

## SEO Architect Creates Website Blueprint for West Virginia Business Owners

Award-winning Internet marketing consultant and certified SEO expert, Gregg Murray has launched a new Web site, blog, and podcast for West Virginia businesses. Website Blueprint ([www.websiteblueprint.com](http://www.websiteblueprint.com)) is designed to help small-business owners in West Virginia better understand how to build their business with modern Internet marketing; including search engine optimization ([SEO](#)), Web site management, Google pay-per-click advertising, email marketing, business blogging, and social media; such as Twitter, Facebook, YouTube, and LinkedIn.

(PRWEB) August 1, 2009 - Gregg Murray of Greenbrier Media's Website Blueprint knows how to turn a Web site into a marketing tool that connects with customers and generates new business. SEO, SEM, PPC, Twitter, eMarketing, blogging, and analytics; Murray speaks the online language fluently and translates it for those West Virginia businesses that don't.

“Not long ago, it was acceptable to have a Web site as just an online business card. Today, if your online presence isn't attracting, persuading, and connecting with visitors, you're just giving away revenue to the competition,” says Murray.

Over the past six years, business owners, marketing departments and media outlets have contracted Murray to generate new business through their Web site's online presence. Murray's Web site strategies and [Google SEO](#) expertise have helped his clients generate more than \$25 million in new business.

It's Murray's mantra that every business, especially smaller “main street” businesses, need to make much better use of their Web sites if they want to keep growing in today's Internet-based environment. As Murray says, “How valuable is a Web site if it isn't making money for you?”

Murray's dozens of testimonials come from all over America, each sharing how his signature “Web Leads” have turned into new business. One of his clients recently landed a 12-month contract for more than \$100,000 and credited Murray's “attract, persuade and connect” approach for helping them snag it. Now the Morgantown, W.Va. native is offering his [Web marketing expertise](#) to help West Virginia small-business owners in his home state do the same.

Murray's [accreditations and awards](#) are numerous and prestigious, including last year's recognition for the “Best Radio Web site in America.” He also won the 2009 Innovator award for his management of over 50 Web sites that connect radio stations with advertisers. He's a columnist, speaker, blogger, podcaster, and certified in many areas of Internet marketing; including search engine optimization (SEO), email marketing and digital marketing.

Murray's repertoire includes today's most crucial aspects of Internet marketing, including SEO (search engine optimization), Google PPC (pay-per-click) online advertising, email marketing, business blogging, social media, web analytics, and [Web site management](#). His site at [www.websiteblueprint.com](http://www.websiteblueprint.com) does just what the name suggests: delivers the vital building blocks to help West Virginia businesses create a more productive and profitable web presence.

You can follow Gregg Murray on Twitter, Facebook and LinkedIn, as well as download his podcast on iTunes or read his Web marketing blog by visiting <http://www.websiteblueprint.com>.

Get Murray's free Small Business Website Management Checklist and free 5-Day Website Success eCourse at <http://www.websiteblueprint.com/free>.

Website Blueprint was recently featured in "The State Journal," West Virginia's leading business publication: "[Web Expert Sees Marketing Opportunities Abound on Social Networking Sites](#)"

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