

**PRESS RELEASE**  
*Hall Marketing, Inc.*

**Hall Shows Paid Search Expertise with Two  
Google Qualified Individuals**

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**Scarborough, Maine** – Local web firm Hall Web Services recently demonstrated their expertise with Google AdWords, the most popular paid search service, by having two employees successfully pass the test for Google Qualified Individual certification. Frederick Greenhalgh and Matt Harrison comprise a creative and technical duo that manage over a dozen campaigns for clients throughout the country with tens of thousands of advertising dollars.



“Working with people who understand server statistics and analytical information thoroughly makes my job tremendously easier,” said Frederick Greenhalgh, creative writer for Hall’s AdWords campaigns. “Matt can point out where campaigns could improve and I can write new creatives or landing pages that address everything from click-through to user conversion. And having a second pair of eyes always makes your work better.”

Matt Harrison, Technical Manager for Paid Search and Lead Web Developer at Hall, agrees. “We play upon each other’s strengths. Fred can address creative issues with campaigns while I analyze the core aspects of the campaign or work on handy tools to make management easier.” Among those “handy tools” is a proprietary in-house bid manager that makes it easy to adjust spending data over time for multiple campaigns, as well as adjust advertisements en masse, thanks to Matt’s programming skills and the Google AdWords API.

Paid search campaigns are increasingly essential to capturing the best visibility and ROI possible on the web, and point underlined by a forecast that paid search spending will be 20% of *all* marketing spending in 2007. Mastering the potential of paid search is not easy, however, and many search marketing companies are struggling to master the potential offered by sponsored search. “If you’re in the internet marketing business,” said Thomas Hall, President and CEO of Hall Web Services, “You need to understand not just how paid search works, but how to use it effectively for your clients. I’m confident we’re ahead of the game, which is the only place we can afford to be.”

**About Hall Web Services**

Hall Web Services of Scarborough, Maine provides managed web services, web hosting, site promotion, internet marketing, web design and application development to small to medium sized business and nonprofit organizations. Hall is an established firm with over 230 clients worldwide.

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