



# UK small businesses on the internet struggle to increase web lead generation and sales conversion for online profits

Momentum Web Solutions, May 14, 2005

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*Professional online marketing services and sales optimisation for small and medium sized business and start-ups in the UK*

PR9.NET May 14, 2005 - Oxford, UK – Momentum Web Solutions Limited, a provider of web marketing services to start-up and SME organisations in the UK, today announced the launch of its service designed to help companies increase online lead generation and sales conversion. Momentum provides online marketing expertise that incorporates the latest techniques that few companies can call on in-house. Services are delivered on a one-off project basis, or as long term optimisation activities.

The internet is the most direct way to engage with potential customers and can be particularly powerful for SME and start-up organisations that have little or no brand recognition. The sales generating potential of a web site is dependent on attracting and converting visitors to customers. Momentum helps transform the performance of web sites by increasing the number of targeted leads gained through search engines. We optimise customer conversion rates to increase online sales, and provide clear statistics to demonstrate the online ROI of web marketing activities.

"Momentum is expert at increasing the lead and sales generating potential of small business web sites, even if their natural competition comes from much larger branded companies," explains Jonathan Fink, Sales Director for Momentum. "By bringing professional optimisation and marketing skills to the SME sector, Momentum is challenging the view that only large companies can access services that are this powerful and cost-effective." All of Momentum's customers are small and medium sized enterprises or start-ups, and its services have been developed with their unique needs and aspirations in mind.

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## About Momentum Web Solutions

### About Momentum

Momentum Web Solutions provides online marketing services to small and medium-sized enterprises (SME) and start-up organisations in the UK. Momentum's services are particularly relevant for organisations in transition, or for whom the results of current online activities do not match business aspirations. The benefits to clients of Momentum's services are intended to be dramatic and compelling, providing visible results and clear ROI for online investments. Momentum web marketing services include online sales optimisation, web competitor research and web marketing services, including search engine marketing, optimisation and promotion.

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