



ShortPorch.com increases website traffic by 390 % using search engine optimization

eBrandz Inc, May 22, 2007

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Houston based ShortPorch.com focused on sale of signed baseball memorabilia and trading cards. They created a website thinking it would attract lot of traffic. This was not the case. Finally they realized about search engine optimization and how it could help increase their website traffic. The end result is that after 8 months, their website traffic has increased by 390 %. They selected eBrandz.com a SEO company based in India.

PR9.NET May 22, 2007 - New York, NY – Houston based ShortPorch.com thought that they would create a website and traffic would pour in. But as most ecommerce providers quickly learn, this was not the case. This is when they began to scour the web in search of possible solutions. Over the course of their research they discovered Search Engine Optimization and the impact it could have on their business.

Says Jeff Tucker, owner of ShortPorch.com "Following our love of America's pastime, ShortPorch.com opened in 2004 focused on the sale of signed baseball memorabilia and trading cards. Our goal was to create a business focused on helping customers build and expand their collection of baseball memorabilia. We believe that as America's pastime, Baseball captures the history and spirit of this country like no other sport."

And so they began an online search for a search engine optimization company. Many companies advertise the results they are able to achieve, but fail to educate the customer on the methodologies used to reach these results. They found eBrandz.com website online and were very impressed with the amount of information available. One nice thing was that eBrandz provided prospective customers with the cost of campaigns in a very no-nonsense manner. This was very helpful, straightforward and effective!

Although eBrandz Inc had an office in New York, their technical team was based in India. ShortPorch.com was initially concerned as this was their first foray into the offshore market. However, these concerns were quickly quelled due to the rapid response and professionalism of the eBrandz staff. According to Jeff "eBrandz is very professional and responsive. The staff is wonderful to work with! Their knowledge of SEO is great and effective. The team is very responsive and results driven. The schedule provided was strictly adhered to and all concerns and questions were quickly addressed. We feel very confident working with the eBrandz staff."

But what about results? "It took a couple of months. However, the improvements were considerable and seemed to increase exponentially. Honestly, very effective!" Jeff continues "We initially focused our resources on PPC advertising, but have since shifted to almost purely organic search engine marketing. If you are able to do this, you know you have found the right resource. Our current calculation shows that traffic increased by about 390 %"

For information: <http://www.eBrandz.com> or
Contact: sameer@ebrandz.com
Phone: 212-685-6060

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About eBrandz Inc

eBrandz is a search engine marketing company with offices in 8 major cities of the world including New York, Mumbai, Singapore and Dubai. With over 1200 clients spread across the world, eBrandz offers a very significant cost advantage to its clients as compared to its competitors in US, UK, Australia or Canada. With a consistent track record of delivering results for its clients, eBrandz is considered one of the best search engine marketing companies in the world.

Phone:	212-685-6060
Website:	http://www.eAffiliatez.com
E-Mail:	support@eaffiliatez.com
Address:	171 Madison Avenue, Suite 1006 Nap Building New York, New York 10016