

**Blendstrup & Associates**



“ I just saw the reports and whatever you have done is bringing in new leads to me. I just signed a contract with a German exec and I am sure they found me because of my better visibility. It looks impressive all the work you have done thus far. ”

**Angelika Blendstrup**  
 Founder  
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**Blendstrup & Associates** offers a variety of training sessions and workshops for Business Etiquette, Communications Skills, and Cultural Diversity to individuals and corporations. This includes guiding cross-cultural teams to become aware of the important differences in value systems, decision making processes, and individual cognitive and work styles.

**Business Situation**

Blendstrup & Associates very early on realized that its website is the gateway to its company's brand, product, and services, and is critical that they be easily found on the Internet.

**LSF Network Solution**

Working in conjunction with Blendstrup & Associates, LSF Network set out to help improve their business by helping to establish the following three objectives:

- Increase visibility for primary keywords within the first page of the natural search results across all major search engines
- Increase the amount of visitor traffic to the website
- Increase leads towards business

Work undertaken by LSF Network included a redesign process to ensure the complete optimization of the website. This involved tactics such as adding and rewriting Meta Tags to gain better visibility within search engines.

LSF Network also optimized the site with regard to images, file names, title tags, and customer-centric site content that was more appropriate for search engines.

**Results**

Keywords Visibility	
Keywords Targeted	97 Keywords
Appearance	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:

