

LampsUSA.com

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LampsUSA is a division of Home Concept Stores of Madison, Wisconsin. LampsUSA sells lamps, lighting, ceiling fans and home decor. We have been selling online since 1998. Driving traffic is a critical component to maximizing internet opportunity. Without traffic, everything from the products, website, features, etc., becomes irrelevant. Understanding and implementing effective Search Engine Optimization techniques are key to building more clicks, which means more business.

When we researched SEO companies there were several qualities we looked for. First, was past successes. We wanted a company who could demonstrate that they understood SEO, and had the clients to prove it. Next, we looked at accountability. We had to be able to quantify the SEO's affect on our business. Price was also a critical factor. We researched and interviewed over 10 different companies and ultimately chose eBrandz. We are glad we did. eBrandz fared quite well versus the competition. Other companies who showed similar knowledge in SEO were charging more for similar services. The communication gap between the languages and the distance from the USA to Ind were all concerns for us.

Our primary contact at eBrandz, has supplied us with updates and reports on a regular basis, as well as making us aware of new opportunities as they arise. The eBrandz team responded in a timely manor whenever there was a query to them. They followed the schedule for our detailed plan, and communicated this along the way.

Noticeable traffic changes started within 5 months of service. The most notable change so far has been achieving higher Google ranking for more keywords. eBrandz efforts for our SEO initiative has certainly started things moving in a positive direction. We look forward to the new ideas for improving our SEO even further, and feel comfortable partnering with eBrandz. eBrandz has a good initial plan for increasing exposure. Now we are moving to "phase 2" and we are hopeful ebrandz's techniques continue to be effective.

I have no hesitation recommending eBrandz to others looking to improve their overall SEO efforts. eBrandz is continually developing new ideas to build traffic to our sites.



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