

Floor Covering Media History

2008

Floor Covering Media is a social media network based in Jackson, New Jersey. Floor Search is its public search engine. The organization was founded by Elizabeth G. Yokel on June 25, 2008.

Concept

The business plan for an email-newsletter was sidelined July 1, 2008. The design interface for the social media network required rounds of modifications made at the staging URL during the conceptual phase of the project from 2008 to 2010.

Development

The first prototype also required testing and debugging during the development phase of the project from 2010 to 2012.

Operation

The operational phase began January 1, 2012 after beta testing in the last half of 2011. A trio of public announcements included the pre-launch July 11, 2011, the launch January 1, 2012 launch (published December 08, 2011) and the debut of Floor Search.info August 28, 2012.

Reception

The above was helpful getting the company noticed during the first year of operations. Thereafter, Floor Covering Media made its ascent in the search engine rankings. Though there were periods of growing pains as debugging was required. For example, reviewing content required member logins before introducing the public search engine on August 28, 2012.

FloorCoveringMedia.com
FloorSearch.info

Since then the company provides members and visitors the security they expect and public access they find convenient during searches for Members (Flooring Profiles), Press Releases (Flooring Updates) and Blog Articles (Flooring Briefs).

Services

Floor Covering Media provides useful information during web searches for flooring products, services and local suppliers.

Floor Covering Media publishes
press releases called Flooring Updates.

Floor Covering Media

Your Gateway to the Floor Covering Industry

Flooring Updates



FlooringMedia 1

Flooring Network

For those in the market and those that serve it

Floor Covering Media is
a social media network.

Floor Search

Answers to Questions About Flooring

Retrieve timely, objective news and
information at <https://www.floorsearch.info>.