



Officite, LLC, Forms Strategic Relationship with Google

Oak Brook, IL, February 28, 2008 --(PR.com)-- Officite, LLC, a leading national provider of local online-search solutions for medical and dental practices, announced this week it has entered into a strategic agreement with Google™ to become an authorized reseller of Google's AdWords™ advertising program. The company, one of a select group in the U.S., is the first medical Web site marketing provider to earn the distinction.

“Our client base has grown by more than 100 percent in the past two years, so it's critical that we continue to exceed their expectations for Internet-marketing services through strategic relationships like this,” Officite President Glenn Lombardi said. “As a Google AdWords Authorized Reseller, we can bring them expert AdWords account management, from set-up to ongoing maintenance and optimization, with continued top-quality customer service.”

AdWords is a cost-effective, efficient way for small- and medium-sized medical and dental practices to advertise locally exactly the time patients are looking for them. Using cost-per-click, or CPC, model, these offices can select and bid on keywords related to ailments, treatments or other services, and pay only when the ad is clicked on.

Officite considers AdWords an instrumental part of its core search-marketing services, Lombardi explained. The new alliance offers its 3,000-plus doctors an efficient way to advertise on a local basis, most within five to 15 miles of their practice.

The Google AdWords Authorized Reseller program enables strategic relationships between Google and companies that can deliver the power of Google AdWords to their local merchants. They value the relationships and knowledge resellers possess in their communities, and share a mutual commitment to deliver targeted, measurable advertising solutions to local marketers. Small- and medium-sized businesses working with an authorized reseller receive professional, full-service AdWords account management, from account setup and activation to ongoing campaign monitoring and optimization. For more information, visit http://services.google.com/adwords_resellers/

About Officite

Officite, LLC, is nationally recognized for its strategic online-marketing solutions, as well as its premier Web site design and development for medical and dental practices. The company, founded in 2002, offers local-search solutions and turnkey-marketing programs designed to attract new patients, help doctors educate their clients and differentiate from their competition. Officite's solutions and strategies are easy to understand and quick to implement.

For more information about Officite and its strategic Internet-marketing solutions, or Web design and development services, visit <http://www.officite.com> or call Officite's Marketing Communications Manager Whitney May at (630) 230-2300.

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