

MarketSense Publishes New Guide to Successful Search Engine Optimization

BURR RIDGE, Ill. — (February 3, 2011) — MarketSense, a leading full-service business-to-business marketing services company, announced it has published a new white paper detailing successful strategies for search engine optimization. *The Dating Guide to SEO: How to Have Healthy Relationship with B2B SEO* is available for download on the agency's website.

MarketSense drew on its extensive experience in search engine marketing to compile the new insights and expert strategies spelled out in the guide. It is the latest in an ongoing series of publications MarketSense develops to help B2B companies better market their products and services.

“Building an effective SEO strategy is a lot like dating. Sometimes you have to make changes within yourself for the sake of the relationship.,” says Tim Cook, co-president and director of account services. “Under our guidance, they can improve their strategy. This paper outlines the five main approaches to SEO that we see in the marketplace, and then offers pointers for how to make the relationship more fulfilling.”

For more information on successful search engine optimization strategies, contact Beth Albright at 630-654-0170, x170 or ealbright@market-sense.com

About MarketSense

MarketSense (www.market-sense.com) is a full-service business-to-business marketing agency located just outside of Chicago. For more than 20 years, MarketSense has created loyal customers for its clients by fusing ideas and technology. The agency provides a highly unique mix of integrated services, including award-winning creative, closed-loop lead generation and management, and web and software development. A privately held company and a division of The Mx Group, MarketSense was named one of the top business-to-business agencies by Crain's *BtoB* magazine for each of the past four years.

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