



## **Direct Online Marketing™ Earns Qualified Google Advertising Company Designation**

*Full-service Internet marketing firm, Direct Online Marketing™ designated Qualified Google Advertising Company.*

Wheeling, WV, January 10, 2008 --(PR.com)-- Google AdWords has awarded Direct Online Marketing™ [Qualified Google Advertising Company](#) status, the only [search engine marketing company](#) in West Virginia to achieve this accomplishment. Designation as a Qualified Google Advertising Company exhibits Direct Online Marketing™'s commitment and experience in providing clients with effective paid search marketing and other Web promotion services.

### **Achieving Qualified Google Advertising Company**

Google's paid search (pay per click) platform awards Qualified Google Advertising Company status to firms that meet specific requirements. These include maintaining an advertising spend within Google AdWords of \$100,000 per quarter or more for a US search engine marketing company. Additionally, multiple employees must pass the Google AdWords Professional exam, which demonstrates a thorough understanding of the AdWords system.

All Direct Online Marketing™ employees working on paid search marketing accounts have exceeded the required score for the Google AdWords Professional exam. The company maintains a fully trained staff dedicated to attaining the best possible results for client campaigns.

President Justin Seibert adds, "We are proud to have accomplished Qualified Google Advertising Company status. As one of the very few such companies in the region, Direct Online Marketing™ is excited to offer exceptional paid search marketing services to our clients in the Pennsylvania-Ohio-West Virginia region and across the United States. We have dedicated employees that love to look for solutions with tangible benefits to our clients."

### **Other Search Engine Marketing Company Distinctions**

In addition to designation as a Qualified Google Advertising Company, Direct Online Marketing™ staff has attained status as Yahoo! Search Marketing Ambassadors, Microsoft adExcellence Members, and Marketing Experiments certification in Fundamentals of Online Testing and Landing Page Optimization. Direct Online Marketing™ and its staff are also members of the Pittsburgh Technology Council, AMA Pittsburgh, and the Pittsburgh Advertising Federation.

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

Direct Online Marketing™ is Wheeling, West Virginia's only full-service Internet marketing firm and the first Qualified Google Advertising Company in West Virginia. The search engine marketing company is focused on working with the unique needs of each client in order to achieve bottom-line results. The company aims to help its clients increase revenue through targeted online marketing tactics such as business blogging, pay per click search, search engine optimization, email marketing, and Web site development.



Learn more by calling 1.800.979.3177 or by visiting [www.DirectOM.com](http://www.DirectOM.com).

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