

SlickRockWeb contributes to the “Expert Insights” section of Small Biz magazine

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Press release from: [SlickRockWeb.com](#)

Minneapolis, MN, October 30, 2006,-- SlickRockWeb Inc. (www.slickrockweb.com) is pleased to announce that it was approached by Small Biz magazine to submit an article to their, by invite only, “Expert Insights” special advertising section for the Fall/2006 issue. Small Biz magazine boasts a circulation of over 650,000 subscribers, contains advice and resources to assist up and coming companies to reach their full potential, and is published by the prestigious BusinessWeek magazine. The current Fall/2006 issue of Small Biz magazine features a section devoted to describing novel and cost-saving online business marketing strategies, including those services offered by SlickRockWeb. The article by SlickRockWeb, titled “340 million reasons why SEO can help you grow” highlights the benefits of search engine optimization (SEO) and search engine marketing (SEM). A supplemental online article to the print article by SlickRockWeb is hosted on the Sapien Partners website and can be found at www.expert-insights.com/report.asp?id=716. SEO and SEM are affordable methods to market your business at a fraction of the cost of traditional methods, and with the added advantages of providing real-time measurement of the campaigns effectiveness. SEO allows businesses to increase their "natural" organic rankings in the major search engines for search phrases that are most relevant to their business.

“We are pleased to be invited to contribute to such a prestigious publication” said Eric Nelson, co-owner and Chief Technical Officer of SlickRockWeb Inc. “It is a wonderful opportunity to reach a circulation of 650,000 small business owners and educate them about the benefits of SEO and SEM for small to mid-sized businesses.”

SlickRockWeb has quickly grown its suite of SEO and web development services to stay in step with the changing landscape of search engine technology. SlickRockWeb utilizes a variety of proprietary SEO and SEM methods, business intelligence, web traffic analytics, and data mining techniques in order to boost the rankings of its client's websites in the search engines, improve their online visibility, and to help improve lead and/or sales conversions generated through their websites. When implemented correctly SEO and online advertising, unlike traditional advertising, gives an organization the ability to easily track, measure, and analyze targeted traffic to their websites. Standard metrics like ROI and sales conversions, as they relate to individual online advertising campaigns, can be quickly evaluated both for their response, reach, and cost-effectiveness.

In the coming years utilizing SEO and SEM in an effective manner will become more and more critical for small businesses to continue to compete at the regional, national, or even global level. SlickRockWeb will be there for these small to meduimu sized businesses and will continue to provide services that allows them to take advantage of this cost effective form of advertising.

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About SlickRockWeb.com

SlickRockWeb Inc. (www.slickrockweb.com) is a leading provider of affordable SEO (search engine optimization) and online marketing services. SlickRockWeb creates and manages cost-effective PPC campaigns and can improve a website's organic ranking in the search engines through a variety of proprietary SEO methods. SlickRockWeb also provides a full suite of web development, web makeovers and custom designs, ebusiness solutions, and web marketing strategies. Currently SlickRockWeb services clients in three countries with market capitalization's under 20 million dollars.

[You can find this press release here](#)