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## **NEWS RELEASE**

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### ***In Tough Economy, Online Marketing Essential to Increase Company's Market Presence***

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WILLIAMSTOWN, N.J., Nov. 10, 2009 — Organizations that aren't pursuing an online marketing strategy in the current economy are going to lose business to competitors who are, according to Williamstown advertising and marketing agency Adamus Media. Shrinking advertising budgets make businesses focus extra effort on the online marketing strategies and one element vital to their online campaigns is a search-optimized website.

Search Engine Optimization (SEO) is a technique that makes your website rise near the top when prospective customers do a search of your products or services. Since most people who conduct a web search are actively seeking a provider for what you offer, this is the most vital time to capture their attention.

"A customer looking to buy a trailer for his boat is actively searching online for your product, and at the same time, you are ready to give that prospect the content he needs," says Sylwia Majewski, president of Adamus Media. "Marketing online helps you serve desired content to the buyer at the right time – precisely when they need it and are ready to buy."

SEO aids in what's called "organic rankings" – those that appear from search without paying for any keywords. Usually, SEO entails

peppering your website with common terms and phrases often typed into search engines by prospective customers. Higher search ranking can also be achieved by strong page titles, descriptors and meta-tags, additional information included in the website's HTML and which are visible to search engines but invisible to visitors. Above all, SEO is based on your website's content.

"When optimizing your site for search engines, it's important to think about what keywords your customers use while searching on the Internet," says Majewski. "If you make an environmentally friendly product, for example, you'll want to include a variation of key terms such as 'green,' or 'environmentally friendly.' That's exactly how Adamus Media helps their clients move to the top of search engines – we identify keyword lists, create appropriate content and improve tags contained within the website's code."

For attorney Scott H. Marcus and Associates, who was recently named one of the top bankruptcy litigators in the region by a local magazine, Adamus Media included the term "top bankruptcy attorney in South Jersey. For the New Jersey Center for Implant Dentistry, the term "titanium dental implants" was a must. These phrases helped both clients leap to the top of search engine results.

Adamus Media offers the following additional tips when planning to optimize your website for search engines:

- Avoid too much Flash content. Flash is a great tool but should be skillfully implemented into the design of your site, since Flash content is not searchable by search engines yet.
- The most economical way to do Search Engine Optimization is during the design process, not after. The cost is higher after the website is done because often the design structure has to be adjusted.
- Don't transfer brochure content straight onto the website. Make sure your website editor is familiar with writing specifically for the web and the content is reviewed by a search engine specialist for keyword density, links and HTML tags.
- Websites with dynamic content should use static URLs so that search engines understand how to index your pages.

- Finally, if you are about to design or re-design your website, make sure the company you work with is capable of not only designing an eye-pleasing website but is also experienced in creating search engine-friendly sites.

Adamus Media, headquartered in Williamstown, N.J., offers advertising marketing and communication services starting from brand design, web design, application development and e-commerce, advertising and marketing campaign design, interactive and rich media along with online marketing. The firm's resources include writers, photographers, graphic and web designers, marketing and public relations specialists, interactive media designers and animators. For more information visit [adamusmedia.com](http://adamusmedia.com) or call 856-728-6100.