

Novel Concept Studio Acquires LanceStop.com

Novel Concept Studio has put the finishing touches on the acquisition of lancestop.com.

October 30, 2008 (FPRC) -- LanceStop is an outsourcing website that allows people to find and hire freelance web developers, graphic designers, writers, and much more. You can post various web related projects, and receive bids from experienced freelancers. Freelancers are rated by the project creator after completion. This gives future project creators an idea of that freelancer's ability. After two months of development on the website, it was officially unveiled last month.

Development costs for the website rose quickly and more than anticipated for the original owner. It was determined that they would have to scale back their marketing efforts to accommodate the rising development costs. Therefore, it has taken a little longer than anticipated to get fully launched. Due to lack of time and available marketing funds, the original owners decided to cut their losses and move.

The timing of this would work out perfectly for Novel Concept Studio, as they swooped in to save the LanceStop project. It was announced earlier today, that Novel Concept Studio has purchased LanceStop, though details of the acquisition are not yet available. Novel Concept Studio is an Arizona based internet marketing firm with a national reach. The company is hoping to apply their successful web site marketing tactics in order to help LanceStop.com succeed.

Novel Concept Studio has been aggressively looking to build upon its virtual real estate portfolio. Though LanceStop will be considered a major acquisition for the company, it will not be the only one forthcoming. They are currently looking into acquiring more web sites that will help entrench their name into the SEO and internet marketing industry.

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