



CLIENT: Blank Textiles, Inc., located in New York City, is a world recognized supplier of fabrics and custom textile products.

CHALLENGE: Blank Textiles contacted Web Hound Studios wanting to promote their newest product, FleecePRO, a line of fine quality fleece blankets and fabric. Blank Textiles wanted to establish brand awareness and develop a website that would generate sales inquiries via email submissions as well as phone calls. It was important that the website be recognized in the search engines to achieve this goal, but the client did not want to pay additional costs associated with buying premium search results and internet advertising.

Blank Textiles also required a printed sell sheet promoting FleecePRO; that could be mailed to an existing client base as well as those who send inquires from the upcoming website.

STRATEGY: A domain name, FLEECEPRO.COM was registered and transferred to Web Hound Studios' servers. Web Hound worked very closely with the client to first develop a logo for the new line. After many treatments had been considered, Web Hound concentrated its efforts in achieving the final logo design seen above. This logo became the basis for Web Hound's design of a 4-color sell sheet. After presenting Blank Textiles with several color and composition choices, a final design was established (seen right) and printed in a quantity of 2000.

Since the sell sheet had already established a "look" for the brand, an overall look for the website was quickly approved and copy was emailed from Blank Textiles' offices to Web Hound Studios for insertion into the web pages as content. Several design ideas for the homepage were presented with the final design represented below. It is an eye-catching page that loads quickly even on dial-up connections. Special attention was also given to the contact area of the website. It was important to have an easily accessible email form on the page to encourage visitors to request product samples and make sales inquires.



In order to achieve the best possible search engine results, Web Hound used its expertise to develop a search engine strategy that would be successful, but not incur additional advertising costs for the client.

Total time for project completion: about ten weeks.

RESULTS: After only a few months, FLEECEPRO.COM has become a recognized internet source for fleece blankets and fabric supply. Sales inquiries via phone and email are coming in regularly. A great percentage of the site's visitors are referred from major search engines including YAHOO!, AOL and Google. The most often

accessed search terms used to enter FLEECEPRO.COM from the search engines are "fleece fabric" and "fleece blankets"; precisely the terms targeted as most desirable.

Blank Textiles continues to update FLEECEPRO.COM and send out their new sell sheets to potential customers. Two additional Blank Textiles websites are being planned for future release.