

PRESS RELEASE – NEW SOFTWARE PRODUCT LAUNCHED
For Immediate Release

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New Software for Search Engine Marketing and Online Advertising

Cleveland, Ohio (July 20, 2009) OCTOBER-DESIGN INC., an integrated marketing firm, introduces AdPages, a Search Engine Marketing (SEM) and online advertising web application for small and mid-sized businesses.

AdPages combines the power of Pay Per Click search advertising with landing page web hosting and a lead tracking system. AdPages ties together the online advertising process with the lead conversion process in one simple to use web application. Advertising is delivered to consumers when they request information on a product by submitting a search query. Consumers who then click a target link or call the assigned phone number are captured as serviceable leads. AdPages delivers search reports, leads and campaign data.

“Since early 2000, October-Design has delivered Search Engine Marketing services.

As our service offering matured, we saw an opportunity to engineer a solution that requires minimal effort for clients while reducing our cost to deliver SEM services,”

says Ron White, Managing Partner at October-Design. “Interest in low cost alternatives to traditional advertising is on every businesses mind, and therefore the time was right to invest in the development of the AdPages system.”

October-Design is a full service, integrated marketing firm established in Cleveland, Ohio in 1999.

AdPages is the third major web application released for businesses sales and marketing needs.