

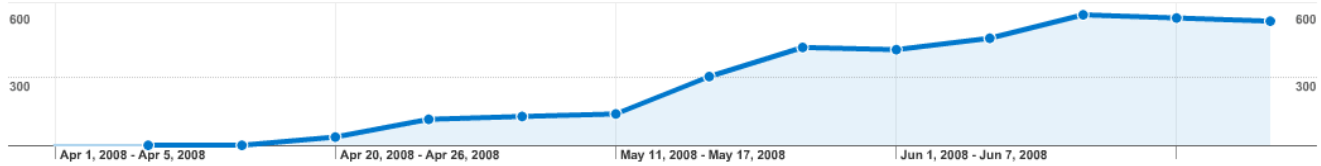
**Subject:** while you were gone  
**Date:** Thu, 10 Jul 2008 23:01:56 -0400  
**To:** John Park

Hi John,  
I thought I'd share one of the projects I was working on while you were away.  
A pretty good success story.

Metalex's website that had never brought in a single customer in 5 years, failing print ads, no online advertising, and no way to track marketing efforts. Since mid April I've built a new site which is now averaging 500+ visitors a day, and \$20,000+ in solid leads in the last month generated directly from the site. He's now hiring an extra employee, and is hoping to set up dealerships in Hamilton, Ottawa & Calgary. Advertising costs have been steep, totalling \$2000 but are falling slowly as efficiency is improved. The website content was 'written' partially in response to continuously tested advertising copy re: what searchers felt were important points. This is a near perfect example of the power of research & testing, although the first 2 months were a bit rough!  
<http://www.metalexdoors.com>

-al

(Note: 'Pages Per Visit' & 'Time On Site' were inflated until mid-May due to constant testing of the site.)



#### Site Usage

**3,743** [Visits](#)

**17,080** [Pageviews](#)

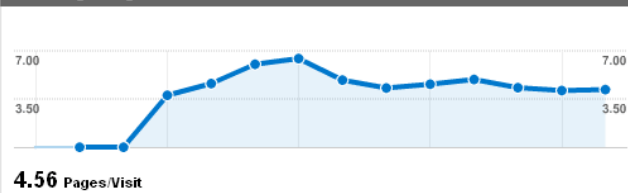
**4.56** [Pages/Visit](#)

**24.18%** [Bounce Rate](#)

**00:02:52** [Avg. Time on Site](#)

**86.88%** [% New Visits](#)

#### Average Pageviews for all visitors



#### Bounce Rate for all visitors

