



This is the June 2008 Fortress Stabilization Systems E-Newsletter. Your email address %%Email%% is receiving it because you previously expressed an interest in getting these communications from Cyberspace Marketing. You may opt-out by clicking <here>. If you have trouble viewing this email <click here> to see it online. Please add "enews@cyberspace.agilisdetroit.com" to your Safe Senders list to ensure receipt of future communications.

## Hello Guest, Here is Your June 2008 E-news Report From Fortress Stabilization Systems

### *Upcoming Fortress Training to be held in Chicago*



The next Training Session to be hosted by Emecole, Inc. This will be a one day session to be held on Thursday August 14th from 8am to 5pm.

From 8am – noon I will be focusing on diagnostics and applications. From 1pm – 5pm Emecole will be featuring closed crawl spaces, crack injections and much, much more.

Location of training will be at Emecole's headquarters at:  
50 East Montrose Drive  
Romeoville, IL 60446  
800-844-2713

**ENJOY CHICAGO, SPEND THE WEEKEND**  
CLICK <<HERE>> FOR THE OFFICIAL VISITORS SITE

To sign up please email us at [todd@fortresstabilization.com](mailto:todd@fortresstabilization.com)

## The Power of Your Websites

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Please see the copy of the email that I recently received through Fortress Stabilization Systems. This is just solidifying what I have been telling everyone about updating your website and the importance of having product recognition sections. See the homeowner's comments:



----- Original Message -----

To: solutions@fortressstabilization.com

Sent: Thursday, May 01, 2008 8:57 PM

Subject: recommended source for bowed wall remedy using carbon fiber

The recommended source for your fiber reinforcement system in this area has no mention of your system on their website. Is there another provider for the Fortress System that you could recommend besides this contractor? Apparently this is not a large part of their business since they do not mention it on their website.

Stan L.



### *Tips From our Webmaster*

#### **What do I need for a Website?**

That really depends on your type of company and the services/products you offer. Basically, your website should contain enough information that the consumer is invited and feels compelled to contact you for more information. The more information you provide, the more likely you will make the consumer feel comfortable about your company and want to pursue their interests further.

Keep in mind that the consumer is going to your site to find information - Internet users are generally informed consumers and the more you can inform them the more likely they will contact you and change a website visit into a lead or purchase.

Understand that the Internet is **NOT** the "Yellow Pages". Consumers are generally on the Internet for only 2 purposes: Entertainment or Information. If you are not providing entertainment, then you must supply information. If you do not provide the information the consumer is seeking, they will go elsewhere. It is that plain and simple.

Keep in mind that your Website is your virtual storefront. Put as much care and thought into your website as you would your physical storefront. First impressions DO mean something!

*Rod Chiodini  
Bay State Internet Services*

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## **Fortress Web Traffic Remains Strong**

We wish to thank everyone who has linked to the Fortress web site and encourage all who have not linked as yet to do so. This will not only help increase visibility, but show your potential customers you're a certified installation company.

**For a 30 day period between May 17 and June 16, 2008, 1573 visitors hit the Fortress site from 48 States in the US and 46 Countries around the world. There were 5,898 page views and 248 search terms used with a high percentage of impressions being on the first page of Yahoo and Google. We are happy to say that because so many of you have linked to the Fortress web site, we are all collectively ranking higher on search engines.**



**Get Linked Today by clicking <<here>>!**

You will also find an insert ready Fortress page for your convenience.

***Important Message to Installers;***

Several things have been brought to my attention lately of which I have overlooked in the past. This subject also relates to the above section on websites and product representation.

***The Bait and Switch***

Several contractors offer more than one product, which is fine as this will offer the homeowner choices. What is puzzling is the cost some installers are selling Carbon Fiber Straps in comparison to Steel I-Beams and Tie Backs. The current cost of steel is up 40% making it now more expensive than Carbon Fiber, with two to three times a much labor. Yet we have some installers still bidding Carbon Fiber installation at \$200.00 above steel beams. How does this make sense?

A homeowner wants 29 straps for foundation stabilization having a contractor bid installation at \$475.00 per strap. How do you justify these margins? They could rebuild the basement at these prices. Where is the price cut for volume? This job could be done in a day two at the most. Can you say that when installing steel?

We have always sent leads to our contractors that we get in from the Fortress website assuming that installers will do their best to sell the customer Fortress since this is what they are requesting. We now will be rethinking our disbursement of leads and referring installation companies who show they are working with us.

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