

SEM Oneupweb Picks Up Four Clients

by Shankar Gupta, Monday, Oct 31, 2005 6:00 AM EST

SEARCH MARKETING FIRM ONEUPWEB RECENTLY has picked up a host of new clients, including Silkflowers.com, the French Culinary Institute, **Kaboose, Inc.**, and Voice over Internet Protocol firm Sunrocket.

Duncan White, Oneupweb's director of client services, said one of their new clients, Silkflowers.com, is new to the search engine marketing space and new to online commerce. Oneupweb, he said, built the Silkflowers.com Web site from the ground up with search engine optimization in mind. "They've owned that domain for a while," he said. "It's a completely new site, and it came out of the gate with optimization as a major factor." Oneupweb is also running a paid keyword campaign with hundreds of keywords on the major search engines for Silkflowers.com.

Oneupweb also rebuilt client Sunrocket's Web site, with an eye toward giving the firm traction in the VoIP market, where name recognition is dominated by companies like Vonage and Verizon.

Oneupweb will be working on optimizing Sunrocket's Web properties for search engine indexing, and is running a campaign of thousands of keywords on the major engines, White said. Much of the search advertising is locally targeted to regions where Sunrocket is just starting to provide service.