

Ashlar-Vellum Channel Partner Newsletter February 2011

Website Optimization

Webmaster, Andrey Simakov and Vice President of Communications, Julie Bou have teamed up to optimize www.ashlar.com for search engines such as Google. Originally built before search engines ruled the world, the Ashlar site is extremely user friendly, especially to our graphically-oriented customer base, but is almost invisible to search engine robots. We not only want to drive more traffic to our site, but more importantly, the right traffic, bringing in potential customers looking for CAD and 3D Modeling software on Mac and Windows.



While the appearance of the site will only change subtly, the headings, page titles and some of the text will be optimized to rank us higher in the search engine pages.



Andrey is also implementing QR code which gives visitors to the site a way to transfer a page quickly to their mobile devices for easy reference.

Proven Success Email Campaign

We are resuming our Proven Success email campaign with 31 new emails delivered weekly to prospects and customers in our database.



Our initial campaign was more mechanical design-based and sent to users in our database designated as Aerospace and Aviation; Industrial, Mechanical and Manufacturing Engineering; and National Laboratories and Research Centers, since those seemed to be the industries that were spending, especially during the times of economic stimulus by the Federal government. This time we will be targeting a broader base that includes all the success stories from across the industries we serve.

