

**FOR IMMEDIATE RELEASE:**

**Active Web Group, Inc. Offers Businesses  
Free Website Search Engine Optimization (SEO) Analysis**

Hauppauge, NY, November 10, 2011 — Active Web Group, Inc. (AWG), a leading Internet Marketing company headquartered in Hauppauge, New York, today announced a Free Search Engine Optimization (SEO) analysis for online businesses. Visitors to AWG's webpage, [www.activewebgroup.com/free-seo-analysis/](http://www.activewebgroup.com/free-seo-analysis/) will learn about the value of relevant keywords, social media, their competitor's efforts, domains, traffic ranking and more. Visitors may sign up for their personalized free analysis as well. The purpose of this initiative is to raise corporate awareness of their need to achieve their online business goals through AWG's customized SEO campaigns and initiatives.

"Many businesses build beautiful websites then wonder why no customers find them," notes Patrick Norton, Vice President and Director of Business Development, Active Web Group, Inc. "That is like having a storefront business with no entrance," Norton adds. The solution? A Search Engine Optimization campaign tailored to every business' exacting requirements. "Active Web offers a full array of services and our SEO experts know the cutting edge techniques and strategies to give our clients' a competitive advantage in their respective fields," Norton concludes.

Search Engine Optimization is an Internet Marketing technique utilizing keyword-rich page content to improve site rankings on the major search engines such as Google, Yahoo and Bing. Active Web Group's Free SEO Analysis demonstrates the current effectiveness of a website's content and its ranking potential. A Free SEO Analysis is similar to an annual physical because it reports on the health of the 'patient'. Active Web Group's analysis includes a thorough Free SEO Report, a keywords report, Social Media Presence, competitor's analysis, Metadata quality, information about the domain registered and traffic rankings. These vital elements factor in every website's success or failure.

An important feature of the Analysis is AWG's comprehensive Free SEO Report. This document targets a site's weaknesses and also presents an Internet Marketing strategy aimed at improving website rankings and overall ROI. Active Web Group has a long and substantial track

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record utilizing Search Engine Optimization initiatives to promote businesses of every size and across many diverse industries. Their SEO strategies for their clients are designed to generate high search engine rankings, more relevant site traffic and increased ROI.

In addition to SEO, Active Web Group also has extensive experience in Web Design, Programming (all proficiencies including php, asp and asp.net), Email Marketing, Website Content Development, Graphic Design, E-Commerce, Magento Ecommerce, WordPress Ecommerce and custom solutions and Pay-Per-Click Marketing. To learn more and to take advantage of AWG's Free SEO Analysis: [www.activewebgroup.com/free-seo-analysis/](http://www.activewebgroup.com/free-seo-analysis/)

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