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## CHELSEAPAPER.COM AND LINKSTORM ANNOUNCE 7 MONTHS OF E-COMMERCE RESULTS

### Post-implementation review documents improvements in product visibility, traffic and sales for clicks-and-mortar retailer

**New York, NY – August 2, 2006** [ChelseaPaper.com](http://chelseapaper.com), all stationery for all occasions, the Internet's premier source for customized stationery, invitations, announcements and holiday cards, created Linkstorms for its entire product catalog 7 months ago, both at the individual product (SKU) level, and also at the category/keyword level (where for example the Linkstorm for "wedding" points to all products related to weddings: save-the-date cards, invitations, rehearsal dinner invitations, place cards, thank-you notes, etc).

Examples include:

"Blue Stripes and Lobster" (summer party invitation): <http://dx.doi.org/10.2127/0010-01-0206>

"Housewarming" (moving announcement): <http://dx.doi.org/10.2127/0016-05-0015>

"Ivory Vellum Business Card" (business cards): <http://dx.doi.org/10.2127/0039-01-0187>

ChelseaPaper's goal in adopting Linkstorm was to increase sales by:

- improving search engine visibility by boosting natural/organic rankings (ChelseaPaper already had an extensive Paid Search program in place) – thus increasing inbound traffic;
- improving website navigation by interlinking individual products with related products at the individual "object" (SKU) level, in addition to the category level.

The companies have just completed a post-implementation review. Highlights include:

- Nearly 10% of ChelseaPaper.com's online purchases were Linkstorm-referred during the most recent 6-month period.
- 275% increase in sample keywords appearing in the first place position (#1) of organic searches on a major search engine during the first 7 months of the project
- Over 100,000 user clicks to Linkstorm-enabled Chelsea Paper web pages from major search engines through organic search queries during most recent 5 month period
- Over 100,000 visitors used Linkstorm menus to navigate through the Chelsea Paper web site during the most recent 3 month period

"We were initially skeptical that Linkstorm could improve our traffic and sales, since we had already undertaken extensive SEO activities to improve natural search rankings, and we already had a sizable budget for keyword purchasing," said **Lauren Marrus, Founder and CEO of The Chelsea Paper Company**. "But the results speak for themselves!"

"We have dramatically improved the search engine rankings of every one of our customers, and have documented this via before-and-after measurements of the same keywords, but in

some cases our customers had not yet optimized their sites using standard SEO techniques,” said **David Sidman, Founder and CEO of Linkstorm**. “Now we are servicing customers in the highly-competitive world of online retailing, where even a slight edge in search visibility, end-user navigation, and conversion rates can make the difference between winning and losing. We are pleased to see that our value proposition crosses over successfully into this new space.”

### **About ChelseaPaper.com**

[ChelseaPaper.com](http://ChelseaPaper.com), all stationery for all occasions, is the Internet's premier source for customized stationery, invitations, announcements and holiday cards. Exercise your preferences for different timesteps and colors and see your selections instantly in an onscreen preview. You will never have to enter a store or correct a faxed proof again — after you complete your online order, your final product will be sent directly to your home or office. And for corporate customers, you'll find a wide selection of invitations, announcements, correspondence cards, holiday cards and more.

### **About The Chelsea Paper Company**

Incorporated in January 2000, The Chelsea Paper Company has three divisions: ChelseaPaper.com, Chelsea Notes and the Chelsea Paper Studio in Manhattan. Carrying the widest selection of stationery for all occasions and providing the highest quality customer service, ChelseaPaper.com is the premier online retailer of wedding stationery, party invitations, holiday cards, personalized stationery, gifts, birth announcements and more. ChelseaPaper.com has streamlined the purchase process for custom stationery products, making it easy to browse and search for just the right card from multiple manufacturers, create online proofs in real-time, and order securely and quickly. Chelsea Notes brand stationery features trendy, affordable note cards, invitations and announcements. The Chelsea Paper Studio in Manhattan provides one-on-one services to meet individual customer needs.

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### **About Linkstorm Corporation**

[Linkstorm](http://Linkstorm) increases product visibility and sales for retailers, advertisers, ad agencies, affiliate marketers, direct marketers, behavioral targeting specialists, publishers and media companies of all kinds. Our service raises search engine rankings, improves navigation to product information and content, and creates new opportunities for alternative distribution channels including affiliate marketing, blogs, and peer-to-peer “viral marketing.” Our technology is based on the next generation of Web navigation, the Handle System® created by Dr. Robert Kahn, co-inventor of TCP/IP and co-recipient of the Turing Award and National Medal of Freedom in recognition of his crucial role in pioneering the Internet. Linkstorm implements superconnectivity™ and clickless navigation™ to create extensive, robust and persistent interlinking of content and product information at any level organizations want it. Linkstorm is headquartered in New York City.

For more information, click on the linkstorm for this press release (<http://dx.linkstorms.com/10000.1/pr43>) or contact:

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