



For Immediate Release

**New Hampshire Made Receives
Search Engine Optimization Contract
from Website Publicity**

Photo Attached

Concord (7/8/2009) -- @Website Publicity in partnership with New Hampshire Businesses for Social Responsibility (NHBSR) is proud to announce that the 2009 recipient of the NHBSR Search Marketing Award is NH Made. As the first recipient of this inaugural award, New Hampshire Made will receive a free one-year customized search engine optimization contract (value \$14,500) for its www.nhmade.com website.

“Every minute of every day, people are inputting words into search engines so they can research or purchase products on the Internet. Search engine optimization is the process of making changes to a website’s content and coding to help the page appear higher in search returns, gaining significant additional exposure for your brand, products and services,” said @ Website Publicity’s president, Susan O’Neil. She explained that the optimization process gives each page of a website its best opportunity to appear at the top of the results naturally generated by search engines. In addition, the optimization process helps web pages get listed with persuasive headlines and attractive descriptions so that searchers are encouraged to click on the listings and enter a site. “With this award and in cooperation with the NHBSR,” she said, “we will provide our expertise pro bono to a local non-profit organization each year.”

“NH Made is honored to receive this award from @ Website Publicity,” said Laurie Ferguson, executive director of NH Made. “We look forward to utilizing these helpful services to enhance our overall web environment on www.nhmade.com - one that is lively, fun, engaging, interactive and informative, attracting repeat visits by consumer shoppers and wholesale buyers, government agencies and corporate gift buyers and schools and organizations looking for local fundraising products.

About Website Publicity: @Website Publicity was founded in 1998 and provides clients in New Hampshire and across the country with search engine optimization consulting and training, paid search marketing management services and corporate blogging solutions. It is based in Peterborough, NH with offices in Newton, MA. Client companies include Green Mountain Coffee, Yankee Candle Company and Lindt Chocolate.

About New Hampshire Made: NH Made was formed in 1997 as a statewide membership organization whose mission was to help strengthen New Hampshire's state economy by increasing the awareness and demand for New Hampshire-made products and services and providing support programs to help local businesses grow. To learn more visit www.nhmade.com

About NHBSR: New Hampshire Businesses for Social Responsibility (NHBSR) is a statewide not-for-profit membership organization that fosters socially and environmentally responsible business, recognizing that people, principles and profits must be linked. Learn more at www.nhbsr.org.