

# NorthIce

NorthIce was established in the year 1999. From the year 2000 it has had a web side [www.northice.com](http://www.northice.com) to use in the sales and marketing effort. The web side was beautifully designed and we got a lot of positive responses, for it's design and how easy it where to get the information, once you were on the side.

It was only one problem; NorthIce didn't get any new business through the web side. It was like nobody found us by it's own effort. The only time we gat those positive feedbacks, was when we pointed it out to potential customers, to go into the web side to learn more about NorthIce and its products. Metaphorically speaking we can say that we used the side as a handout. When we had already made the contact, we could guide potential customers into the web side, to get the information displayed there.

Starting to work with Scheving Internet Marketing was like a breakthrough in our marketing. The work with Mr. Johann G Scheving gave us the insight into the world of marketing on the web. He taught us about the search on the web and how to score high on the search machines when our potential customers were searching for seafood flavors or stocks that the NorthTaste All Natural Seafood Stocks would be their best choice. The very first day he worked on our web side, he made some changes, we at NorthIce didn't see as significant or major changes, but the effect was very clear to us. **It changed the web side into a marketing tool.**

Potential customers out there, we didn't know existed, suddenly started to send us requests about our NorthTaste All Natural Seafood Stocks. I don't need to tell how encouraging it was. In the work with the web side, Scheving Internet Marketing had turned the NorthIce web side into an effective marketing tool.

But you can always improve and the world and the web are always changing. NorthIce is now working with Scheving Internet Marketing; on utilizing in full, the states of the art know how, it provides, to redesign the [www.northice.com](http://www.northice.com) web side. We are looking forward to see the results of our present work, as we now understand how very effective marketing tool the web side can become. When our new web side is up and running we will continue our work with Scheving Internet Marketing, to keep the success of our web side in an ever evolving world.

It is therefore a pleasure and a privilege to recommend the service of Scheving Internet Marketing. For further learning's of our experience in utilizing our web side as a marketing tool, you are welcome to send me E-mail on [halldor@northice.com](mailto:halldor@northice.com).

We wish you a success in utilizing your web side as an effective marketing tool.

Reykjavik, Iceland, October 3, 2003  
On behalf of NorthIce Ltd.  
Halldor Arnason  
Managing Director