

Executive Career Coach Implements Successful Online Marketing Strategy

Optimized Website Boosts Beth Ross' Business

NEW YORK CITY, OCTOBER 10, 2006—For years clients have depended on Beth Ross, PhD for insight to help carve a successful career path. Dr. Ross, an acclaimed [executive career coach](#), understands how difficult it can be to remain on top in the ever changing business world. “Reinventing yourself for the 21st Century” is the mantra stated clearly on her website, so when traditional marketing plans fell shy of the mark it was time to take aim at the Internet.

However, like many small businesses the early returns on costly web investments was less than inspiring. Online marketing is pivotal to gaining an edge on the competition and something that Dr. Ross admits was lacking prior to discovering Rightway Gate, Inc.

“[Rightway Gate](#) completely revamped my website,” Dr. Ross said. “This was not a simple cosmetic redesign, but rather a holistic approach that addressed search engine marketing and [search engine optimization](#).”

Once ignored by the major search engines, Ross' website is now easily found atop Google's paid and MSN's organic listings for the phrase 'executive coach', among many others. Most of the efforts have been placed on increasing website exposure through meaningful [pay per click management](#). Rightway Gate boosted what once was a slumping revenue stream. Approximately 2,000 visitors discovered [www.bethross.com](#) through Google Adwords since April 2006.

“Basically, their knowledge helps people in need of my services find my website, which is now an insightful look at the world of career coaching and personal development” Dr. Ross explained.

Placing specific emphasis on the services such as [resume writing services](#), [career transition services](#) and executive career coaching gave the website a strong presence on search phrases related to the core of her business. It also helps Dr. Ross decide where to place emphasis in the coming months and years ahead.

What people search for online directly reflects the needs prospective clients have. There are more than ten areas in which Dr. Ross provides services for individuals or corporations. She already sees how the information provided by pay per click results can help focus her business as it evolves and expands.

The changes have definitely reshaped the way Dr. Ross conducts her daily business. It was definitely not an Internet based business a few months ago. Prior to Rightway Gate inquiries were few and far between, but now she gets the majority of new clients through the web. A client base that was once centered exclusively in New York City is now blossoming nationwide.

“I definitely see my business growing now,” Dr. Ross said. “The same traits I pass onto clients are what make Rightway Gate successful. They take the time to understand my business and create solutions that fit my budget constraints. Their approach to marketing is effective in that it gives one the most important information needed to move ahead. Their knowledge of the Internet has been invaluable in developing a website optimized for search engines.”

About Beth Ross: Beth Ross is a certified executive career coach, maintaining a private coaching practice and working with clients in the areas of Career Transition Services, Resume Writing Services, Interview Training, Assessment, Targeting, Salary Negotiations, and all parts of the Job Search Process. Her client base is national in scope, with teleconferencing and email sessions available, although she is based in New York. For more information email beth@bethross.com or call 800-496-0996.