

Local Firm Wins Marketing Excellence Award

Richmond, VA—October 8, 2010—WebStrategies, a local internet marketing agency, recently won an End Client Marketing Excellence Award for their search engine and social media marketing strategies provided to Giroud Tree Service. The award was presented at the 2010 WSI global digital marketing conference.

WebStrategies' marketing campaign included locally targeted search engine optimization (SEO) and pay-per-click (PPC) campaigns, custom installation of Google Analytics, phone call tracking, and customized social media profiles. During the first 90 days of work with Giroud, phone calls from their internet marketing activities increased by 116%, and their sales attributed to the internet increased by 154%.

Giroud Tree, located in Huntingdon Valley, PA, is a mature company staffed by certified arborists providing lawn and tree care services throughout the Philadelphia metro market. The company had a great website, but was not consciously doing anything to drive traffic to the website from any source. Giroud was also unable to measure the performance of the website in terms of lead generation.

Cindy Giroud, Owner of Giroud Tree Service, states "Giroud Tree and Lawn was referred to WebStrategies by a trusted expert in the field. We are very excited about the results they have produced to improve our search engine positioning and establish a social media marketing program. The WebStrategies Team created an excellent plan which they have executed flawlessly. They have kept us informed with monitoring reports, been very responsive to our questions and are helping to guide us in establishing and maintaining our social media program. If you want to successfully navigate the murky waters of SEO and social media, you couldn't choose a better company than WebStrategies."

WebStrategies understands that it's important to have a solid presence in every advertising space, not just on the internet. This is why critical metrics and reports were implemented to measure every form and lead generated for Giroud Tree. This provided a reliable and accurate ROI figure. Prior to working with WebStrategies, none of these lead generation activities existed, and now search engine marketing represents 32% of the company's total leads.

The WSI Marketing Excellence Award is voted on by a global community of internet consultants, and was selected from a pool of 17 nominees. As one of the top 10 internet marketing firms in the international WSI network, WebStrategies has a significant amount of experience providing effective online marketing solutions to the marketplace. Along with the most recent marketing award, WebStrategies has won multiple Web Marketing Association and Internet Marketing Awards for Superior Web Design and Online Marketing.

Contact: Tara Lappe
tara@webstrategiesinc.com
804.200.4545

For more information on WebStrategies, visit www.webstrategiesinc.com

###