



The Numbers Don't Lie: Clients See That Chicago Web Design Firm's SEO Strategies Work

Whoast's integrated Internet marketing strategies lay the groundwork for successful Web design in Chicago using search engine optimization – the process of increasing the number of visitors on a Web site by raising that site's ranking in Internet searches. A higher ranking means more visitors, and more visitors means more sales.

Chicago, IL, September 21, 2007 --(PR.com)-- For clients of Chicago Web design company Whoast Inc., the hits keep on coming, and so does the money:

\$72,000 in new business during one month
90 percent of business conducted online
48 new clients in 30 days

National Metal Fabricators, a leading source of sheet metal fabrication, angle rings and bar milling, is among the many Chicago area companies that have partnered with search engine optimization specialist Whoast to increase sales through Internet marketing.

“Our fabricating business received 135 Internet leads, which has turned into more than \$76,000 in new business,” said company President Tom Bonine.

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“When Web sites are designed properly, when they combine relevant, informative copy with an inviting look and easy-to-use functionality that appeals both to search engines and consumers, great things happen,” said Whoast President Aaron Wittersheim. “It's a simple concept, really.”

But not simple to execute. Search engines like Google and Yahoo continually change the criteria and rules that get Web sites noticed. And not only do they keep those criteria secret, they also will exclude sites that break their rules.

“Successful [search engine optimization](#) means understanding not only how visitors will search for you, but how search engines will find you. The key is to integrate both,” Wittersheim said. “It's the philosophy that drives our Web design. Chicago is home to so many great companies that can benefit from sound SEO strategies, and we've shown we can help them.”

Whoast's search engine specialists begin by determining how customers and search engines will find a client's site. From that, Whoast creates a comprehensive search engine strategy that includes an analysis of keywords and keyword phrases that should be part of the site, a review of the client's competitors, and



creation of keyword-rich copy and tags. Once the client approves the site's design and content, Whoast then manually submits the site to search engines and directories to confirm compliance with their unique rules. Ongoing reports and site maintenance ensure the site continues to provide a return on investment well into the future.

“Our clients receive quantifiable data, numbers that show how many people are visiting their site, and the business they're conducting once they get there,” Wittersheim said. “The beauty of what we do is that our results can be measured.”

That means for people like NMF's Bonine, it's easy to see success resulting from the [Chicago Web design](#) firm's strategies.

“Whoast's approach to our company's Web marketing is definitely working,” he said.

Whoast Inc., <http://www.whoast.com>, is a leading Internet marketing firm specializing in results-driven Web design. Chicago and Midwest clients have received search engine optimization, paid search management and competitive analysis reporting services since 2003. For more information, visit <http://www.whoast.com>.

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