



## PRESS RELEASE

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### **FOR IMMEDIATE RELEASE**

## Automotive Sales Promotion Firm Boosts Web Traffic with Pay-Per-Click Advertising Program Managed by Search Engine Experts

**CINCINNATI, OH – February 8, 2008** – Search Engine Experts LLC, a leading provider of Search Engine Optimization (SEO) services, today announced that G&A Marketing, Inc., a provider of world-class marketing, promotions and training for the automotive sales industry, significantly increased its website traffic following a comprehensive pay-per-click campaign led by Search Engine Experts.

A leader in marketing and promotions for both new and used car dealerships, G&A Marketing ([www.gamarketing.com](http://www.gamarketing.com)) realized the importance of maximizing the potential online advertising dollars – expanding its reach among web surfers and ultimately providing the best information possible to prospective customers. Through the pay-per-click campaign completed by Search Engine Experts, G&A continues to see increased website visitors and quality sales leads.

“As a leader in the marketing industry ourselves, we knew the extreme value in bringing in a true specialist such as Search Engine Experts, to lead our pay-per-click advertising campaign for our own website,” said Pat Gunning of G&A Marketing. “Not only were we pleased with the initial pay-per-click program that Search Engine Experts conducted, but we are confident that ongoing enhancement is the key to guaranteeing that our advertising is as effective as possible.”

“Pay-per-click programs can play a large role in a companies’ marketing strategies, as companies’ marketing executives acknowledge the awesome power of the Internet and the ability to harness that potential through efforts such as an effective pay-per-click program,”

said Ken Saunders, President of Search Engine Experts. “We’re extremely pleased to work with G&A Marketing to not only improve its pay-per-click program, but to also translate that effort into an important lead generation and sales tool.”

Search Engine Experts is the only certified search engine marketing strategist in the Cincinnati region, providing clients with unmatched awareness through higher web rankings on the world’s most important Internet search engines.

**About Search Engines Experts LLC**

Search Engine Experts LLC is Cincinnati’s leading provider of Search Engine Optimization (SEO) and Pay-Per-Click (PPC) services. Led by Kenneth E. Saunders, the region’s only certified search engine marketing strategist, Search Engine Experts offers all sizes of businesses the opportunity to dramatically increase their rankings and visibility on the world’s most important search engines – providing unmatched awareness and increased revenues. Through clear strategy and technical ability, Saunders’ team of optimization experts stands as the answer to the often daunting tasks surrounding true website optimization. For more information, visit [www.SearchEngineExpertsLLC.com](http://www.SearchEngineExpertsLLC.com).

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