

Lakestar Media Clicks With Menkind To Make Gift-Buying For All The Men In Your Life A Doddle



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October 23, 2009 - Just in time for the Christmas rush, men's gift and accessories company, Menkind Stores, has launched its new-look website.



Leading the way in organic search results

Ahead of the digital marketing pack our team includes individual experts that lead the field in organic search; where we lead others follow.

Complete with thousands of festive gift ideas for men (and big kids) of all ages, www.menkind.co.uk will take the hassle out of a huge chunk of your Christmas shopping – and give you plenty of food for thought for gifts for the rest of the year too.

Menkind Stores turned to Old Trafford, Manchester-based [Search Engine Optimisation Services](#) experts Lakestar Media to improve their organic search exposure, and compliment the company's 18 'bricks and mortar' stores, spread across the UK, from Aberdeen to Tunbridge Wells.

The new site means that, regardless of how far customers are from their nearest Menkind store, a massive range of products is available

to browse and buy with a few clicks of a mouse. And orders placed before 2pm Monday to Friday are guaranteed next working day delivery*.

Paul Kraftman, Managing Director of [Menkind Mens Gifts Stores](#), said he hoped the new-look website would spread the word about the company and its massive range of products: "We have built up a good network of stores in prime locations since we were established in 2001, but realised that an effective internet presence would broaden our operations, and bring us to the attention of a new online audience.

"While we have stores in a good geographical spread of locations around the UK, our website has been pivotal in bringing the Menkind shopping experience to a huge audience which doesn't have a store within easy reach."

[Lakestar Media](#) undertook a thorough review of Menkind's existing online presence, addressing accessibility and SEO issues, to help make the website more attractive and user-friendly, and achieve higher rankings for a wide range of search terms in all the major search engines.

The result is a site on which users will be able to quickly locate any gift in stock in a range of categories, show a product illustration for every line, and enable straightforward online purchasing. "Menkind offers a unique proposition in the men's gift market, which deserves a much wider audience," said Scott Reed, head of sales for Lakestar Media.

"Like them, we are an ambitious, results-driven company, and we hope that in the run-up to Christmas, lots of visitors will find shopping on their website a pleasure- and will keep going back throughout the rest of the year."

*See website for details of where this does not apply

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