



## **Discount School Supply Store Hires SEO Expert to Boost Rankings**

*Texas based discount school supplies store, American Classroom Supply, has unveiled its plans to hire Dallas SEO expert to position itself as a leading destination for online classroom decorations, furniture and preschool teaching needs.*

Dallas, TX, October 15, 2008 --(PR.com)-- James Deeds, a retired education professional and founder of American Classroom Supply, launched the online store as a means to stay active in the field by providing discount back to school products to internet shoppers.

Parents just do not want to pay premium prices for back to school supplies like classroom furniture, teaching supplies and other [discount school supplies](#) when there is an alternative online.

While testing the waters, Mr. Deeds realized he just stumbled upon a real business opportunity. With the realization of the opportunity came that of the fierce competition. With soaring gas prices, and an increase awareness of the inefficiencies of long shopping lines in retail stores. "Parents just do not want to pay premium prices for back to school supplies like classroom furniture, teaching supplies and other teachers resources when there is an alternative online" says James Deed.

American Classroom Supply has also hired a Dallas [SEO Expert](#) services provider to promote the online store. Understanding that in the long run PPC advertising can be cost prohibitive, American Classroom Supply has made the strategic move to make organic search engine optimization the focus and integral part of its internet marketing outlook.

The Texas teaching supply store has relied on ongoing data analysis and studies that revealed an increase in pay per click (PPC) click fraud and higher bidding cost. Therefore, focusing in organic search engine results made more sense, which ultimately results in higher return on investment.

American Classroom Supply will also donate free classroom decorations, pencils, preschool furniture and more. The give-away is a yearly tradition at the online retailer, where employees give back to the community by personally donating to inner city, lower income area and disadvantaged school districts.

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