

## **PRESS RELEASE**

*Hall Web Services, Inc.*

### **Hall Announces September Schedule of Online Web Marketing Seminars**

**June 20, 2008**

**Scarborough, Maine** – Hall Web Services today announced their September line up of Web Development and Search Marketing webinars (<http://www.hallme.com/search-marketing-webinars.asp>) designed to help small businesses improve the effectiveness of their websites. September marks the fourth month that Hall has been offering weekly online seminars, covering such topics as "Creating a Website that Works" and "What You Need to Know About SEO." The content blends beginner and more intermediate level marketing tips and philosophy into a friendly discussion between Hall's internet marketing management team, Fred Greenhalgh and Chrystie Corns.

"We continue to get positive feedback and build momentum," said Fred Greenhalgh Internet Marketing Manager of Hall Web Services. "We feel like we've found a good combination of concrete tips mixed in with light-hearted banter and more theoretical stuff. We feel this approach makes it easier to digest what can be pretty intangible subject matter."

Also part of the webinar series' success, according to Greenhalgh, is that it is delivered online and free, reducing the cost and geography barriers that can reduce attendance at face-to-face seminars.

"Our area has several companies that regularly host events covering basic SEO principles, and rather than enter into that space, we wanted to try something different," Greenhalgh continued. "Our work is not limited by geography, so it doesn't make sense that our marketing efforts would be. This way, people can avoid high gas prices and registration costs and concentrate on learning what they need to about the internet in order to make the right decisions for their business."

Webinars are held every Tuesday, running from 2-2:30 PM EST. The curriculum consists of ongoing core courses such as what factors to consider when redesigning a website, basics of search marketing, social media and advanced SEO webinars including paid search marketing, social media marketing, audio-video, content promotion and more.

The full schedule of webinar events and links to Flash presentations of previous webinars are available online at <http://www.hallme.com/webinars>. All events are free to attend and interested users can register for the webinars online.

#### **About Hall Web Services**

Hall Web Services of Scarborough, Maine specializes in helping small to medium sized businesses and nonprofits achieve their goals online through integrated web development and internet marketing services. Hall's services include web design, managed hosting, search-friendly copywriting, and multi-point internet marketing strategies. Hall is a Sage Software Preferred Vendor, with a range of web development and internet marketing services pre-approved for Sage Software's co-op debit program.