



For Immediate Release

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Bizzuka Launches New Service to Raise Web Site Visibility

Search engine optimization and marketing services ensure Web site relevance among search engines like Google and Yahoo!

Tuesday September 18, 2007 – LAFAYETTE, LA – Bizzuka, Inc. (www.bizzuka.com), a provider of component-based Web and intranet-based solutions, today announced the launch of a new service to help clients market their Web sites to search engines.

"Adding this service to the Bizzuka portfolio is another way we can provide value to our clients and help them achieve a stronger presence on search engines like Google and Yahoo!," said Bizzuka CEO John Munsell. "Having a solid Web site is a must for any business, but companies also need to understand the vital importance of ranking highly on search engines."

The service will focus on two areas: Search Engine Marketing (SEM) and Search Engine Optimization (SEO). Search engine marketing clients consist of those who buy Pay-Per-Click (PPC) campaigns on a monthly basis. Search engine optimization services assist companies in improving their "organic" or natural search engine listings.

"The best way to obtain lots of targeted traffic is to acquire it based on relevance, via the search engines," said Brian Bille, Bizzuka Internet Marketing Specialist who manages the new service. "Studies show that anywhere from 83% to 92% of first time visitors to a Web site find it through the search engines. As such, the goal of this service will be to help new and existing Bizzuka clients achieve greater relevance and obtain a more conspicuous presence on the engines."

Bizzuka clients will not be the only ones to benefit from the new service, but advertising and marketing agency partners as well. "Many such agencies have no one in-house who is well versed in SEO, SEM or other forms of Internet marketing," adds Bille, a Qualified Google Advertising Professional. "Bizzuka will seek to become the agency's 'digital czar' through reselling Internet marketing services to their clients."

For more information on this new service or to schedule an interview with Bille, call 1-337-216-4423, ext. 121.

About Bizzuka

Bizzuka has created OnDeCC, (On Demand Content and Components), a web-based content management system that is a dynamic and robust, yet easy-to-use platform that gives small to medium-sized companies affordable access to the sophisticated features and capabilities of systems utilized by Fortune 500 companies. The product also allows clients to take advantage of software upgrades immediately with no additional cost.



Since relocating its Tampa-based operations to Lafayette, Louisiana in 2003, Bizzuka has quadrupled in size and was named a finalist in the New Orleans City Business Innovator of the Year Awards.

For more information about Bizzuka, please visit the Website: www.bizzuka.com, or call 337-216-4423.

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