

PRESS RELEASE
Hall Marketing, Inc.

Hall Celebrates Seventh Anniversary with Expanded Services

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Scarborough, Maine – In the web development industry, seven years is a long time to be in business. Rapidly changing technology and a volatile marketplace have caused shops large and small to close their doors. It takes dedicated, quality service, and a unique combination of technical and marketing skills to succeed, and so it was with great pride that Hall Web Services in Scarborough, Maine celebrated their seventh year of service.

"We've seen a lot change over the years," said Thomas Hall, President and CEO. "Being on top of this change has been the only way to stay in business. If you're not on the leading edge of technology you'll find yourself obsolete." One of Hall's differentiating factors in the Southern Maine market is a commitment to responsiveness, with a 48-hour update policy and 25/7 support. Skill with obtaining strong organic search positions for their clients is another.

"[Search] was definitely easier in the early days," says Hall, "But as the market has changed we've expanded to meet it. Where before we had one person doing search, today we have three full-time Internet Marketing positions who meet with the developers regularly to make sure everything we do is in line with what the search engines expect." Another advantage of the growing team, continues Hall, is the ability to research emerging technologies such as Web 2.0 and social-media sites.

"A year ago, none of our customers had blogs. Now most of them do," says Hall, "This never would have happened without building relationships with customers who trust us to make the right choices for their Internet presence."

In tandem with their seven year anniversary, Hall is expanding their Internet Marketing services to include more robust link building plans, an online press release service and more interactive web features such as RSS feed and Google Map API integration. With a talented team of developers, designers, and internet marketing specialists, Hall feels confident that their future is bright, no matter what turn technology takes in the coming years.

About Hall Web Services

Hall Web Services of Scarborough, Maine provides managed web services, web hosting, site promotion, internet marketing, web design and application development to small to medium sized business and nonprofit organizations. Hall is an established firm with over 230 clients worldwide.

For more information visit www.hallme.com/press.asp

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