

FOR IMMEDIATE RELEASE

SEO Expert Gary Barnes joins Blue Horseradish, LLC providing Search Engine Optimization (SEO) and Web Marketing Services to Philadelphia area companies

SEO professional Gary Barnes recently joined Blue Horseradish, LLC, offering expanded web marketing and search engine optimization (SEO) services to customers in the Greater Philadelphia area. Barnes' extensive SEO experience and proven track record of client successes brings an expanded range of services and capabilities to create measurable business results for Blue Horseradish customers. It's Web That Works!

Havertown, PA (PRWEB) April 29, 2010 - Blue Horseradish, LLC today announces that seasoned search engine optimization (SEO) consultant Gary Barnes has joined the company. Barnes has over eight years of web marketing and SEO experience, including over 70 web marketing projects, 30 new or revamped customer websites and over 100 website assessments. These SEO projects have resulted in numerous client success stories with documented results typically focusing on new and retained sales via web marketing.

Barnes' specialties include internet marketing strategy and tactics, [search engine optimization \(SEO\)](#), project management, social media and [web analytics](#). He has consulted with companies from a wide range of industries including manufacturing, engineering, medical devices, aerospace, automotive, legal, printing and consumer goods.

"I love working with companies to grow their business and utilize the internet as a vital component of their marketing strategies," comments Barnes. "And I'm excited to join Blue Horseradish."

Gary believes in an integrated marketing approach based on strategic planning, accurate data, strong project management and continuous improvement. He looks forward to generating results for more clients in his new position.

Blue Horseradish Principal Larry Chrzan says, "It's great to have Gary aboard. He's an experienced and successful SEO professional with many talents. I'm sure he will continue his great track record of successful customer engagements. It's good to be working with Gary again."



About Gary Barnes

Gary brings a strong technical background, starting in 1996 as a web developer and technical manager for large and mid-sized companies along with running his own website development business in the San Diego area. Realizing the power of the internet and emerging search engines in 2000, Gary shifted focus to internet marketing. He worked as an in-house internet marketer, developed an independent consulting practice and, upon moving back to Philadelphia in 2005, became an internet marketing consultant for the Delaware Valley Industrial Resource Center (DVIRC) where he worked with Larry Chrzan for four years. He earned a B.A. from Denison University in 1988 and has several technical certifications including Web Publishing and Network Essentials. Barnes has attended Search Engine Strategies conferences, WebProWorld's PubCon, and participates in online web marketing forums and SEO bulletin boards.



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

About Blue Horseradish Web Marketing and SEO

Blue Horseradish, LLC is a full service, results-driven search engine optimization (SEM) and web marketing firm located in the greater Philadelphia, PA area. Blue Horseradish's customers include manufacturing and engineering companies, clients in a variety of businesses and industries, and local businesses and services. Typical results reported by Blue Horseradish clients include **more qualified leads and sales, higher search engine rankings, better return on online advertising, and more website traffic.**

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

- * [Search Engine Optimization \(SEO\)](#) - improve rankings and traffic
- * [Link Building](#) - raise site reputation
- * [Keyword Research](#) - target the right keyphrases
- * [SEO Copywriting](#) - create the good, rich content that users want and search engines reward
- * [Search Engine Marketing \(SEM\)](#) - manage Pay-Per-Click (PPC) and other online advertising
- * [Local Search Engine Optimization \(Local SEO\)](#) - get found for local and regional searches, a powerful success tactic
- * [Web Analytics](#) - track stats and measure business goals / return on investment (ROI)
- * Search engine friendly web design and development - partner with best-of-breed developers utilizing a wide range of skills and specialties



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

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.

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