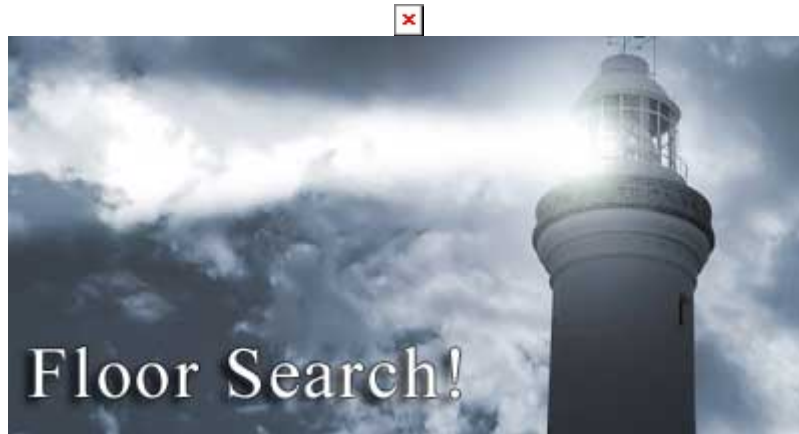


# Floor Covering Media

Your Gateway to the Floor Covering Industry

## Floor Search Introduces a New Public Search Engine, Powered by the Floor Covering Media Network



This is a dedicated search engine that provides answers to questions for consumers and businesses, as flooring projects are planned for: residential homes, commercial establishments and industrial facilities.

Most consumers and businesses face their fair share of challenges, as they plan flooring projects. One of these challenges is deciding where to begin shopping for quality flooring that is affordable. Those pressed for time, may be relieved to know a search engine is at the ready to support them.

Depending on the type of flooring project, there are many aspects to consider such as materials, design elements and where to begin searching for supportive information about flooring solutions. Buyers purchasing residential flooring for a home, commercial flooring for a business or industrial flooring for a facility are turning to a public search engine reaching a network of flooring suppliers.



“Questions about flooring are asked and answered here” according to Elizabeth Yokel, Publisher. “Floor Search delivers a diversity of convenient features, some of which offer rewarding benefits to flooring consumers, some of which offer marketing support to suppliers and service providers”.

Consumers describe flooring projects at their consumer profile pages, set up at the member area, which are introduced by rooms in their home, departments in their store and areas in their facility. There are residential consumers, commercial consumers and industrial consumers, as described:

Residential consumers, looking for retailers and installers for their home flooring project, are likely to benefit from Floor Search, as they describe a flooring project and flooring preferences by room.

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Commercial consumers, looking for contractors for their store, their office or their building project, are likely to benefit from Floor Search, as they describe a flooring project and flooring preferences by department within the store, by area within the office or by the floor number within the building.

Industrial consumers, looking for contractors for their laboratory, their factory or a facilities project, are likely to benefit from Floor Search, as they describe a flooring project and flooring preferences by area within the laboratory, by area within the factory or by the floor number within the facilities.

Flooring professionals are likely to rely on this specialty search engine during the course of their busy workday, as they stay informed about what is going on, when performing their job functions. Professionals, as they network, are likely to benefit from posting blog articles at the member area.

Recruiters find Floor Search convenient, when in the market for applicants with specific skill sets, as employer-clients task them to find the qualified candidates ideally suited to fill vacant positions. Recruiters, seeking talent, may post the job openings on profile pages set up at the member area.

Workforce candidates benefit from Floor Search, as they canvass this segment of the job market. People, looking for a job, may post on-line resumes on profile pages set up at the member area.

Organizations may have much to gain from this flooring search tool, when running their business, when developing new business and when promoting their flooring related, products and services. Floor Search provides a niche, marketing tool for Organizations promoting products and services. Organizations, as they promote, post press releases on profile pages set up at the member area.

Media planners are likely to recommend clients include Floor Search on the advertising schedule, because this signature search engine reaches a relatively untapped niche segment of the market. Marketing teams eyeing creative alternatives for their advertising schedule consider Floor Search.

“Floor Search should make new business easier to find” Gregg Yokel, Account Manager predicts. “Unlike mass-market search engines, this search tool focuses on the flooring segment within it”.

Floor Search provides an ideal search tool for those looking for reliable and accurate information, pertaining to flooring products and services. Floor Search should make a worthy addition to your present line up of preferred, search tools and may make finding what you need that much easier.

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## About Floor Search:

FloorSearch.info is where people find themselves looking for answers to questions about flooring. Floor Search retrieves and displays: Flooring Profiles, which are introductions made by members; Flooring Updates, which are press releases or written works contributed by the media members; and Flooring Briefs, which are blog entries that reference articles found on the web by members. Floor Search is a dedicated search engine that is powered by the Floor Covering Media Network.

## Measurable Benefits:

Flooring Profiles, Flooring Updates and Flooring Briefs are likely to provide measurable benefits for consumers, as they begin shopping; for professionals, as they perform their job functions and when job hunting; for organizations, as they market and promote flooring products and services; and for the media, as they market and promote their titles to readers and prospective advertisers.

## Using Floor Search:

The home page has an enlarged search box, a navigation area, a login link and the latest entries. Visitors begin by typing in their searches, at the top of the page, using this enlarged search box. Under the search box is an easy to read, navigation area for curious visitors eager to learn more. Under the navigation area is a login link, which redirects to the member and membership areas. Under the login link is a section titled: This Just In, which continuously displays streaming titles for: the latest Flooring Profiles; for the latest Flooring Updates; and for the latest Flooring Briefs. To reach the latest entries, click on any of the streaming links, which redirects your browser there.

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