

**FOR IMMEDIATE RELEASE:**

**Active Web Group, Inc. Offers  
Top 5 Internet Marketing Services for 2012**

Hauppauge, NY, January 11, 2012 — Active Web Group, Inc. (AWG), the award winning Internet Marketing Services firm headquartered in Hauppauge, New York, today announced its Top 5 SEO Initiatives for 2012: SEO with Social Media, Mobile Websites, Custom Reporting, The Value of SEO and sound SEO Strategies. These 5 key elements provide a solid foundation to any online business' search engine optimization (SEO) campaign. Additionally, these initiatives will assist businesses to achieve their online goals and increase their ROI.

“Most online businesses realize that to stay competitive, they need to cover all bases,” notes Pat Norton, Vice President and Director of Business Development, Active Web Group, Inc. “But not all Internet Marketing Services companies have experience and cutting edge expertise to reach and maintain high Google rankings and higher conversion rates,” he states. Pat Norton also confirms that for 2012, SEO objectives coupled with Social Media initiatives, once ‘nice to have’ are now a ‘given.’ SEO is neither a ‘one time deal’ nor a ‘one size fits all’ strategy, he concludes.

Therefore, this year, Active Web group will be building more mobile websites than ever, filling the needs of a society constantly using its Smart phones, tablets and even TVs to search online. Also new for 2012 is AWG’s vastly granulated custom reporting system. This will enable clients to see in real time, the current status of their SEO campaigns and initiatives and what steps AWG will take next. Norton predicts that websites utilizing continuous and current search engine marketing techniques will remain competitive and achieve optimal results.

Active Web Group is an industry leader known for its highly effective, optimization campaigns. A full-service agency, Active Web Group also has extensive experience in Search Engine Optimization (SEO), Programming (all proficiencies including php, asp and asp.net), Email Marketing, Website Content Development, Graphic Design, E-Commerce, Magento Ecommerce, WordPress Ecommerce, Mobile sites, custom solutions and Pay-Per-Click Marketing. To learn more: <http://www.activewebgroup.com/internet-marketing-services/>

**FOR MORE INFORMATION:**

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