

## Direct Online Marketing relocates to the historic McClain Building

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In order to further suit its expanding client base, Direct Online Marketing, an internet marketing firm that specializes in search engine marketing, has relocated. The company now resides in the historic McClain Building in downtown Wheeling, West Virginia. Owner and President Justin Seibert boasts the move with “allowing Direct Online Marketing to continue offering big city quality with small town service.”

Wheeling, WV: A city on the rise again?

Wheeling was once a city rivaling Pittsburgh, PA in size and scope when both cities boomed economically. After decades of economic retreat Wheeling and the surrounding area are eager for expansion of commerce. Already the home to thriving companies in industries as diverse as banking, industrials, and gaming, Wheeling enters the internet age as home to search engine marketing specialists, Direct Online Marketing.

Origins of The McClain Building

Of the many office buildings in Wheeling, the McClain Building stands out due to its rich history and unique structure. It consists of two separate buildings that have since been combined. The McClain Building is named after Thomas Baird McClain and his brothers, who held prominent the business interests of Wheeling in the late 19th and early 20th Centuries. The McClain family engaged in the printing business, pharmaceuticals, and the dental and surgical industry. In 1893, The McClain brothers set up an office for the McClain Dental and Surgical Depot in the original McClain Building, whose exact date of erection in the 19th Century is unknown. The other building, first referred to as the Hogue Building, was built in the 1920s. As you exit the elevators on the second floor where Direct Online Marketing is located, you can see where the buildings were joined by looking at the floor.

Located at 40 Twelfth Street, the building is within a short distance of both the WesBanco Arena, home of the Wheeling Nailers of the East Coast Hockey League, and Capitol City Music Hall. The McClain Building sits only a block and a half from the Ohio River and one block from the Federal Court House.

About Direct Online Marketing ([www.DirectOM.com](http://www.DirectOM.com))

Direct Online Marketing helps businesses increase their sales and clientele base through search engine marketing and other forms of internet advertising. Companies can increase profits with search engine marketing, regardless of whether they sell products or services; sell over the phone, in store, or directly online; sell to only one specific geographical region or all over the world; are retail or B2B; and even if they do not have a Web site. Direct Online Marketing is registered as a West Virginia internet marketing company that serves Kentucky, Maryland, Ohio, Pennsylvania, Virginia, and West Virginia businesses.

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Direct Online Marketing helps businesses increase sales and client bases through various forms of Internet Marketing which include Search Engine Marketing (SEM), Search Engine Optimization (SEO), email campaigns, and Web site redesign. The

range of companies that can benefit from online marketing and targeted lead generation is broad, ranging across virtually all industries and sizes. Direct Online Marketing works with the unique needs and situation of each of its clients in order to achieve the best, most profitable results.

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