

PRESS RELEASE
Hall Web Services, Inc.
**Hall Staff Member Mike Johnston Earns
Google Analytics Certified Individual Status**

May 11, 2010

Portland, Maine – Hall Web Services, a Maine-based web design and internet marketing firm, announced that Site Maintenance Manager, Mike Johnston, 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).

"The maintenance and constant evolution of an effective website depends on web analytics to determine what is working on a site and what issues need to be addressed," Mike said. "We implement Google Analytics on all the sites we develop. It's a free tool that provides a vast amount of data regarding traffic and interaction which helps in making the best decisions about web maintenance."

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/>