

Sarah

From: Tickle, Trish [ttickle@kitcol.com]
Sent: Monday, March 24, 2008 7:08 AM
To: Sarah; Rachel Rodriguez; Michael Decker
Subject: RE: Class Project - SEO Proposal

Good job, everyone. Couple of comments:

Link Strategy: While I understand the value of links, this must be done with extreme care because, as a multi-channel retailer, protecting my brand is my first priority. In-bound links from blogs are my first priority and we are looking at ways of regularly releasing blog-worthy info through an orchestrated PR campaign with PRNewswire. I will take a look at the link sites you have recommended. This is an area where I do not have a lot of knowledge. We have talked about reaching out for a reciprocating link with a cookbook retailer and several ready-to-serve food retailers but have not worked through the idea.

SEO: One of the things I have been reading about are simplified URLs. Would love to see some discussion of that in your SEO section. For example:

http://www.legourmetchef.com/Temp_Search_Breakdown.cfm?catname=Bakeware&CatType=N&CatPromos=Y&LinkID=0008

is the URL for our bakeware section. The thought of simplified URLs is that this would be:

<http://www.legourmetchef.com/bakeware>

One of the other things we are working on with our site redesign is a specifically copywritten, limited character description that would appear in Google. Currently a search for "kitchen collection kitchenaid artisan mixer" bring back the following results:

[KitchenAid Artisan 5 Qt Stand Mixer - Empire Red KSM150PSE at ...](#)

KitchenAid, KSM150PSE, **KitchenAid Artisan 5 Qt Stand Mixer** - Empire Red,
KitchenAid 5 Quart Stand Mixer Empire Red stand **mixers kitchen aid** orange 5 qt 5qt ...
www.kitchencollection.com/Temp_Products.cfm?sku=00326953 - 55k -

Our thought is that we would like to control this content so that the search results read something like this:

[KitchenAid Artisan 5 Qt Stand Mixer - Empire Red KSM150PSE at ...](#)

KitchenAid Artisan 5 Qt Stand Mixer, KSM150PSE - Empire Red – our price \$279.97
plus \$20 mail-in rebate – free shipping through April 30, 2008. Or save with factory
refurbished www.kitchencollection.com/Temp_Products.cfm?sku=00326953 - 55k -

Tell me what you think.

Did you see the article in the NY Times over the weekend about the Google secondary search box? If not, you should read it. You will need to read it today before the content goes to the subscription side only.

<http://www.nytimes.com/pages/technology/index.html?adxnnl=1&adxnnlx=1206367330-+cES6ZVkbzgCK1EPHs0slw>

Title: New Tool from Google Alarms Sites.

Again, good job. You've given me some things to think about.

Trish Tickle

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From: Sarah [mailto:SLSandusky@aol.com]

Sent: Monday, March 24, 2008 1:40 AM

To: Tickle, Trish

Cc: SLSandusky@aol.com; 'Rachel Rodriguez'; 'Michael Decker'

Subject: Class Project - SEO Proposal

...and Attached to this one is our SEO Proposal/Plan.

As with the other one, feedback would be great.

Thanks so much!

Sarah

Rachel

&

Michael

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