

Strategic Internet Consulting Offers Free Website Profitability Analysis

Many E-Commerce Sites Fail to Maximize Traffic and Sales,
Says Web Visibility Guru Stephen Gorgey

Orlando, Oct. 15 – At e-commerce websites, as with conventional stores and mail order catalogs, success results from attracting shoppers and closing sales. But too many websites fail at both of these all-important jobs, says Web visibility consultant Stephen Gorgey.

“Today the vast majority of website traffic originates at Internet search engines like Google, Overture or Yahoo,” says Gorgey, president of Strategic Internet Consulting. “The products you sell may be far superior to your competitors. But if your site doesn’t show up in the first two or three pages of results when potential customers use a search engine to start their shopping, they are not going to get to your website, so you’ll never make the sale.”

Gorgey, who is exhibiting at Booth **1052** at the DMA 86th Annual Conference & Exhibition, advises online marketers in techniques to attract more shoppers and convert them to buyers.

He is offering show attendees a free “Website Profitability Analysis,” using proprietary Strategic Internet Consulting techniques to measure two key factors:

- (1) The website’s ranking versus its competitors when shoppers use Internet search engines to locate the items the site is selling, and
- (2) How effectively the website captures and holds the visitor’s attention and then converts the visitor to a buyer.

Strategic Internet Consulting (www.TargetLogics.com), based in Glendale, California, provides website profitability analysis and enhancement to online marketing companies. The firm uses proprietary techniques to improve a site’s search engine visibility, and to maximize the likelihood that visitors will make a purchase. The company received a Golden Addy Award for its Internet marketing work, which during the last 12 months resulted in a 50% average increase in customer traffic to the sites of Strategic Internet Consultings clients.

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