



This is the October/November 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 "fortress@cyberspace.agilisdetroit.com" to your Safe Senders list to ensure receipt of future communications.

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

### Quick Links

### Fortress Products Tested at UC Irvine

Fortress Stabilization Systems has begun full scale testing at the University of Irvine in California to obtain our ICC Approval on several of our products. ICC is The International Code Council which has replaced the ICBO standard.



These approvals will aide everyone greatly in dealing with inspectors and engineers who are unfamiliar with Carbon Fiber Reinforcement.

### Website Optimization



Our webmaster has made several additions to the Fortress Stabilization Website.

Although we are high on the front page for many of the keywords and phrases, we are now concentrating on specific keywords to bring us to the front page on those that we are not.

### Index

[Fortress Testing](#)

[Web Site Optimization](#)

[Fortress Web Traffic](#)

[Case Study](#)

### Sponsoring Links

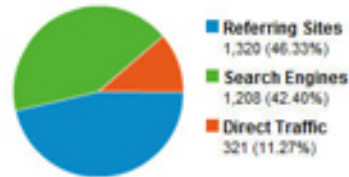


[back to top](#)

## 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 September 23 and October 23, 2008, 1307 visitors hit the Fortress site from all 50 States in the US and 42 Countries around the world. There were 5,543 page views and 237 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.

## Case Study

**Date:** April 2008

**Structure:** Two story family residence / foreclosure purchase

**Contractor:** Expert Basement Repair, Cleveland, Ohio

**Material Used:** Fortress 4" corner grid strap kit in Fortress toughened epoxy matrix

**Project Scope:** 14 course high un-reinforced 12" cement block basement wall failure. The corner of the inside basement/garage wall had broken and pulled away. Other cracking was evident but the corner repair was urgent.



### Solution:

The vertical corner crack was injected with Fortress toughened epoxy and allowed to set up. A Fortress "corner stabilization kit" was then installed with 2' spacing between the four grids. Because the walls had not yet been painted, installation took only a few hours.

### Observations:

With the critical corner now stabilized, the customer will have the remainder of his basement walls stabilized with Fortress 4" grid straps in the future as his budget allows.



If you have an interesting project that you would like posted in our newsletter and on our website, please submit them to: [solutions@fortresstabilization.com](mailto:solutions@fortresstabilization.com)

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[back to top](#)