

## **Growth Continues for Hall Internet Marketing as Q2 Employee Shareholder Dividends Exceed Estimates**

**July 8, 2014**

**Portland, Maine** – Hall Internet Marketing has announced another strong quarter of growth. Top line revenue is up 28% over last year and continues to look strong through year end. Growth has been attributed to new client acquisition in the national online retail sector, the launch of the latest version of their Tools platform, and the expansion of their WordPress development offerings that included the release of Scaffolding, Hall's custom built WordPress Framework, at WordCamp CT, a WordPress conference held last May in Connecticut. Dividends distributed to employees through the company stock program were 50% above estimates for the first half of 2014.

“We have added a few well known national brands as clients and have several large WordPress projects driving growth right now,” said Tom Hall, President, “For example, we were recently awarded a WordPress contract for a national client that is valued at over \$170,000.” Hall also contributes their software code for use by other developers who are part of the global WordPress community. Hall continues, “Large projects have come to us due, in part, to our leadership in the WordPress community, something we are very proud of. We are also happy to share the success of the company directly with our staff through our stock program.”

The recent release of Hall's Tools v2.1 includes a new integrated data dashboard that utilizes dynamic charting and a new recommendations engine for easy site performance data analysis. According to Mike Johnston, Site Performance Manager at Hall, “Tools includes several features that are based on both client demand and the needs of our internal marketing teams. At Hall, the marketing teams and development teams work hand in hand on client projects and company initiatives. The new Tools interfaces are much more user friendly and include key performance data allowing for completely transparent assessment right in the dashboard. Something our marketing teams demanded and worked with our technical folks to deliver.”

Looking ahead to the second half of the year, the company is optimistic. “We have made several adjustments to our project management process over the past 8 months that have increased efficiency, quality and delivery,” said Jonas Levasseur, VP of Operations. “We are delivering projects on budget and ahead of schedule to the delight of our clients. This gives us confidence in our growth forecasts for the second half of 2014.”

**About Hall Internet Marketing**

[Hall Internet Marketing](#) is a 15 year old agency that combines technology and expert services to drive cost-effective internet marketing strategies to improve website performance. Hall helps some of the largest employers in Maine, well known Fortune 100 companies and innovative technology businesses to drive more sales online.

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