



# Halloween USA and Tell Vision Networks Team Up to Make Halloween '04 an "Online" Season to Remember with new redesign and e-commerce website

Trademark Productions, Inc, October 05, 2004

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*It's that time of year again – Halloween is just around the corner. As thousands of people head out in search of the perfect costume for '04, the pros at Livonia, MI-based Halloween USA (Gags & Games, Inc.) hired Tell Vision Networks to redesign their website in a search engine friendly environment, and assist with the implementation of an aggressive online marketing campaign for their new e-commerce store.*

PR9.NET October 05, 2004 - Shelby Twp., Michigan It's that time of year again – Halloween is just around the corner. As thousands of people head out in search of the perfect costume for '04, the pros at Livonia, MI-based Halloween USA (Gags & Games, Inc.) are stocked and ready to go for what will surely be a hectic month of October.

As in past years, more than 85 stores of the Gags & Games, Inc. family and temporary locations throughout the Midwest will be transformed into "Halloween USA" outlets, where arrays of costumes, accessories, makeup, masks and decorations await. Shoppers will be happy to know that they can also browse and purchase from Halloween USA's massive inventory from the comfort and convenience of their own homes with the redesign of the company's website, [www.HalloweenUSA.com](http://www.HalloweenUSA.com).

Revamped and redesigned by Tell Vision Networks of Shelby Township, the site now offers consumers the ultimate online Halloween shopping experience with a completely redesigned e-cart system. Tell Vision has created the site in a search engine-friendly environment, meaning that the site is now highly ranked in organic searches on the net's major engines like Google, Yahoo and MSN.

Tell Vision Marketing Consultant, Dwight Zahringer states "Tell Vision has also launched an aggressive online marketing campaign for the Livonia-based retailer that has focused on proven marketing and sales techniques such as Pay per Click, Affiliate Advertising and Link Exchanging. Together with the search engine optimization of [www.HalloweenUSA.com](http://www.HalloweenUSA.com), this has led to an exponential boost in traffic for the website and translated into a dramatic increase in the ease-of-shopping for online customers, resulting in explosive sales."

Made aware of the site's existence by Tell Vision's sister company Seo Vision's successful campaign, these shoppers can easily find what they are looking for and get their orders placed in plenty of time for the trick-or-treat season.

Whether they're looking for a last minute costume, a decoration to make their yard the scariest on the block, or the accessories necessary for polishing off the perfect Halloween look, web surfers can find it all on [HalloweenUSA.com](http://HalloweenUSA.com). They can browse a virtually endless selection, learn about important sizing information and purchase with the confidence of a secure and easy to use server.

And when all is said and done, 2004 will be a Halloween to remember. With the help of Tell Vision Networks, Halloween USA, a retailer whose name is synonymous with Halloween, has risen to the rank of powerhouse in the online Halloween shopping market. In turn, [HalloweenUSA.com](http://HalloweenUSA.com) will help shoppers throughout Michigan and the Midwest prepare for one of the greatest holidays of the year.

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## About Halloween USA, Tell Vision Networks

Tell Vision Networks is a web development and online marketing company based in Shelby Twp., MI. Halloween USA (Gags & Gifts, Inc.) based in Livonia, MI with over 85 locations throughout the midwest.

## About Trademark Productions, Inc

Trademark Productions Inc, also known as TMPROD, or TM is a graphic design, MI web design, search engine marketing and e-commerce software development company. We develop unique web site solutions and help companies gain a competitive advantage on the internet maximizing Return On Investment.

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