

**PRESS RELEASE**

*Hall Web Services, Inc.*

**Hall Staff Member Alexander Eaton Earns  
Google Analytics Certified Individual Status**

**May 13, 2010**

**Portland, Maine** – Hall Web Services, a Maine-based web design and internet marketing firm, announced that Internet Marketing Analyst, Alexander Eaton, has earned a certification in Google Analytics Individual Qualification (GAIQ) program. Having two or more staff members certified with the GAIQ test is one of the precursors to earning a certification in the Google Analytics Authorized Consultant (GAAC).

"We use Google Analytics on a daily basis as a tool to help assess the effectiveness of our client websites and marketing efforts," Alex said. "Google Analytics is a free, yet, extremely robust web analytics tool that we implement on every site we develop. The insight and data collected through the tool allows us to make informed recommendations and decisions to ensure the continued success of our clients' online businesses."

The Google Analytics Individual Qualification test is timed and features advanced-level questions regarding the use and application of Google Analytics. The test ensures the Qualified Individual understands the Google Analytics Interface, Various Reports, Fundamentals of Google Analytics, as well as being able to complete In-Depth Analyses using Google Analytics.

**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/>