



For Immediate Release

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## **Tango Marketing Releases Informative White Paper on the Value of a Search Engine Optimized Business Website**

**Third in a series of educational articles, The Business Optimized Website, from Tango Marketing offers ideas and tips to increase Internet exposure and generate leads.**

Edmonds, WA – November 4, 2009 – Tango Marketing, a full service marketing agency specializing in the software and technology industries, today announced the release of a new white paper entitled, The Business Optimized Website—How to Harness the Power of the Internet to Broaden Your Marketplace and Build Your Reputation. The paper offers valuable ideas and information to help businesses optimize their website, boosting traffic to the site and enticing visitors to take action.

“Tango designs and executes turnkey marketing programs that emphasize value and results,” said Bryan Johnson, president of Tango Marketing. “This new paper highlights our approach to search engine optimization, which experience has shown us is highly effective and generates quick and sustained results for our clients.”

Other white papers in the series by Tango Marketing include: Success Stories, The Right Tool at the Right Time; Press Releases, The Right Tool at the Right Time; The Three Laws of B-to-B Marketing, Drip and Nurture Marketing; and 10 Things Your Must Know About B-to-B Marketing.

“Search engine optimization still involves some fuzzy logic,” Johnson added. “While no one can promise you’ll rank first in every search, there are tangible, practical steps businesses can and should take to maximize their exposure and increase the probability that visitors will find their site and act on what they find there.”

Tango Marketing focuses on solutions for the software and technology industries, specifically VARs and companies that sell through a VAR channel. Its programs include Web site development and search engine optimization, press releases, case studies/success stories, corporate and product brochures, newsletters, email marketing, and direct mail/postcard marketing.

### **About Tango Marketing, LLC**

Tango Marketing specializes in providing targeted, tailored, turnkey marketing programs to software and technology companies. Using proven techniques, market research, industry expertise, and creative genius, Tango designs and executes highly effective marketing programs to help software and technology companies, channel partners, developers, and consulting firms to place their name topmost in the minds of prospects and customers. Tango’s solutions include: web development and search engine optimization (SEO), press releases, case studies/success stories, corporate and product brochures, newsletters, email marketing, and direct mail/postcard marketing. For more information call (800) 781-1377 or visit [www.tango-marketing.com](http://www.tango-marketing.com).