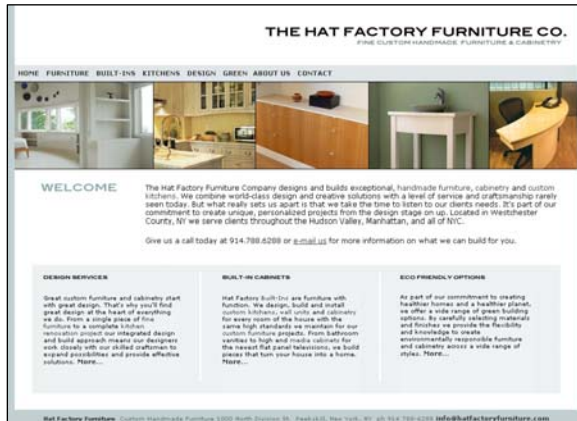


## Search Engine Optimization Report: Web Marketing Toronto drives search engine traffic for Hat Factory Furniture



Hat Factory Furniture's site experiences a dramatic improvement in search engine rankings, and as a result, traffic from the search engines increase by over 42%!

Web Marketing Toronto has been working with the Hat Factory since July of 2006 to improve the sites traction in the major search engines, and provide a easy to use website that highlights its products and services.

A key initiative has been improving the organic positioning of the Hat Factory website, where a wide variety of custom handmade furniture and cabinetry are available for purchase.

Through this initiative, the Hat Factory hoped to enhance awareness of their products in the New York area, and increase qualified customer contacts. WMT provided Hat Factory with strategic SEO consulting, which was implemented in fall of 2006. Improved visibility in the search engines followed, which resulted in some key successes:

- ✓ **Search engine referrals increased by an amazing 42%**
- ✓ **Customer communications made via the web increased by 50%**

**Hat Factory Furniture Co.**  
**New York, USA**  
<http://www.hatfactoryfurniture.com/>