursite.com. Although this number is a recommendation, we believe the effort involved to maintain current levels of traffic is relatively **LOW**, resulting in a lower cost factor to operate and manage this site. This statement is only a recommendation and should be supplemental to any current due diligence.

### eSurvivability Explained

Website purchasing decisions are typically based on the perceived financial value; usually some multiple of historical performance is utilized. This methodology makes sense to some extent; however, it does not capture the future effort need to maintain the underlying traffic, to produce the expected future financial return.

The eSurvivability index helps address this unknown, by applying a proprietary traffic algorithm to determine the amount of effort that may be required to maintain current levels of traffic. It does not identify the quality of traffic nor does it determine the value you a website, it simply helps to understand if a discount or premium should be applied to financial value of a website.

If you should require and in-depth site valuation of this or any other sites, please feel free to contact us at [doug@zenedo.com](mailto:doug@zenedo.com).<sup>1</sup>

<sup>1</sup> Information was obtained from the following sources: Google Analytics, Google.com, Linkworth & Alexa.com