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PRESS RELEASE
Hall Web Services, Inc.

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Hall Goes "Way Beyond SEO" with Sage Software Business Partners

Monday, April 21, 2008

Scarborough, Maine –   Hall Web Services, a Sage Software Preferred Vendor for Web Design and SEO, recently participated in a Preferred Vendor Internet Marketing webcast series with the presentation "Way Beyond SEO: Why Your Company Needs a Web Strategy to Survive". The webcast covered web marketing topics of interest to Sage Software Business Partners, including in-depth information about SEO (Search Engine Optimization) and techniques for building more links to one's website. Almost 200 people attended the live web-based event, and a lively question and answer session followed the presentation.

Presenting the webcast on behalf of Hall were Fred Greenhalgh, Internet Marketing Manager, and Chrystie Corns, Social Media Manager. Both handled different aspects of the presentation and asked questions of each other on key topics, a style that mimics their popular weekly podcast, SEO Audio (http://www.hallme.com/podcast).

"We were honored to be chosen to give the presentation and had a blast doing it," said Greenhalgh. "If the amount of questions asked at the end are any indication, people got a lot out of the webcast. Our approach has always been to educate business owners as much as possible about web marketing, as that will allow them to make better decisions and take advantage of more opportunities."

"Way Beyond SEO" was the second of three webcasts in the series, preceded by "Amplify Your Website" by Lucid Fusion and followed by "Dynamic Email Marketing" by Swiftpage. All presenters are Sage Software Preferred Vendors and offered concrete information and unique ways for Sage Software Business Partners to drive more sales leads using the internet.

Greenhalgh expressed enthusiasm about the response Hall has seen after the webcast, especially, he noted, in the lead up to Sage Software Insights [Sage Software's annual Business Partner conference, held May 12-15 in the Washington D.C. area.]. "We will, of course, be answering questions throughout the tradeshow as well as inviting Business Partners to be guest-stars on the podcast. We love to help show people how to use the web in new and creative ways to grows their business."

The webcast "Way Beyond SEO" as well as an accompanying whitepaper is available at Hall's website, http://www.hallme.com/way-beyond-seo.asp.

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, search-friendly copywriting, and multi-point internet marketing strategies. Hall is a Sage Software Preferred Vendor, with a range of web development and internet marketing services pre-approved for Sage Software's co-op debit program.

For more information visit www.hallme.com/press.asp