

## **Monica Wright Earns Google Analytics Certified Individual Status**

July 20, 2011

**Portland, Maine** – Hall Internet Marketing– a Maine technology enabled internet marketing firm, recently announced that Director of Search Marketing, Monica Wright has earned her certification in Google Analytics Individual Qualification program.

Individual Qualification is a way of demonstrating proficiency in AdWords, attained by passing certification exams. It is required to pass the fundamental and advanced exams to achieve Individual Qualification.

“Our company has been data driven from its inception. We go through tons of data every day,” said Monica. “The trick is to find the right data that will help our clients grow. With our knowledge we are able to sift through the overwhelming amount of web metrics to get to the pieces of information that really matter.”

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 Internet Marketing

Hall Internet Marketing is a 12 year old agency that combines technology and expert services to drive cost-effective Internet Marketing strategies to improve website performance. Hall staff works closely with clients to understand their business objectives, their target audience and the competitive environment to create a comprehensive, tailored online marketing program that drives success. Hall helps some of the largest employers in Maine, well known Fortune 100 companies and innovative technology businesses to drive more sales online.

For more information, visit: <http://www.hallme.com/press/>