

## **From Paris, TX to Paris, France: Apogee Search takes Search Engine Marketing Campaigns International**

*Apogee Search, the largest Search Engine Marketing firm in the Southwest United States, uses its multilingual capabilities to benefit international Search Engine Marketing*

February 22, 2007 (FPRC) -- Whether you're selling libros in Argentina, or fleurs in France you'll need more than just a domain name and website to generate online sales. You'll need a native tongue.

Apogee Search, the largest Search Engine Marketing firm in the Southwest United States, uses its diverse and deep multilingual capabilities to bring the benefits of international Search Engine Marketing (SEM) to its client base. Apogee Search's internal linguistic competency spans a wide range of foreign languages including Spanish, French, Japanese, Mandarin Chinese, German, Polish and Gujarati.

Apogee has already deployed its multilingual resources on behalf of multiple clients. One prominent client, a leader in video conferencing technology, received many thousands of qualified international leads through integrated online paid search (Pay Per Click) and natural search (SEO) campaigns. For this client, Apogee managed a multi-national campaign in French, German, Chinese (Mandarin) and Japanese that involved multiple international search engines, translated keyphrases, ad copy and landing pages, integration with CRM systems and coordination with their international channel partners.

These resources set Apogee Search apart from other firms in the industry that rely solely on translators to aid in their international endeavors, or worse, avoid international search marketing campaigns altogether.

William Leake, CEO and president of Apogee Search, understands the importance of the international marketplace for many clients. "For many of our clients, well over half of their business occurs outside the physical borders of North America, and therefore their online marketing needs to reflect this," says Leake. "Investing in foreign language capabilities is a necessity that we not only meet, but exceed."

Since its inception in 2001, Apogee Search has rapidly grown to become one of the 25 largest Search Engine Marketing firms in the world. Founded by early Internet pioneers and McKinsey & Co. alumni, Apogee focuses on a variety of proven online marketing methods that include paid search, natural search, affiliate marketing, and pay-per-call. All of Apogee Search's solutions are designed to drive qualified, targeted visitors to B2B and B2C websites for more leads, customers, revenues and profits.

### **Contact Information**

For more information contact Chris Osborn of Apogee Search (<http://www.apogee-search.com>)  
512-583-4200

### **Keywords**

[Search Engine Marketing](#)  
[paid search](#)  
[natural search](#)

You can read this press release online [here](#)