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NetScope, Inc. Launches Subsidiary Specializing in Search Engine Optimization

January 19, 2007; 08:24 AM

NetScope, Inc., an Orange County-based comprehensive Interactive Solutions Development agency, has launched a subsidiary, Corporate Search Optimization (CSO), to focus completely on Search Engine Optimization. CSO delivers comprehensive SEO services, including organic, pay-per-click and press release optimization. This, in conjunction with website analytics and an emphasis on trackable results, ensures these results meet or exceed the goals for the website.

NetScope continues to provide complete interactive solutions to its clients, many of which are already working with CSO. These clients have seen improved visibility on the major search engines, some with traffic increases of more than 45% last year. NetScope's existing services, such as website development, email marketing, video production, tracking, reporting, hosting and maintenance, all integrate effectively with the benefits CSO develops for its clients.

James Dolan, Director of Search Engine Marketing, has seen the clients' benefits first-hand. "Maintaining a close client relationship has allowed us to understand more about our clients' products and goals. This has helped us to continually develop their interactive strategy, drive highly targeted traffic to the site and answer their questions about search engine optimization and our SEO services," Dolan said. "A few of our current clients were using other SEO agencies prior to CSO. These agencies only promised an increase in *clicks*. Our approach delivers increased clicks that are targeted, trackable and meet the objectives of our clients' strategies — increasing sales, leads, traffic and brand awareness."

About Corporate Search Optimization

Founded in 2006 as a subsidiary of NetScope, Inc., Corporate Search Optimization (CSO) (www.corporatesearchoptimization.com) delivers responsible search engine optimization and SEO services integrated with the overall interactive strategy for maximum productivity and effectiveness.

CSO is headquartered in Irvine, CA. Clients include Ceradyne, Health Care Partners, Shea Homes and Quartics.

for NetScope, Kyle van Hoften, Director of Communications, Mobile: 949-813-8580

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