

FOR IMMEDIATE RELEASE

“The Blue Root” SEO Blog Launched by Blue Horseradish, a Philadelphia Area SEO Agency

Blue Horseradish, LLC, a Greater Philadelphia search engine optimization (SEO) and internet marketing agency, launches The Blue Root, an internet marketing blog primarily focused on SEO, search marketing and social media for B2B marketing. The Blue Root blog is available at <http://www.bluehorseradish.com/blue-root/>.

Havertown, PA - June 29, 2012 - Blue Horseradish, LLC, a [Philadelphia area search engine optimization \(SEO\)](#), internet marketing and Social Media Optimization (SMO) firm, launches [The Blue Root Blog](#), a new internet marketing blog focused on business-to-business (B2B) internet marketing. Most of Blue Horseradish customers are B2B companies in industries such as manufacturing, industrial supply, engineering, and product development.

The Blue Root Blog plays on the name Blue Route, the common name for the section of Interstate 476 highway running through Delaware and Montgomery Counties in the west and north suburbs of Philadelphia. The Blue Route / I-476 is just three miles west of the main office of Blue Horseradish. It also plays on the name of the company, as horseradish is root vegetable.

But more importantly, The Blue Root blog provides insights on how to effectively utilize SEO strategies and tactics along with related online marketing activities like social media for B2B, web analytics, paid search advertising, local search, video and content marketing. Blue Horseradish stays up -to-date with the wide world of online marketing and distills it into useful recommendations and commentary.

Blue Horseradish Principal Larry Chrzan comments, "The Blue Root blog will help B2B marketers navigate the virtual Blue Route of internet marketing and SEO, along with social media, search advertising, and other related topics." Chrzan adds, "And since many of our customers are local manufacturers, The Blue Root will also have commentary on manufacturing in the USA and tips on how manufactures can effectively market their businesses online."

About Blue Horseradish, LLC

Blue Horseradish, LLC is a full service, results-driven internet marketing firm located in the greater Philadelphia, PA area. Services include [search engine optimization \(SEO\)](#), search engine marketing (SEM), social media optimization (SMO) and Local SEO. Blue Horseradish's customers include many B2B companies including manufacturers, distributors, industrials and engineering companies. 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.

Contact Blue Horseradish for B2B SEO Services

For more information The Blue Root blog or to inquire about SEO or other internet marketing services, please contact Blue Horseradish via <http://www.BlueHorseradish.com> or on LinkedIn, Google+, Twitter or Facebook. Blue Horseradish is currently offering a free website evaluation for B2B companies.

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