



For immediate release

Quinn's Goldsmith, Local Woodbridge Jewelry Store, Renews Advertising Contract with Google AdWords Expert, SmartWeb Marketing

Pay per Click (PPC) Advertising Campaign Brings New Customers to Stores in Occoquan and Woodbridge, Virginia

January 29, 2012 Woodbridge, VA-----SmartWeb Marketing, www.getsmartwebmarketing.com a Google AdWords consulting services firm, announced the contract renewal of Quinn's Goldsmith www.quinnsgoldsmith.com , for 2012. This marks the third year the local jeweler has been using the highly popular Google AdWords strategy to get more customers, and more business to their website using the Internet advertising model of Google.

Google AdWords are displayed along with search results when someone searches Google using one or more keywords. Ads appear under 'Sponsored links' on the right side column of a search page, and may also appear in additional positions above the free search results, sometimes known as "the sweet spot."

Ralph Altman, founding partner, started the company as his wife and business partner at The Computer Doctor, Bryanna, recognized a growing need for hi-tech advertising assistance in the local business community.

While almost any local retailer can benefit from online advertising, only a select few have embraced the new medium as an integral part of their promotional strategy. "Quinn's Goldsmith has been an early adopter of advertising on Google and has seen a solid return on their investment," stated Mr. Altman.



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Mr. Altman is a Google Qualified Individual in Search Advertising and has managed Google AdWords campaigns since 2006. This qualification signifies that Google recognizes his knowledge and understanding of how the highly popular PPC service works.

"Ralph's guidance and support in helping us navigate the online advertising business has been a huge bonus," said Terry Quinn, owner of Quinn's Goldsmith. The jeweler opened a second location in Woodbridge near the popular Wegman's grocery store, last year and knew he would need new customers, fast.

And according to Quinn's Marketing Director, Donna Engborg, Altman delivered. "Just in the last quarter of 2011 we received fourteen new customers from Google who spent over forty three thousand dollars in our stores!" While not revealing the ad spend and other proprietary data related to the campaign, Altman notes that the cost effective return on investment is one of the main reason Quinn's Goldsmith is not only continuing their efforts with Google, but is even expanding their online advertising presence.

"Every business should know that online advertising is essential to their marketing success in the 21st century," stated Altman. "Smart business owners like Quinn's Goldsmith need SmartWeb Marketing to help their website get noticed by customers who are actively searching for their product or service on Google, right now."

About SmartWeb Marketing

SmartWeb Marketing's mission is to get more traffic, more customers and more business for your website through creating, developing and managing Google AdWords and Facebook ad campaigns.

About Quinn's Goldsmith

Quinn's Goldsmith, established Quinn's Goldsmith is a full service jewelry store with two locations - Historic Occoquan, VA and the new store in Woodbridge, VA. Since 1990, Quinn's has been serving the Northern Virginia community and creating happiness for our customers. It is our practice to continually provide our customers with the highest level of service and attention.

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