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CityAutoGlass.com Re-Launched for Enhanced Visibility and Impact

GTS Internet Marketing Services enhancements guarantee transparency on search engines

Portland, Ore., August 22, 2008 – It may look like the familiar City Auto Glass website, but behind the scenes, the new and improved website is now more visible, accessible and competitive.

The site has been totally redesigned by the GTS Internet Marketing Services (IMS) group, making it accessible and visible to Google and other key search engines. The look of the website remains the same, but its transparency on search engines is now guaranteed.

“City Auto Glass came to us with the concern that its website, cityautoglass.com, had low visibility on the web,” said Mike Jones, president of GTS. “The redesign we accomplished not only guarantees transparency, but improves functionality as well.” According to Jones, “the average internet user won’t notice a difference in appearance between the sites and ‘this was intentional.’ We focused on improving the back end functions of the site while preserving its familiar look to their established customers.”

George Weller, operations manager for City Auto Glass, is impressed with the results. “I believe the company’s revamped site will drive new customers to our business, allowing us to show off our products and services and compete successfully in the changing marketplace.”

Plans are underway for future enhancements to the site and expanded marketing online. “We believe that Internet marketing is an important strategy moving forward. It was an easy decision for us to employ the IMS team at GTS given their track record and first-hand knowledge of our industry.” said Weller.

About GTS

For over 25 years GTS has been helping glass and collision businesses grow through technology. The company’s internet marketing experts have a unique approach to simplifying the Web for its customers. Whether it is on-line advertising management, ranking well on search engines, improving customer engagement, or web analytics, GTS keeps pace with the online business trends to deliver high performance – but budget friendly – websites. For more information, visit GTS Internet Marketing Services online at www.gtsservices.com/internet-marketing-services.aspx

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