

Digital Surgeons adds new CEO, strengthens SEO and SEM talent, triples in size

New Haven, CT, [date], 2007 – Digital Surgeons announced today that it has brought in a new CEO, David Salinas, and re-launched the company as a full-scale Internet marketing agency by adding new search engine optimization (SEO) and search engine marketing (SEM) capability that effectively triples the size of the company.

Salinas was previously Director of Client Strategies for SEOMatrix and before that the owner of a marketing consulting company providing services to medical offices and electronics companies.

“Digital Surgeons will be able to offer not only web site development and SEO, but Google-certified management of pay-per-click campaigns and online media buying,” said Salinas. “We can also help clients monetize their existing traffic by placing ads for other companies on their web sites or arranging for the management of email offers from other companies to our clients’ email lists.”

The infusion of new talent at Digital Surgeons will expand its capacity as well. “We’ll be able to take on a larger body of clients, while still delivering the high quality work and quick turnarounds that have been our trademark,” said company founder and CTO, Pete Sena. “And we’ll continue to educate our customers as to what they can realistically expect from SEO and SEM. If it’s going to take a lot of time to see results, we make sure they know that up front. If it doesn’t fit with their budget and objectives, we try to come up with alternatives. Our goal is to help them put their money where it will pay off.”

Both Sena and Salinas are convinced that the current surge in Internet marketing will only continue. “It’s not the way it was during the dot com bubble,” said Salinas. “More users have DSL, and web owners are more savvy now. They have specific objectives and a more sophisticated range of marketing options, from SEO to pay per click to network affiliates and so on. One of our main jobs is to help them understand exactly what’s happening on the Internet so that they can make informed choices.”

Sena points also to the opportunity businesses now have to carry out narrowly targeted Internet marketing. “Our clients don’t just need traffic,” he said. “They need traffic from people who are most likely to convert. And along with that, a site that’s engineered to make those conversions happen. So, whether you’re talking about search engine marketing or site development, there are no one-size-fits-all solutions. You have to understand the product, the market, and the business and then tailor what you do to take all of that into account.”

For additional information, please contact:

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