

OBJECTIVE

Everett Stunz is San Diego's premier linen and bed store, family owned and located in La Jolla, California for since 1963. In November 2007 they launched an e-commerce web site to compliment the business.



ANALYSIS

The following areas were researched and a Snapshot compiled:

- Domain Statistics
- Domain's registration information
- Domain Age Checker
- Website Speed Check
- HTTP Status Code
- On Page Analysis
- Indexed Pages
- Crawl Test Results - 5 Pages Crawled
- Home page PageRank
- GeoTargeting Results
- SEO Term Extractor
- Branded Keywords
- Keyword Verification
- Searches for Keywords
 1. Keyword Tested: Sferra
 2. Keyword Tested: Signoria
 3. Keyword Tested: Peacock Alley
 4. Keyword Tested: SDH Linens
- Linking
- Who are you linking to?
- Backlinks
- Main Competitors targeting same keywords
- Vendor Sites
- Search Engine Saturation
- Link Popularity Check

PLANNING

A comprehensive online Public Relations plan was designed. Major (news worthy) events were identified for a 6 month period. The Overview/Snapshot was the tool used to analyze the online marketing needs for the company.

IMPLEMENTATION

Optimized news releases were distributed using some of the following channels:



ANALYSING RESULTS

After consulting with the client, a reporting program was implemented to provide the exact information that was deemed important by the client.



- **Search Engines**
304 (49.35%)
- **Direct Traffic**
141 (22.89%)
- **Referring Sites**
90 (14.61%)
- **Other**
81 (13.15%)

REFINEMENT

As an ongoing project, progress is monitored and changes made as necessary. Testing scenarios evaluate marketing variables.

