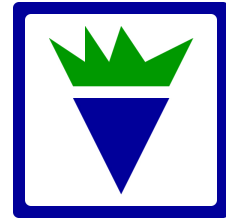


# Blue Horseradish, LLC

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## FOR IMMEDIATE RELEASE

### **Blue Horseradish, LLC Launched, Providing Results-Driven Search Engine Optimization (SEO) and Web Marketing Services**

*SEO professional Larry Chrzan launches Blue Horseradish, LLC, offering web marketing and search engine optimization (SEO) services. With Chrzan's extensive SEO experience and proven track record of customer successes, Blue Horseradish provides expert SEO services that generate measurable business results. Blue Horseradish is located in the Greater Philadelphia area. It's Web That Works!*

Havertown, PA ([PRWEB](#)) January 12, 2010 - Blue Horseradish, LLC announces the launch of a new [web marketing and search engine optimization \(SEO\) firm](#) located in the Philadelphia suburb of Havertown, PA. Blue Horseradish Principal Larry Chrzan brings seven years of SEO and web experience, including over 100 web marketing projects, 50 new or revamped customer websites and over 125 website assessments. These projects have produced numerous success stories and documented results typically focusing on new and retained sales.

"It's a process, not a project - Blue Horseradish works with customers to help achieve their business goals and optimize their entire online presence, not just put up a website. The Blue Horseradish SEO process starts with a good website that has SEO "baked-in", then moves forward with a program of continual improvement and measuring results," says Chrzan.

#### **Results-Driven Web Marketing - Web That Works!**

Blue Horseradish calls it Web That Works ... with results such as:

- \* More qualified leads and sales
- \* More revenue
- \* Better return on online advertising spend
- \* Higher search engine rankings
- \* More website traffic
- \* Business growth



#### **Web / SEO Service Offerings**

Blue Horseradish offers a comprehensive array of services, customized to each client and industry. These include:

- \* [Search Engine Optimization \(SEO\)](#) - getting better rankings and more traffic
- \* [Keyword Research](#) - finding the right keyphrases to target
- \* Link Building - increasing overall online connectedness and site reputation



- \* [SEO Copywriting](#) - creating the good, rich content that users want and search engines reward
- \* Search Engine Marketing (SEM) - managing Pay-Per-Click (PPC) and other online advertising
- \* [Local Search Engine Optimization \(Local SEO\)](#) - getting found for local and regional searches, an emerging and powerful strategy for success
- \* [Web Analytics](#) - tracking stats and measuring business goals / return on investment (ROI)
- \* Web information architecture - turning requirements into effective and user-friendly navigation, features and functions
- \* Search engine friendly web design and development - partnering with best-of-breed developers utilizing a wide range of skills and specialties
- \* Continual improvement and optimization - ongoing programs to enhance and enrich the entire online presence and user experience

Blue Horseradish augments these services with vetted resources for support services such as photography, video production, graphic design, print services, web application development and integration with business software and systems.

### **Blue Horseradish Customer Testimonials**

Blue Horseradish has a strong group of clients who have been working with Blue Horseradish Principal Larry Chrzan for many years. All these customers continue to use Blue Horseradish for SEO services because they keep getting results – they use their websites and web marketing as valuable weapons in competitive markets. And they know they are getting results because they measure key performance indicators directly related to business objectives. Here are 3 satisfied clients describing Blue Horseradish customers' results:

#### **Stockwell Elastomerics, Inc. Testimonial**

“At Stockwell Elastomerics, we've adopted continual improvement processes in our core business practices - including web marketing. We've used the services of Blue Horseradish principal Larry Chrzan for six years and the return on that investment is substantial. Our website is a competitive edge and is a great resource for the engineers and designers who specify our materials and recommend us to their purchasing departments. Our web marketing and search engine optimization efforts have made it easy for our potential customers to find us.”

- Bill Stockwell, President, [Stockwell Elastomerics, Inc., a manufacturer of custom silicone rubber and elastomeric gaskets, pads and components.](#)

#### **Material Concepts, Inc. Testimonial**

“Blue Horseradish's Larry Chrzan has been the guiding force in our web marketing since we completely revamped our website starting in 2003. Chrzan manages all our web marketing efforts - he ran the development of the site, wrote most of the content, manages our paid search advertising, helped us add ecommerce to the website, and regularly tracks the website's progress. As a master distributor for Dupont™ Tyvek® products, Material Concepts is particularly interested in ranking well for the highly competitive term 'Tyvek'. Prior to these SEO efforts, we were not in the top 100 on Google. Now our website is consistently ranked in the top 10 for 'Tyvek' and many other popular terms. The effect on our business has been substantial.”

- Doug Kohn, Vice President of Sales and Marketing, [Material Concepts, Inc., a Master Distributor for Dupont™ Tyvek® products](#) and one-stop sourcing for paper converting, nonwovens, rug wrap, CAD/plotter supplies, template paper in Philadelphia PA.



### **DUNMORE Corporation Testimonial**

“At DUNMORE, we rely on Blue Horseradish to provide an outside expert viewpoint on our web marketing and bring results-oriented SEO expertise to our efforts. We use internal resources to develop and maintain our website, but rely on Larry Chrzan to bring new ideas, timely advice and help us measure and analyze our results. Because of this we were able to bring in 25% more web traffic compared to the previous year and that has helped our business when the economy was in poor shape.”

- Steve Young, Marketing Manager, [DUNMORE Corporation, a film manufacturer and converter providing contract manufacturing for metallized film, coated film, and laminated film](#) in Bristol, PA.

### **About Blue Horseradish, LLC and Larry Chrzan**

Blue Horseradish was started by Larry Chrzan, a seasoned [SEO professional in the Philadelphia, PA area](#). With seven years experience in the web marketing business, Chrzan possesses a depth and breadth of skills and a proven track record that few have in the still emerging search marketing business. Chrzan has attended Search Engine Strategies conferences, WebProWorld's PubCon, and participates in many online forums and SEO bulletin boards.



Larry Chrzan has spent most of his professional career consulting with companies on how to utilize technology to improve business. Most recently, Chrzan worked for 6 1/2 years as Director of Internet Marketing for an economic development agency in southeastern Pennsylvania where his focus was on manufacturing, engineering and industrial companies. Prior to that, Chrzan was a Director, Manager, and Consultant for i2 Technologies, a global supply chain planning software company, and Manager of the Scheduling Software Team at Systems Modeling Corp. (now part of Rockwell Automation). Larry is a University of Pittsburgh graduate with a B.S. in Industrial Engineering.

Blue Horseradish's customer base features many manufacturing and engineering clients, but now includes a variety of industries including consulting services and local businesses.

### **Contact Blue Horseradish for SEO and Web Marketing**

For more information or to inquire about SEO, Local Search Engine Optimization and Web Marketing services, please contact Blue Horseradish or visit [www.BlueHorseradish.com](http://www.BlueHorseradish.com).

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