



Internet sales optimisation for rankings on UK search engines a priority for small businesses and start-ups online

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Small businesses and SMEs turn to search engine optimisation to increase the performance of e-shops in generating online sales

PR9.NET June 14, 2005 - Oxford, UK - Momentum Web Solutions Limited, a provider of web marketing services to start-up and SME organisations in the UK, announced the launch of its service to optimise online e-shops for small businesses.

The internet is the most direct way to engage with potential customers and can be particularly powerful for SME and start-up organisations running e-commerce web sites. Momentum helps transform the performance of e-shops by increasing the number of targeted leads gained through search engines and online shopping portals. Momentum optimises customer conversion rates to increase online sales, and provides clear statistics to demonstrate the online ROI of web marketing and e-commerce 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

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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.

Contact Information

Momentum Web Solutions Limited
The Oxford Centre for Innovation
Mill Street
Oxford
OX2 0JX

Phone: 01865 811146
Email: info@momentum-web-solutions.co.uk
Web: www.momentum-web-solutions.co.uk

Phone:	01865 811146
Website:	http://www.momentum-web-solutions.co.uk/
E-Mail:	sales@momentum-web-solutions.co.uk
Address:	The Oxford Centre for Innovation Mill Street Oxford OX2 0JX