

Engraved Well Gifts Chooses NJ Marketing Firm ITCN for SEO

Engraved Well Gifts announces awarding SEO contract to ITCN NJ Web Design and Marketing; aim to increase ecommerce website traffic and sales.

September 19, 2008 (FPRC) -- Engraved Well Gifts (<http://www.engravedwell.com>), an eCommerce storefront which offers high end gift products with free personalization and engraving, has chosen NJ Web Design and Marketing firm ITCN (<http://www.itcn.com>) to perform Search Engine Optimization (SEO) services for their website. Engraved Well Gifts is quickly becoming recognized as a leader in online personalized gift sales, due in a large part to the fact that they offer free engraving on all products, free shipping on orders over \$90, and fast turnaround on all orders.

"Our online storefront at Engraved Well Gifts was performing well," says Francis Gilliland, owner and CEO of Engraved Well Gifts. "But we knew we had to capture more of the organic search market. Naturally, since we are based in North Bergen, New Jersey, we turned to a recognized leader in the New Jersey Online Marketing and SEO business, ITCN, for search engine and web strategies."

Engraved Well Gifts has been operating in New Jersey since 2006, and have steadily increased their revenue and sales each month since their inception. Gilliland attributes much of this success to offering the lowest prices in the high end gift product market, and to an obsessive commitment to customer service. "But in order to continue to grow, we recognized the need to expand our business and seek professional help for our online marketing resources," says Gilliland.

"Engraved Well Gifts is in a highly competitive niche market - personalized gifts," says Barry Wise, President of ITCN NJ Web Design and Marketing. "But we are confident we can boost their rankings in search engines such as Google, Yahoo, and MSN, and as a result that we can increase their sales. After all, we can only judge our clients ROI by their sales - traffic via SEO techniques is useless without actual sales conversion."

Engraved Well Gifts (<http://www.engravedwell.com/>) is an online e-commerce store based in North Bergen, New Jersey. They offer one of the fastest turnarounds for personalized orders as it takes less than 5 days to personalize and engrave most products. Engraved Well Gifts offers several shipping options, from UPS 1 Day to UPS Ground. Most orders will be delivered within 5 business days from the day the order ships.

ITCN (<http://www.itcn.com>) has been providing online marketing, SEO, web design, and application programming services in Morristown, New Jersey since 1998. Working with Fortune 500 clients such as Lucent, Avaya, IBM and AT&T, ITCN has become positioned as the local leader in web design and marketing services.

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