

FOR IMMEDIATE RELEASE

Software Vendor Shows Reseller Channel Partners How to Optimize Their Websites and Win the Battle for Visibility on Google

LONG BEACH, California, June 23, 2009 – Successful search engine optimization (SEO) is not magic but rather, it is a matter of doing some simple things with regularity and continuity, according to Karl Kleinbach, senior online marketing manager at ACOM Solutions, Inc. Kleinbach will explore the essentials of successful SEO in a webinar for current and prospective VAR reseller partners on June 25, 11:00- 11:30 a.m. Pacific Daylight Time. Persons interested in attending are encouraged to sign up at

<https://www1.gotomeeting.com/register/117907001>

VARs overlooking the importance of online search in their marketing mix are increasingly at risk. With research showing over 95% of B2B buyers using Google search as a part of their purchase process, neglecting to properly optimize their websites is no longer an option.

“The SEO process may seem complex and intimidating to some, but it doesn’t have to be,” Kleinbach said. “This webinar will explore the basics so attendees will be equipped to kick start their own SEO initiatives. Attendees will probably even surprise themselves with results they can get, using just a few simple tactics.” Among these include:

- Selecting the right keywords to target
- Modifying the website to make it search-friendly
- Establishing a web “content footprint”
- Leveraging press releases to enhance search results
- Finding and using SEO tools

“The objective is to generate leads,” he said, “and that goes beyond simply showing up on search engines. Prospects must be led by the text that is displayed in the search result to click through to the reseller’s website, and then take the desired action on that website.”

“Websites have become increasingly critical in the VAR marketing mix, particularly in an economic climate that demands squeezing maximum value out of every marketing dollar,” said Senior Vice President James R. Scott, who leads ACOM’s [channel partner program](#).

“The strategies and tactics Karl has developed have proven themselves repeatedly, and we encourage our partners and potential partners to attend this webinar and take advantage of his hard-won knowledge.”

About ACOM’s VAR Success Program

ACOM’s VAR Success Program enables VARs to start generating leads and closing deals very quickly. The program includes a 4-step methodology, with a valuable set of unique Sales and Marketing support tools, including ACOM’s “VAR Boot Camp for Online Marketing”, “Website Review & Recommendations”, “Pay-per-Click in a Box”, “Jumpstart Sales Program” and many “Ready-To-Go Marketing” campaigns.

About ACOM Solutions, Inc.

For over 26 years, ACOM has been [automating document and payment processes](#) for more than 4,000 organizations, across all industries. ACOM develops solutions that are best suited for tactical deployments in the accounting/financial departments of mid-size organizations. ACOM’s solutions integrate seamlessly with any financial/ERP system to extend that system’s capabilities; they dramatically improve an organization’s efficiency by automating their previously manual processes; and they significantly decrease an organization’s costs. Likewise, by incorporating ACOM’s solutions into their product offerings, ACOM’s partners can bring an additional set of important cost-saving enhancements to their customers. For more information call 800-347-3638 x 4306, email partnerinfo@acom.com, or visit <http://www.acom.com/channels>.

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