

How do consumers find Lesbian.com?

Marketing opportunities are greatly enhanced by decades of expertise and ongoing efforts of its founding companies: Wolfe Video (WolfeVideo.com) and Sweet (DiscoverSweet.com), which represent two of the largest firms marketing to lesbian consumers today.

SEO

Our founding partners have vast experience in the technology sector and work regularly to optimize our presence on Search Engines.

- Lesbian.com is No. 1 on Google search for “lesbian” (we are No. 3 on Yahoo, No. 4 on Bing and No. 5 on Facebook)
- Over 40 percent of our traffic comes from organic search, meaning we’re the most relevant site on a wide range of lesbian topics.
- Over 20 percent of our traffic is generated by users entering “lesbian.com” directly into their browser.

Brand recognition & growth

- Over 50% of Lesbian.com traffic is generated from brand recognition
- The last 3 months of tracking revealed an 8 percent increase in repeat visitors

Promotional events

- WolfeVideo.com sponsors hundreds of gay and lesbian film festivals annually.
- Sweet creates lesbian events for thousands of women annually.
- Dot429.com events, such as screenings, networking events, panel discussions and conferences
- Community Marketing Inc conferences

Print & social

- Very active Twitter and Facebook accounts
- Curve Magazine
- The Lesbian Connection
- The Lesbian News
- Wolfe Video catalog (bi-monthly to over 100,000)
- Wolfe customers receive Lesbian.com promotions with purchase
- Q Movie blog

Content & strategic partners

Lesbian.com partners with websites that increase our exposure daily. These partners include:

- AfterEllen
- LPAC
- Curve Magazine
- Huffington Post Gay
- Care2
- The Seattle Lesbian
- Dot429
- The Washington Blade
- Girls That Roam
- OutandAround.com
- Sweet
- Wolfe Video

Lesbian.com

Contact DIANA BERRY • diana@lesbian.com • 415 273 9391

