



“ I am impressed by the work done for our site by LSF Network Team. It is incredible to know the sort of results that search engine optimization can produce in such a short period. It's been a pleasure to work with quality people who understand search engines service and the results. ”

Tanushree Battacharya
Marketing Director
Herbspro.com, Universal Herbs Inc.

The primary result was that Herbspro.com increased the traffic to its site by more than 35%.

HerbsPro.com is a global website dedicated to providing the high quality natural health care products and dietary supplements. It educates and guides people around the world in creating a healthier and successful lifestyle through their online Health food store.

Business Situation

When HerbsPro.com began marketing its products in June 2005, its site was ranked beyond the fifth Page in Google™ for the key term "Herbal Supplement Store" and traffic from Search Engines was less than 1%.

The LSF Network Solution

Working in conjunction with Herbspro.com, LSF Network set out to help improve their business by establishing the following objectives:

- Increase Search Engine page ranking
- Increase visibility on Internet through SEO
- Increase the Conversion Rate
- Develop a Link Exchange program

Among the many actions taken to help achieve these objectives LSF Network's Search Engine Optimization Team also worked for HerbsPro.com on the following:

- Development of essential keywords
- Designing Meta Tags
- Fine tuning the Site Map with reference to the keywords
- Inserting XML based Sitemaps

Results

Keywords Visibility	
Keywords Targeted	120 Keywords
Appearance	63 Keywords on the first page of Yahoo!™ and 20 Keywords on the first page of Google™ within 3 months
Increase	131% increase in search engine ranking
Search Traffic	
Increase	103% within 3 months (by July 2005)

Founded in 1999, the LSF Network Group is the pioneer in on-line Precision Marketing. From the very outset, LSF Network's core strength has been its ability to continually deliver high-quality traffic to meet or exceed customer lead generation targets. We bring qualified leads to our clients through all of the Internet's major distribution channels including a broad selection of publishers, search, e-mail

and our own web properties which include over 16 million registered users.

Today, the LSF Network Group is capable of driving high volumes of qualified customer leads through Search Engine Optimization, Search Engine Marketing and long-standing relationships with hundreds of high traffic and targeted websites.

Organizations who have used the LSF Network:

