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**Search engine marketing campaign boosts Thomas Lee to the top of Google and increases sales by 300%**  
*Express Ranking triples annual sales for luxury sheet maker in just one year*

**/24-7PressRelease/** - DURHAM, NC, May 02, 2008 - ExpressRanking by SourceKit, a premier search engine optimization provider (<http://www.expressranking.com>), announced today that in one year their efforts have helped triple sales for Thomas Lee luxury sheets (<http://www.thomasleeltd.com>), maker of the 500 thread count "PerfectCale bed sheets.

The Thomas Lee PerfectCale luxury sheets are among the finest bed linens in the nation, but had been struggling to bring visibility to their website, the only place where the sheets are sold. In early 2006, Thomas Lee engaged ExpressRanking, the search engine optimization (SEO) division of Durham, NC-based SourceKit for an SEO campaign. Within a few months, Thomas Lee noticed an increase in online sales. Within a year, total sales for Thomas Lee had tripled, due in large part to the efforts by ExpressRanking. Today, Thomas Lee ranks in the top five or ten for numerous of the top keywords phrases in Google and other top search engines.

"We had tried several advertising and marketing tactics before considering online marketing programs and saw very little return on investment. We had also been burned by so-called search engine marketing experts who oversold their capabilities and delivered no results," commented Tom Muscalino, co-founder of Thomas Lee. "So, at first we were a little skittish about a new search engine marketing partner, but we felt that if we found the right one, they could improve our sales. We never anticipated such an excellent result in that our sales would triple in just twelve months. Needless to say, we are very pleased by the results ExpressRanking generated."

Lee Goodrich and Tom Muscalino, textile industry veterans and founders of Thomas Lee, evaluated several agencies before deciding to move forward with ExpressRanking.

Lee says, "We chose ExpressRanking as our search engine marketing partner because not only do they have a proven track record of success, but they understood our needs and were extremely flexible. They went out of their way to develop a strategic program that accommodated our initial concerns."

"We worked closely with Thomas Lee to update their website to make it more search engine and customer friendly and embarked on a pay-for-performance search engine optimization and pay-per-click campaign to improve their search engine rankings and decrease their cost per conversion," commented Drew Adams, founder and president of ExpressRanking. "Within a year we cut their cost-per-conversion rate in half and tripled the company's sales. This is one of the most successful SEO campaigns so we are extremely proud to share it."

The campaign included some atypical proponents typically not handled by SEO providers. For example, Adams and his team sent sample bed sheets to bloggers to review and leveraged social shopping networks.

The success of the SEO campaign has allowed Thomas Lee to expand their product line. They have recently announced the addition of blankets to their online catalogue and are developing several more products to be announced later this year.

For more information on Thomas Lee luxury sheets, visit <http://www.thomasleeltd.com>.  
For more information on SourceKit's ExpressRanking SEO services, visit <http://www.ExpressRanking.com>.

**ABOUT EXPRESSRANKING BY SOURCEKIT:**

ExpressRanking by SourceKit achieves top placements in the major search engines like Google, Yahoo, and MSN for our clients. We achieve these goals through research, website modifications, strategic search engine submissions, linking, and other techniques. Our website optimization process gives your website the components it needs to be found for the

keywords that best represent your company. By getting to the top of the search engines with a professional search engine optimization service, your company will reap the rewards of increased revenue and traffic. For more information, visit <http://www.expressranking.com>.

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