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Link Referrals from 4specs.com Jump 70 Percent

By [Marty Duffy](#)
Building Channels

Site delivers 38,000 click-throughs to manufacturers each month.

Colin Gilboy might have had this Internet thing right all along.

While many dot.com businesses struggled throughout 2000, Gilboy's unpretentious [4specs.com](#) architectural products directory was cruising right along. In fact, referrals from the site were up 70 percent in 2000, compared to 1999. 4specs currently delivers approximately 38,000 click-throughs (referrals) to manufacturer sites each month.

Since founding 4specs.com in 1996 (then known as specs-online.com), Gilboy always maintained focus on providing information that delivers real value for architects ... and structuring that information so it's as easy as possible to find.

Gilboy, a professional engineer by training, certainly wasn't a 'tech geek' when he founded the site. Prior to working full-time on 4specs, he managed a large architectural/engineering consulting firm. He also worked with architects as a product rep and began his career working for a construction contractor. He is self-taught in html coding and programming.

Today, Gilboy's site remains essentially the same as it was years ago. Minimal banner advertising, no non-essential wire service news stories, no e-mail news clutter, no outrageous cash "burn" rates ... just thousands of products listings and manufacturer links, organized by CSI sections.

Specifiers are definitely aware of the site. Of the approximately 30,000 unique visitors per month, Gilboy claims that approximately 20 percent are CSI members and 25 percent are AIA members. Click-throughs to manufacturer sites from 4specs.com listings have grown steadily since the site's founding. The 70 percent increase in referrals (the number of times users link to a manufacturer site from 4specs) in 2000 followed a 300% increase in referrals in 1999 (compared to 1998).

The site offers offers free listings for manufacturers offering products for non-residential commercial and institutional construction. Higher-profile,

At a Glance

4specs.com

<http://www.4specs.com>

4specs.com is an on-line product directory offering links to more than 4,150 manufacturers and 450 associations under CSI categories.

Site Facts

Target Audience	Architects, Engineers, Specifiers
Traffic	Approx. 30,000 unique visitors per month
Contact	Colin Gilboy Owner/Publisher mailto:colin@4specs.com
Free Listing Page	http://www.4specs.com/forms/form.html

top-of-page "showcase" listings are also available.



Colin Gilboy
Founder/Publisher
4specs.com

Free Listings

A free listing on 4specs consists of the manufacturer name linked to the company Web site. Manufacturers can request a listing by filling out the site's [on-line listing form](#) or e-mailing webmaster@4specs.com.

Showcase Listings

4spec.com's showcase listings enable manufacturers to include a 35-word product description next to their Web site link. Manufacturers can also include a .gif or .jpg image (72 x 160 pixels). Showcase listings cost \$100 per year for the first five sections and \$50 for additional sections. Costs will increase in 2001 to \$250 for the first section and \$100 for additional sections.

"The showcase listings are useful, not intrusive," Gilboy explained. "They actually provide real value for our architectural, engineering and specifier users. They make it easier for them to quickly identify and understand what type of product a particular manufacturer is offering. This is targeted advertising at its best."

The showcase listings also offer real value for the manufacturers. According to Gilboy the premium listings generally receive double to triple the number of click-throughs as a basic listing.

Key 4specs.com pages

[Manufacturer's information page](#)
[Add a free listing](#)

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