

eCommerce Sites Add Festivity and Enhanced SEO this Holiday Season



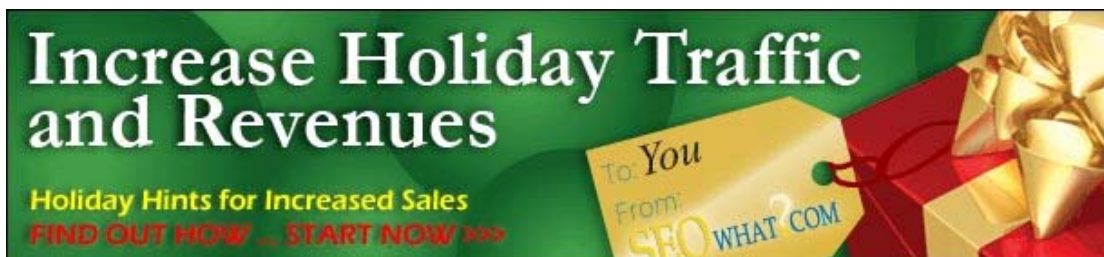
Released on: November 19, 2009, 2:20 am

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Industry: [Internet & Online](#)

Merchants compete for ranking as economy and Swine flu fears drive holiday shopping online

MANKATO, Minn., November 19, 2009 – SEOWhat.com, an Internet marketing, search engine optimization and web design firm helps prepare clients' sites for this year's holiday shopping season with festive banners, improved rankings and social media buzz. The holiday season is one of the busiest for online shopping sites and this year's economic situation will increase the competition among merchants.



"Industry experts and surveys show that consumers are likely to increase their online shopping to complete their holiday shopping lists this season," said Catherine Seven, founder, SEOWhat.com. "The challenge for e-tailers this year will be to win the trust and loyalty of shoppers in an increasingly tight-fisted economy. And this year, the key to being relevant is to make the entire shopping appealing to customers."

The design team at SEOWhat.com specializes in creating eye-catching banners, holiday logo enhancements and overall web site design. Clients like www.bigsmiletoys.com chose a holiday-themed logo to make its site welcoming to potential customers. In addition to aesthetics and SEO site

development best practices, SEOWhat.com generates buzz for clients and manages their reputations online employing the myriad of new and emerging social media and social networking tools available.

SEOWhat.com helps clients improve search ranking through a combination of search engine optimization strategies that include, but is not limited to, social media optimization/Web 2.0, social bookmarking, press release and article writing and submission, on page/off page optimization, niche keywords and long-tailing, link building, meta tagging, Yahoo! merchant sites (Y! Stores), YouTube/video submissions and more.

Ranked best in Social Media Optimization by TopSEOs.com, SEOWhat.com creates buzz through the use of social networking tools such as blogs, social bookmarking sites and social networking sites such as Facebook and Twitter. The full service agency provides a la carte or full service SEO strategies tailored to the needs of B2C, B2B, products and services, businesses, educational and not-for-profit organizations. With a talented team of web engineers, graphic designers, copy writers, editors and online/offline marketers, SEOWhat.com is the only competitively priced firm of its kind that is based entirely in the U.S.

About

SEOWhat.com

SEOWhat.com is an [SEO services](#) agency that helps companies navigate the dynamic world of internet marketing, integrating search engine optimization (SEO), search engine marketing (SEM), social media optimization (SMO) and [Web site design](#) to increase a site's visibility. Specializing in Yahoo! and Google optimization, SEOWhat.com develops search friendly Web sites on a variety of platforms including Yahoo! Stores, Wordpress and custom built sites. In addition to [Google SEO](#), SEOWhat.com provides organic search results, without the price tag, creating powerful web sites that appeal to human eye and search engines alike.

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