



## **Blogger Paul Woodhouse Joins Direct Online Marketing™**

Wheeling, WV, July 05, 2007 --(PR.com)-- Award-winning business blogger, Paul Woodhouse, has joined [Direct Online Marketing™](#) as its New Media Specialist. Woodhouse, 37, emigrated to the from in September of 2006 to set up home with his American wife. He joins Direct Online Marketing™ having spent the last three years helping businesses to blog alongside his primary roles as corporate blogger, organic search engine optimizer, and Webmaster at Butler Sheetmetal Ltd in the UK.

### **The Tinbasher Blog**

Woodhouse rose to prominence in the business blogging community with the aid of The Tinbasher Blog, a corporate blog that has been featured extensively in old and new media alike since its inception in 2004. The Guardian (UK) has written two full-page business articles on Woodhouse and the blog and The Tinbasher has recently been featured in Paul Gillin's The New Influencers: A Marketer's Guide to the New Social Media.

The British Library is also archiving The Tinbasher as part of its online archiving program set to begin in August 2007. The Tinbasher won the Inside Blogging Best Small Business Blogging Award in 2005 and was listed in The Times of London as one of the top 50 business blogs - the only blog in the industrial category - in June 2007.

### **How Businesses can Increase Sales with Corporate Blogs**

Woodhouse has been instrumental in the set-up and implementation of blog strategies and for a wide spectrum of individual and organizational clients. "I relish the challenge of helping traditional brick and mortar businesses leverage the Web to their advantage," says Woodhouse.

"Nowadays any business can present themselves online as they do offline by incorporating a wide range of online marketing strategies such as blogging. Plus, it'll be a pleasure implementing them for a new range of companies with the rest of the Direct Online Marketing™ team."

Woodhouse's day-to-day duties will include writing and maintaining [Direct Online Marketing™ blog](#) alongside President Justin Seibert who says, "We're extremely excited to have Paul Woodhouse here at Direct Online Marketing™. Not only does he bring a wealth of blogging talent and experience, but has a proven track record applying that experience in marketing industrial sectors with a great deal of success."

In addition to writing for a variety of blogs, Woodhouse will also be organizing paid search (pay per click) campaigns, implementing organic search engine optimization (SEO) practices and handling new experimental online marketing efforts for Direct Online Marketing™ clients.

### **About Direct Online Marketing™**

Direct Online Marketing™ helps companies maximize their return on investment by increasing sales and



generating high quality online leads in their respective market niches. The company offers paid search marketing, search engine optimization, Web site development and design, business blogging, email campaigns, and other internet marketing services.

For more information on Direct Online Marketing™ or to request an interview, please contact Katie at 304-214-4850 or [Katie@DirectOM.com](mailto:Katie@DirectOM.com)

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