

## **PRESS RELEASE**

Hall Internet Marketing

### **Hall Internet Marketing Launches Pro Bono Website for SARSSM**

**April 4, 2011**

**Portland, Maine** – Hall Internet Marketing, a Maine internet marketing firm, is pleased to announce the redesigned website for Sexual Assault Response Services of Southern Maine’s (SARSSM) - who offer free and confidential services to victims of sexual assault.

Hall has been supporting SARSSM for nearly a decade and was named the 2008 Community Service Award recipient for their charitable contributions. The website, launched at [www.sarsonline.org](http://www.sarsonline.org), was given a fresh new look and feel. In addition to hosting SARSSM, Hall provided pro bono website design and development services. The refreshed site features a Content Management System built on the Drupal Platform, which gives the administrator flexibility over adding events, images, videos and editing content.

“We are really happy with the final product,” said Candi Huber, Senior Project Manager at Hall Internet Marketing. “By redesigning the site we were able to make it easier for users to navigate throughout the site and support SARSSM.”

The new redesigned site is fully optimized to drive traffic from general search engines. Visitors will see a big difference in the site- from its appearance to its improved usability and functionality.

#### **About SARSSM**

Sexual Assault Response Services of Southern Maine (SARSSM) has been providing free and confidential services to victims of sexual assault since 1973. This 38 year history has provided SARSSM with unique insight into the communities and the people whom we serve. Through this lens, we have developed advocacy, support, education and prevention services to meet the needs of the Southern Maine region. SARSSM’s has two main foci: to provide support and advocacy to victims of sexual violence, and to provide prevention education and awareness around the issue of sexual violence and exploitation.

#### **About Hall Internet Marketing**

Hall Internet Marketing is a 12 year old agency that uses technology to help clients meet their internet marketing goals. From paid search management and SEO, to video and mobile advertising, to user conversion strategy and cost per acquisition

optimization- Hall's staff helps some of the largest employers in Maine, well known Fortune 100 companies and innovative technology businesses to drive more sales online.

For more information, visit: <http://www.hallme.com/press/>