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WEBCONSULS, LLC

Internet Marketing Team Grows Stronger

Darin R. McClure and Lisa A. McClure to Provide New Client Services

(Newport Beach, CA —April 29, 2007) Webconsuls, LLC, now in its eighth year as a successful web design and search engine optimization firm, is announcing new social marketing optimization (SMO) services for their current clients, as well as new clients as they come on board. The evolution of new SMO services is the result of being responsive to changing technology, internet trends, and client's inquiries on how to assure their internet presence is ahead of the curve. Staying ahead of the curve means realizing that when someone says "Can you dig it?" they are not referring to the song lyrics of Isaac Hayes' "*Theme from Shaft*", they mean "Can you **dig** it?"

According to Dennis Helfand, Webconsuls Managing Partner, "Redefining our business services is an ongoing process and we are pleased to announce that Webconsuls has contracted with **ReadyToGoIT**, owned by Darin R. McClure and Lisa A. McClure, to oversee our SMO services. Both McClures bring a wealth of knowledge to this endeavor and they are excited to provide new and innovative services for [Webconsuls' clients](#)."

Darin has worked with internet technologies since the early 90s. Experience with both building and hosting websites he holds his MCSE, MCP+I, MCP certifications.

As a savvy internet marketer, McClure has a solid grasp on the potential of social marketing. An avid blogger, Darin's passion for new technology and the internet's ever evolving ability to disseminate information and bring people together made social marketing a natural transition. Darin maintains numerous blogs and vlogs within various social networks. Sharing these new techniques with coworkers and friends has become a way a life.

"I love shiny new toys", he says with a glint in his eye. "Finding the newest, best, most effective techniques is what it is all about."

Beginning with news groups in the early days of the internet, Darin cultivated social networks, marketed products and produced multimedia content. His videos have been watched all over the world with "viewership" in the millions. Darin discovered the market value of his skills when a frustrated man wrote to him asking how he was getting top placement for key words for which this man was paying top dollar. "Content, content, content" was Darin's reply.

Lisa A. McClure, an Accessibility Media Specialist, began with accessible technology as a Braille transcriber transcribing print to Braille for college textbooks.

Lisa's initial focus was to make the internet accessible to the blind, however more disabilities are served than just the visually impaired. "Physical limitations can make moving a mouse very challenging and sometimes impossible. An aging population with deteriorating vision and motor skills is something which web designers are starting to take into consideration. Basically we are installing wheelchair ramps to sites on the internet."

Accessibility and search engine optimization go hand in hand. Web search engines are blind! Adding accessibility functions can improve your search engine placement. Adding a readable text component to previously pure visual elements gives search engines something to locate. "It's really exciting that the functionality added to make a site accessible also has a search engine benefit," declares Lisa.

As Dick Fay, Webconsuls Managing Partner says "Social Marketing is about working with the internet ... not against it." Google and other search engines are there to find new quality content for those looking for information. By creating quality multimedia content for the various social arenas we are building an information rich resource for all.

About Webconsuls, LLC

Your web presence is your store front on the internet. Drawing traffic and creating a space that is easy and pleasant to navigate is vital to your business. Search Engine Optimization (SEO) and Social Marketing Optimization (SMO) are two components of a successful internet marketing campaign. As the internet evolves, approaches to marketing evolve as well. Webconsuls is responsive to the changes necessary to stay competitive in this changing environment.

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