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**Business News**

**Small Business Owner Gets to # 1 on Yahoo News**

Optimized Press Releases Yield a Great Return on Investment for Small Business Owners During Economic Downturn

Atlanta, GA 2/18/2009 07:59 PM GMT (TransWorldNews)

Internet expert, Ramon E. Dees, works to assist life coaches, consultants, and independent professionals using proven strategies to get and keep new customers in 48 days or less. One of his internet marketing strategies actually delivers results in 48 hours or less. His role is similar to that of a life coach, except he specializes in partnering with small business professionals who don't have the time to handle their own marketing.

Last month, Dees submitted an optimized press release that got him to the number one position on Yahoo News for the term search engine optimization. According to Dees, "In just two days after submitting my release, I was sitting at the number one position on Yahoo News for about a week. The headline of the release has been viewed by over 32,485 people in just 34 days. In addition, there were 769 full reads of the release and 147 downloads of the free report "8 Warning Signs of Poorly Designed Press Releases". Small business marketing that delivers results and is measureable is what I specialize in.

"Not only did I get my message in front of my market, I was also able to track just how effective it was. Three years of working with small business owners tells me that many of them have not started tracking what works and what doesn't when it comes to advertising and marketing. If there is one thing that must be done during this

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economic climate, it tracking your marketing so that you know what to cut out. Otherwise, you can bleed to death financially in your attempt to increase sales.”

Dees will be holding a free teleseminar this coming Thursday for small business owners who want to learn the four keys of optimized press releases to getting targeted traffic to their website. In addition, he will cover how optimized press releases cause your website to get a better ranking in the search engines for pennies on the dollar when compared to traditional search engine optimization. This is an internet marketing strategy for professionals who want to position themselves for accelerated growth even in difficult times.

Ramon Dees is inviting all small business owners to go to <http://www.askramontoday.com/> to get a copy of the free report “8 Warning Signs of Poorly Designed Press Releases” and to register for the free teleseminar, “Optimized Press Release Secrets, How to Get Targeted Traffic to Your Website in 48 Hours or Less”.

Contact:

Ramon Dees

(404) 931-3907

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[info@48daysmarketingcoach.com](mailto:info@48daysmarketingcoach.com)  
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