



Below please find the second quarter update from the Natural Stone Council (NSC) including updates on branding and sustainability.

Branding Campaign

In previous years the Genuine Stone brand has been promoted in print publications. While this strategy has been effective in increasing the visibility of the brand, the current budget is unable to sustain a sufficient presence. Therefore, the board has decided to take a different approach and put the media dollars into search advertising.

Search, also known as pay-per-click (PPC), will help to increase website traffic to www.GenuineStone.org and will target those currently seeking information on Natural Stone. As the name suggests, we only pay for the ads when they are clicked, making it an efficient and affordable form of media.

The campaign launched on May 1st and generated 265,206 impressions and 1,634 clicks to the website.

Below are some key statistics from the website for the month of May. These statistics include both visitors who clicked on a PPC ad and those who came on their own.

GenuineStone.com Stats	Month (05/01/10 to 05/31/10)
Visitors	2,551
Actions	10,295
Average Actions per Visit	4
Average Time per Visit	2min 48sec
Most Popular Pages (in order of popularity)	<i>About Genuine Stone, Home, Landscaping, Types of Projects, Residential Exterior and Stone and the Environment</i>
Top Five Locales of Visitors (in order of popularity)	U.S, Canada, Italy, India and Spain
Top Five Locales of U.S. Visitors (in order of popularity)	CA, TX, NY, FL and PA

popularity)	
Top Search Terms	genuine stone, genuine stones, travertine stone, landscaping stones, stone veneer, natural stone, natural stone council and landscaping rocks

Sustainability

In an effort to continually advance the sustainability efforts of the Natural Stone Council, the board signed an agreement with Ecoform in April to develop a standards program. As mentioned last quarter, the program will be useful for the United States Green Building Council, as the organization relies on this tool to communicate products and processes that comply with strict environmental guidelines. Under this agreement, the NSF will act as the ANSI accredited standard development body.

The process is expected to take 18 months to complete.

NSC members are certainly excited to see this project progress and updates will be provided to the industry in future editions of the newsletter.

If you have any questions about the status of the program please feel free to contact Jack Geibig at jgeibig@ecoform.com.

To learn more about the Green Movement, please visit these sources:

[Genuine Stone Resource Information](#)

[U.S. Green Building Council](#)

[World Green Building Council](#)



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