

iGenii Places Collageena on Google's First Page

Since forming Collageena, Inc., four years ago, Sarah Gafnit now has more than enough time to take care of her children—all aged 12 and under. That's because iGenii, Inc., a public [IGNI] web design company, has placed Collageena.com on the 1st page of Google's organic search in the collagen category.

"We are receiving approximately 6,000 hits a month, which now accounts for 90 percent of our sales!" says Sarah, breaking out in a broad smile.

Collageena is an all natural, clinically-proven, nutritional supplement that helps to firm and tone muscles and skin, boosts energy and is used to treat inflammation, body pain and joint discomfort.

"When I first started out," says Sarah, "I struggled as to how best market my product. At that time, it came down to two choices: Specialty magazines or Google. But Google was the obvious

choice since almost 90 percent of all qualified shoppers search Google before buying.

"On the surface of things, Google seemed to be a much better investment," notes Sarah. "However, Google proved to be quite costly since I was paying for each click. It started out a fifty cents and they kept jacking up the price until I was paying five dollars per hit."

Proceeding cautiously, Sarah research and interviewed some 20 web design Companies "What impressed me about iGenii was their professionalism; their integrity and their sensitivity to my special needs."

And most importantly, iGenii introduced her to their specialty: Search Engine Positioning (SEP). With its proprietary technology, iGenii not only delivered its guarantee to place Collageena on the 1st page of Google's natural search for collagen (without paying for each click), but on the first page of 16

other all natural keywords and phrases.

iGenii's business model, explains CEO Ross Lavnikovich, "is to develop natural, synergistic links and position them on accredited sources."

"The bottom line," adds Sarah, "is that iGenii's design of our website has provided the all-important, user-friendly interface, resulting in our clients re-ordering month after month as we grow our clientele.

"Look at it this way, I've increased my traffic by almost 15 times—and paying the same amount of money I was spending when I started out!"

Fueled by her Collageena success, Sara has started a new online business: www.PregnancyTestsWholesale.com. "After only six weeks, we are writing orders, owing to iGenii's placement of our new product line on Google's natural search page one."

BEN HASKELL