

New Candle Company So Hot Even the Competition Is Burning To See Its Products

The unique pre-launch tactics employed by this candles e-commerce site draw traffic even before it starts selling.

Sherwood, Oregon (PRWEB) May 16, 2006 -- Based on the fact that the competition is already signing on to be notified of its launch <http://www.timelesscandles.com> just may be one of the hottest Internet stores to launch in 2006.

When SEO expert and webmaster Kelly McAwley decided to put up a place holder page that would allow interested parties to sign up for pre-launch updates he wasn't sure what to expect. According to Kelly, "It was an idea that came to me over my morning coffee, as I was getting ready to start work on the site. I didn't expect much, but I wanted to see what would happen."

If this move is typical of what's to come at Timeless Candles than the candle company is likely to be anything but typical. Conventional website development wisdom would suggest that place holder pages are a definite no-no, and that sites should not be launched until all of the content has been tested and is ready to go live.

According to the candle store's co-owner Mary Richardson, "When it comes to our customers we plan to be anything but a typical website. When we started thinking about launching this candle store we determined right away to get our customers involved from start to finish." Mary went on to say, "I feel passionate about providing more than just another product site, this has to be a place where the people who visit it feel like it's their store too."

Working away on the site McAwley wasn't even aware that the site's one and only page, the sign-up page, had been indexed. McAwley said, "I was shocked when an e-mail came through asking to be notified of the store's launch."

He added, "I was even more surprised when I did a little digging on the unique sounding e-mail address, and found out that it is from one of our future competitors." Asked if he sees this as a good sign he stated, "This is a very positive sign, we're still 45-days out from the launch and we already have traffic."

Selling candles, votives, pillars, tea lights and candle holders, the company will officially launch their candles web store on June 30, 2006. In the meantime, anyone interested in this hot new Internet startup can sign up at Timeless Candles, <http://www.timelesscandles.com>, to receive pre-launch updates.