

# SmarttNet

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## **Fraser Valley Business calls attention to SmarttNet successful SEO – for immediate release June 4, 2009**

An Abbotsford-based newspaper has drawn attention to the successes a company can have with Search Engine Optimization (SEO). In particular, it highlighted the power of SmarttNet's e-marketing services.

"Before working with SmarttNet, our Web site only generated approximately three per cent of new business. Yellow Pages was around 13 per cent. Today, Google comes in at 17 per cent and Yellow Pages has dipped to just seven per cent."

That's the quote from SmarttNet's press release, titled 'Ferguson soars thanks to SEO by SmarttNet e-marketers' that was picked up by the media outlet.

Mark MacDonald, publisher and editor of Fraser Valley Business, met SmarttNet at the Tradex Tradeshow in April of this year. In a routine follow up, MacDonald was contacted with the press release and wrote back asking for a photo go with it.

"I didn't realize it was something they would want to cover, but now that I think of it, of course they would because SEO affects all businesses these days," said Joyce, an e-marketer and media relations specialist at SmarttNet.

The article mentions the huge success that SmarttNet has had with Ferguson Moving and Storage – a process now being duplicated with its many other clients.

As a result, SmarttNet has already received a call for a large contract.

"This really shows us the effectiveness of being out there in the media and the impact it can have on a company doing business locally," explained Astifan. "We get a lot of referral business, because people are always happy with us, but no business should neglect the importance of attracting new customers."

The coverage can be viewed by clicking on the "Published" tab on the homepage at [www.smartt.com](http://www.smartt.com).

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