



Labface

for suppliers 2010

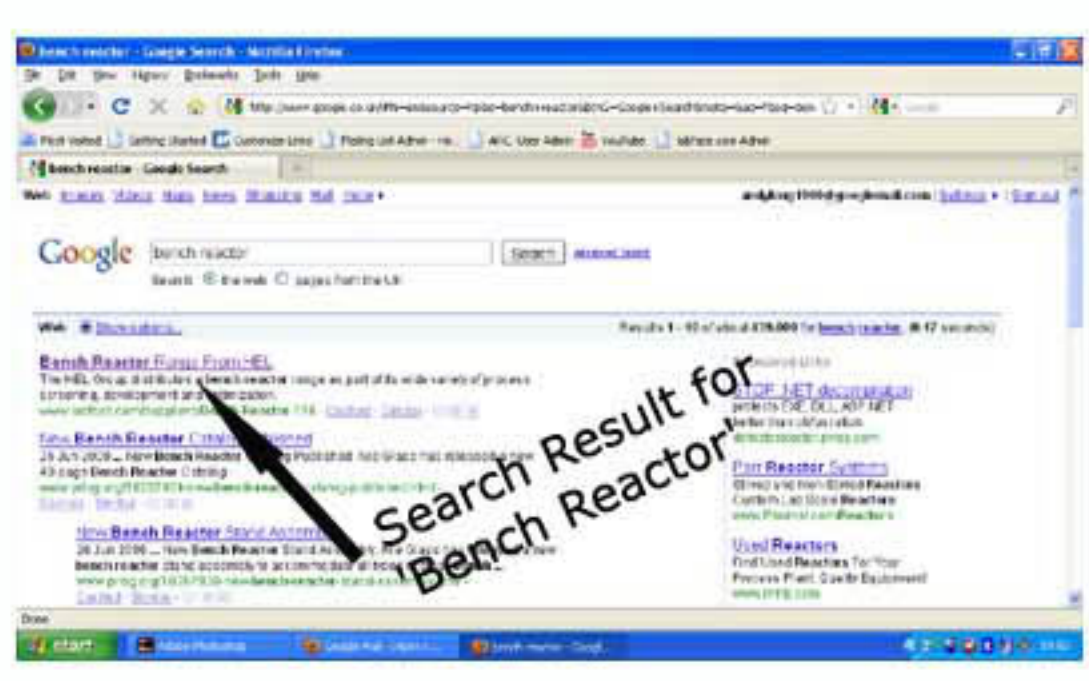
How Suppliers Can Get The Most Out Of Labface..

Think of Labface as a targeted and fully optimised 'shop window' for your business.

The internet is full of directories and websites which are cluttered with advertising and other distractions. They may include some product descriptions (and your news) but these are almost 'word for word' duplicates of the original content - this is NOT ideal for you! Labface is different. We identify the keywords that potential buyers are searching for to find the products you sell and then we optimise YOUR pages on Labface.

ALL of the text on Labface has been rewritten for the search engines, because they like to see unique content. We add a company profile page for you with a logo and 4 main product profile pages with a product image for each. These profile pages have been optimised for particular key phrases, which drives targeted traffic to them.

You can see from the **screenshot below** that we have included a product profile page, which includes the keyphrase 'bench reactor.' We then did a lot of on and off site SEO work to give this key phrase the best chance of doing well on google and the other search engines. You will notice that we appear number 1 on google for this key phrase!



Of course, this is only one example. One thing that we don't want to do is compete with your own SEO efforts. In fact we want to compliment your own work. But if you are not currently appearing on the first page of google for relevant keyphrases we want to get you there via Labface.

Another important factor is how buyers see Labface - and more importantly how they relate and react to your company and profile pages. This is why we add tabs and links so they can find information easily. You'll notice on the **screenshot above** that we not only write a great company profile for you but we also add a simple navigation system so people can find your profiles, your PDF files, video files and contact details. Added to this, we also add 12 product article pages per year for you, so you can also add us to your product PR distribution list - and guess what, we rewrite them all!

We not only make it easy for potential customers to view your information, but it is VITAL to make it easy for them to contact you or ask you for more information. That is why we provide a simple page with live links to specific pages on Labface or to your website - it is your choice. See what we mean in the **screenshot above**.

So where do YOU start? - Well, just tell us about your business and we'll do the rest! Our main objective is to get you lots of interest in your products and to do that we need to do some research. We can then find the best key phrases and content for your pages and get to work.

So what do WE do next? - We build your pages, upload a logo, company page, profile pages, product images, contact details, relevant PDF files and even help you by creating simple video files if you don't have your own!

Are there any other benefits? - Absolutely! We are also building a b2b lab network service which matches buyer product requirements to supplier's offerings. We'll also provide an events match service so you can tell buyers which events and exhibitions you are attending. The system will then match buyers and suppliers together and you can communicate via your own management suite.

So what does it cost? - For £1200 per year, we'll add 17 pages on Labface in the first year, which includes 1 company profile page, 4 optimised product profile pages, 12 product article pages, videos, PDF files, logo, product images and all live links. Plus you get all the new functionality to help you to communicate with buyers.

PLEASE NOTE: We have an ongoing objective to get you high quality visitors and enquiries. We do this by submitting relevant articles across the web with links coming back to labface. We also work hard to get into Google news and many other channels.