



RankUno launches Optimization Packages for Holiday Season 2005

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Holiday shopping is undergoing dramatic shift. Online retailers must understand the changing buyer psyche to beat competition this year.

PR9.NET August 11, 2005 - Pune, India, - <http://www.RankUno.com/> - RankUno, a search optimization (SEO) and online marketing firm has launched customized optimization packages for Holiday Season 2005.

For most eBusinesses holiday months of November and December are the most critical. Online holiday shopping is experiencing a healthy 30% growth year on year. Buyer psyche and Christmas shopping pattern is also seeing a dramatic shift. It has been observed that customers begin "serious" holiday shopping (online) before Thanksgiving to avoid serpentine lines in the stores.

"We help our clients in the US and UK with the nuances of holiday marketing and drive up the topline," said Bhaskar Thakur, C.E.O. of RankUno. "We help them re-organize their web stores, identify the seasonal and in vogue keywords, get them on shopping channels that really matter and integrate the marketing effort to drive more traffic and lower the cost of acquisition."

For businesses that have not already made plans to make the most of this years predicted, recording breaking holiday shopping growth, it may be too late. Competitors already have optimization plan for holiday season 2005. RankUno's integrated marketing approach can give business head start they need this Christmas.

Check out the plan details at <http://rankuno.com/searchengineoptimization/optimize-holiday-season.asp>

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About RankUno Interactive Technologies Pvt. Ltd.

RankUno is a full service interactive marketing firm specializing in, Search Engine Optimization (SEO), Pay-Per-Click management and Integrated Marketing solutions. RankUno empower business with cutting edge strategy and impeccable execution to start, build and grow online business.

RankUno's outsourcing model enables organizations cut Interactive Marketing, SEM and SEO up to 60%. RankUno has been ranked as one of the top 30 Search Marketing companies worldwide by TopSEOs.com, the most popular Interactive marketing market place today and features in the Buyer's Guide to Search Engine Optimization Firms: 2005-2006.

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