

FOR IMMEDIATE RELEASE
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New Services Help Small Businesses Attract On-Line Customers AllWrite Ink Expands Offerings

HUDSON, OH (January 28, 2008) – Companies are allocating more of their advertising budget to attracting their customers via online methods including pay-per-click, websites, blogs and social marketing sites. With the emphasis on Search Engine Optimization and key word rich content, Deborah Chaddock Brown, president of AllWrite Ink, has focused her expertise on writing for the Internet.

“In the past, companies have believed they needed websites with flash animation and fancy graphic images,” said Chaddock Brown. “However, the emphasis is moving toward well written content that commands the reader’s attention using key words and benefit statements that speak to the reader’s needs. You only have 3-7 seconds to capture the prospect’s attention. An excellent website includes a blending of content and images that hold their attention long enough to communicate your message or, more importantly, to get them to take action.”

To help meet the needs of small business owners, AllWrite Ink announces three new products available in 2008;

- 7 Elements of a Website People Read analysis of a company’s website
- 12-month online marketing plan which guarantees updated content every month for a year
- Blog Start-Up Kit for those wanting to get started but don’t know how

“Consumers are making more of their decisions based on the information they find on the Internet,” says Chaddock Brown. “Therefore, companies need to keep their website and online content fresh and up-to-date. Most small business owners don’t have the time or the know-how to stay on top of their Internet branding. That’s where we come in.

Additionally, small business owners don’t realize the small changes they can make to improve the search engine results of their website,” offers Chaddock Brown. “We analyze each website and offer simple solutions the owner can make on their own or for a small investment to insure they are at least in the running when a consumer is searching for their product or service.”

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For more information visit www.allwriteink.com. Deborah Chaddock Brown was the Director of Communications for Cole National prior to opening her freelance writing business in 2004. She is also available for speaking engagements where she offers a variety of topics ranging from Earning Customer Loyalty to Small Business Marketing to understanding Blogs for Business.

AllWrite Ink writes *Words People Read*® helping companies communicate their message in a clear, concise manner that inspires the reader to take notice and take ACTION. Good writing doesn't just happen – it takes active listening, research and extra effort to find just the right words. Located in Hudson, Ohio, AllWrite Ink provides content for websites, newsletter, brochures, flyers, speeches, and direct mail programs. For more information, call 330-414-8792, email: Deborah@allwriteink.com or visit the website at www.allwriteink.com.

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