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**Undercover Las Vegas Wedding Invitations Operation Unveiled**

**By Renae C Judkins**

VegasWedlock is an online magazine dedicated to Las Vegas brides that provides Las Vegas

wedding tips and tricks, but recently, they have revealed a secret kept undercover for months. VegasWedlock recently unveiled an additional Web site to sell massive amounts of Las Vegas themed wedding invitations designed exclusively by professional graphic designers for the Las Vegas bride.

The Web site will now be the largest retailer of Las Vegas themed wedding invitations in the world. The invitations were secretly designed by professional graphic designers who were told not to leak the information about the new Las Vegas invitations to anyone.

The new site,

[www.VegasWedlockInvitations.com](http://www.VegasWedlockInvitations.com)

, is easy to navigate and a user can quickly see the

wide variety that VegasWedlock has available. With over 50 exclusive Las Vegas wedding invitations designed already, VegasWedlock's designers are creating more each month and will continue until they reach well over a thousand.

Within the Las Vegas wedding invitations already designed, VegasWedlock has styles to satisfy any bride and groom's taste. They have informal, formal and contemporary invitations along with new collections that they call "holiday" and "location."

The "location" collection includes places that couples often get married in Las Vegas like the Bellagio, Mandalay Bay, the Venetian, and more. The "holiday" collection has holiday dressed invitations with a Las Vegas touch as well. While VegasWedlock is the only organization in the world to sell these Las Vegas wedding invitations, they are willing to work with affiliates and help spread the Las Vegas themed wedding invitations to other sites as well.

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"We have seen a high demand for Las Vegas themed wedding invitations and want the brides and grooms getting married in Las Vegas to find these invitations easily, without a lot of hassle," the publisher of VegasWedlock said.

Renaë earned her journalism degree from the University of Nevada Las Vegas. She is currently a wedding consultant for

<http://www.vegaswedlock.com>

### **Gniche Wedding Invitation Sites Taking Over Wedding Invitation Market**

**By Renaë C Judkins**

Gniche Wedding Invitation Sites Taking Over Wedding Invitation Market

Every bride wants her wedding to be unique, so she will go to great lengths to make sure her dress is an original and her centerpieces are unlike any she has ever seen.

But what about her wedding invitations? Brides are continually searching for quality wedding invitations that have an original theme and aren't generic.

Carlson Craft and Birchcraft are considered the Wal-Mart of wedding invitations and every bridal shop and wedding invitation site seems to be an affiliate. However, new wedding invitation sites are entering the market and they seem to be becoming Carlson Craft and Birchcrafts' worst nightmare even with little or no affiliates.

VegasWedlockInvitations.com is an example of this. VegasWedlock Invitations sells Las Vegas Wedding Invitations and the owners were practically bombarded with desperate brides before their site even went live.

Simply put, these brides didn't order from Carlson Craft and Birchcraft because their wedding invitations were too generic. These brides were getting married in Las Vegas and wanted Las Vegas themed wedding invitations. Even though Carlson Craft and Birchcraft have a few Las Vegas wedding invitation choices, brides told VegasWedlock that Carlson Craft and Birchcrafts' Las Vegas themed wedding invitations were "cheesy" and too general.

VegasWedlock Invitations have taken the term "niche wedding invitations" seriously. Not only do they have the largest selections of Las Vegas wedding invitations in the world, but they go the extra mile and create Las Vegas themed wedding invitations for nearly every wedding location on the strip, including the Little White Wedding Chapel.

While searches for general wedding invitations is still popular, over 200,000 searches per month, niche wedding invitation searches are quickly gaining speed. The term "Las Vegas wedding

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invitation" alone has over 2,000 searches per month. The term "Beach wedding invitation" has over 6,000 searches per month. These might not seem like a lot, but when Carlson Craft and Birchcraft only have half a dozen invitations to accommodate these searches, brides are craving a niche site with more variety in their specific area. These are just two search terms out of the thousands of niche wedding invitation sites out there. Every state in the United States has nearly 200 brides searching per month for wedding invitations related to their home towns.

The owners of VegasWedlock will soon be starting another site for Beach invitations and will move onto other niche areas in order to satisfy brides' tastes for more specifics.

To view VegasWedlock's Las Vegas Wedding Invitations, go to their site at

<http://www.vegaswedlock.com>

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