

**PRESS RELEASE**  
*Hall Web Services, Inc.*

**Hall Partners with Pagoda Media to Launch Optimized Site for Amore Designs**

**Friday, December 07, 2007**

**Chicago, Illinois** – Hall Web Services today announced the launch of an optimized eCommerce site for Amore Designs, the result of a partnership with graphic design firm Pagoda Media. The new site combines a powerful and easily updated eCommerce CMS (Content Management System) and industry-accepted best practices for search optimization to deliver a site that is friendly for shoppers and search engines alike.

Pagoda Media, based in Reading, Pennsylvania, designed the site and developed its eCommerce platform, which features a fresh, contemporary look and feel and a simple to use backend that allows easy addition and modification of items. Hall's role was to collaborate with Pagoda Media's developers to improve the search engine friendliness of the software, especially in regards to its targeting of specific items and geographically targeted searches.

"Search has traditionally been the Achilles heel of eCommerce platforms, but we refused to accept the norm," said Thomas Hall, President and CEO of Hall Web Services, "The Amore Designs site is a perfect example of strategically using technology to create a site that is as much a technical success as it is a creative one."

Amore Designs, as one of America's premiere shelving manufacturers, called for the site's development as a means to sell their products directly to customers. The site offers the ability to browse shelving from Amore's varied lines of European-inspired designs, which range from the exotic to the classic. All shelving lines are paired with brackets, making the shopping experience a breeze. Shoppers can also opt to download installation instructions, print a PDF version of the product catalog or get directions to Amore's showroom in the exquisite Kenneth Ludwig Home Furnishings store in Chicago's Merchandise Mart.

With a site that is as functional as it is appealing, Amore appears poised to build an online reputation in line with their strong presence offline among interior designers, architects and home furnishing aficionados. And with two established developers behind them, their site is ready to grow as well.

**About Amore Designs**

Amore Designs, with corporate offices based in Schuylkill Haven, Pennsylvania, about 50 miles northwest of Philadelphia, is the premiere shelving manufacturer in the United States. Amore offers over 100 innovative, decorative shelves that "you will fall in love with." Their unique, European inspired designs are made with high quality, fine glass and other materials to give you great value and style. Amore Designs products are available through <http://www.amoredesigns.com/>, the product showroom located at the Chicago Merchandise Mart or by calling (877)266-7306.

**About Pagoda Media**

Pagoda Media is a Reading, Pennsylvania based graphic design and web design that specializes in the design, development, and marketing of web sites, as well as traditional print design services including logo and identity design, promotional design, and direct mail. Pagoda Media draws upon a team of freelance designers, developers, and internet marketers working seamlessly to provide a complete and effective solution for every design project.

**About Hall Web Services**

Hall Web Services of Scarborough, Maine specializes in helping small to medium sized businesses and nonprofits achieve their goals online through integrated web development and internet marketing services. Hall's services include web design, managed hosting, eCommerce development, search-friendly copywriting, and multi-point internet marketing strategies. Hall is an established firm, with over 230 clients worldwide.

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