

Strategic Internet Marketing: Increase Website Traffic with SEO Press Releases

Target Logics, a [strategic Internet marketing](#) company, has found new ways to save clients money and get them more visibility on the Web.

Studio City, CA (PRWeb) December 5, 2006 -- Target Logic, a leading [strategic Internet marketing](#) company in Studio City, California, has found new ways to save clients money and get them more visibility on the Web.

As pay-per-click costs increase, companies need to find new ways to save money to get visitors on their landing pages. For example, if you are using an expensive keyword that costs \$5 per click, and it takes an average of 100 visitors to convert a sale, it would cost you \$500 to make a sale by using pay-per-click.

Target Logic has discovered that their clients can get a better return on their marketing dollar by using an online press release, optimized for search engines, and containing hyperlinks to their websites. The online press release is able to reach a broader audience and the text links bring people back to the website.

"Companies can extend their brand and get more visibility by using online press releases. We helped one of our clients, a women's designer clothing company, create an online club that we advertised through online press releases. The company was able to add more than 5000 names to its e-mail database in just two months. In addition, it created a community of like-minded women that are easy to market to," said Stephen Gorgey, founder and president of Target Logic, a [strategic Internet marketing](#) company.

Sometimes companies hesitate to write press releases, because they don't feel like they have anything newsworthy to say. Target Logics' client, the designer clothing company, used their online club to create a community of women who were more than just customers who bought clothing. Each month the company interviews famous people like hairdressers, writers, psychologists, make-up artists, and then makes these audio recordings available to their online club members. Now the company has newsworthy information every month for a press release.

As word spreads about this online club, more and more women are joining. Through the use of online search engine optimized press releases, this company has successfully and economically broadened its reach on the Internet.

Visit www.TargetLogics.com for more information on how strategic Internet marketing can increase your business profits.

About Target Logics:

Target Logics is a [Strategic Internet Marketing](#) business specializing in keyword analysis, content placement strategies, Pay-per-click campaign management and direct response conversion strategies. Its work with the California Dental Association resulted in a GOLD ADDY AWARD for outstanding results achieved in [Strategic Internet Marketing](#).

Contact:

Stephen Gorgey, founder and president

Target Logic

818-291-6330

<http://www.targetlogics.com>

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Contact Information**Stephen Gorgey**

Target Logic

<http://www.Targetlogics.com>

818-291-6330

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