

PRESS RELEASE
Hall Web Services, Inc.

Freeport, Maine Jewelry Store Launches Updated Website

Friday, September 04, 2009

Freeport, Maine - Earrings and Company, a Freeport, Maine-based specialty jewelry store, today announced the launch of a refreshed website built by long-term web partner Hall Web Services of Portland, Maine. Found at www.earringsandcompany.com, the revised site incorporates a new shopping cart powered by Xsilva Lightspeed, allowing web orders to come directly from Earrings and Company's ERP system.

"The xSilva system made Earring and Company's processes much more efficient, but added some SEO challenges," said Fred Greenhalgh, Internet Marketing Manager at Hall. "We approached this by building up in-depth content resources around the shopping cart, so that the site would still be able to be indexed and ranked by search engines for relevant keywords while adding all of the features of the Lightspeed platform."

In addition to the improved cart, the new Earrings and Company site features a general design facelift and a renewed focus on the company blog. Users can shop jewelry on the site by types of designs, as well as what is new, and can learn much about the various artists at the store by seeing their individual profiles.

With a website that is easier to use and more efficient, Earrings and Company looks forward to continuing to serve its customers nearby and far away through an easy-to-use web store featuring their unique jewelry designs.

About Earrings and Company

People of all ages love to stop in at Earrings and Company's store in the heart of downtown Freeport, Maine. Now in their fifteenth year, Earrings and Company has become known locally and away as a premier source of beautiful, affordable, American-made jewelry. Located a stone's throw from LL Bean, customers visit year after year and say they come to Freeport to visit Earrings and Company and LL Bean... in that order!

About Hall Web Services

Hall Web Services of Portland, Maine partners with small to medium sized businesses to grow their businesses through the creation of a comprehensive web strategy. Hall's services include web design and development, managed hosting, internet marketing, inbound marketing strategies and multimedia production.

For more information, visit <http://www.hallme.com/press.asp>