

Potty Training Concepts

**Description of how one business owner
grew her business by applying SEO
techniques from the Clinic.**

Narmin Parpia



Computer Productivity Consulting
Richard G. Myers



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Introduction

- Narmin Parpia
- Two boys – 11 and 14 years old.
- Chemical Engineer by training.
 - My first career was working in a refinery
 - My second career was in Information technology
 - My third and current career -my own small business that I started 3 years ago – called RNK Innovations LLC.



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RNK Innovations LLC Business Structure



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Potty Training Concepts is my
RETAIL business



Mom Innovations is my
WHOLESALE business



Specially designed to potty train



Specially designed to potty train

Potty Scotty and Potty Patty are my
BRANDS

Potty Training in One Day
Yes, you can!

Potty Training in One Day – my
BOOK



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Potty Training Concepts

Version 1

- Site requirements
 - Easy to use & navigate
 - Easy to update and make changes to
 - Message Board - Community
 - Shopping Cart
 - Email Marketing
 - Store Locator



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Potty Training Concepts

Version 1

- Simple Design
 - Left Navigation – only 5-7 choices for the user
 - Footer
 - Parent's Zone – for info, community etc
 - Shopping Cart Pages
 - Let's go to [Wayback](#) machine to see site



Traffic to Potty Training Concepts

- Pay per click
 - Google and Overture
 - Started Small
 - Mar, April, May were good
 - June, July, Aug were not so good
 - Took a risk in September
 - September & October were great
 - November & December were okay



Started Coming to Classes

- Learnt a few things
 - Content is king
 - That www.pottytrainingconcepts.com was in the sand box
 - That it was possible to rank on lower end terms
 - One page per keyword
 - Learnt about Titles, Headings, H1 tags, linking, linking text, number of words on a page, % of keyword



Light Bulb Moment In Class

- Jay was talking about site architecture and he showed us someone's site –
 - Site looked really good
 - What Jay would do to make the changes
 - i.e. Navigation with Keywords
 - Started Redesign on site
 - Studied both of Jay's Sites for Ideas
 - New Site implemented in March 2005
 - Jay suggestions for Navigation
 - Shopping Cart Optimization



Results

- Got out of the sand box on Memorial day weekend in 2005
- Sales were doing great
- Stopped ads in July
- Sales continued to stay strong
- Did not runs ads July – Nov
- Started minimal ad in Dec
- Continue to run ads on items that I don't rank on



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Sales Results



Report: Revenue

Date Range: 03/31/2004 - 02/28/2006

Revenue



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Contact Information

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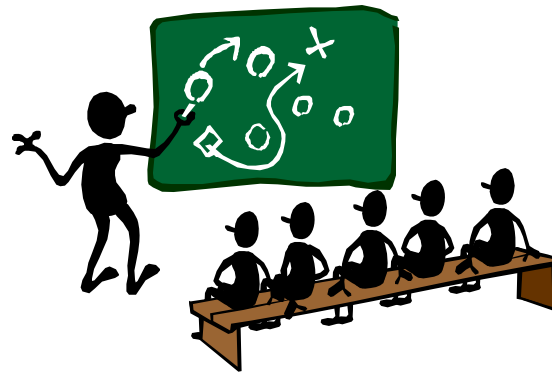


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END OF PRESENTATION



- Time for your questions?



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