



## **DALLAS AD LEAGUE**

### **M/C/C introduces new Search Engine Optimization service**

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Dallas-Based Advertising and PR Agency M/C/C Introduces New Service to Help Clients Get to the Top of the List

In the age of ubiquitous information, where do people turn when they need to know about the companies in a particular industry segment? Internet search engines. That makes it imperative that a company's name shows up high on the search results list. Unfortunately, scoring high placement on the list isn't as easy as it sounds, which is why Dallas-based M/C/C, an advertising, public relations and marketing agency serving the technology industry, is offering a new search engine optimization (SEO) service.

"For all types of business, the major Internet search engines have become the first places people look when they want to research products or services," said M/C/C President and Founder Mike Crawford. "If a company's website doesn't show up in the top 10 search results, that potential customer or prospect is going somewhere else -- probably to a company whose results do show up in the first 10."

The Internet has become an integral vehicle in the marketing, advertising and public relations programs of successful companies. With an SEO program, companies can develop a more sophisticated level of website content that enables them to use their sites more strategically. This increased sophistication helps companies target their prospects more effectively and show up higher on the list of search results.

"The world is changing, and having a great website isn't enough anymore," Crawford said. "You've got to get people to come to that website, and, by combining SEO with an integrated advertising and public relations program, we can help clients increase their awareness, new prospect leads and results."

About M/C/C

Dallas-based M/C/C is a public relations firm and advertising agency exclusively serving the technology industry. M/C/C offers marketing, advertising, public relations, cyberactive services and research for customers ranging from growing start-ups to some of the world's largest

