



Fortune Web Marketing and AOS Ware Launch Search Engine Friendly eCommerce Websites

Fortune Web Marketing announces alliance to offer Independent Office Supply Dealers Search Engine Friendly eCommerce systems through AOS Ware's OP Commander product.

Lakewood, NJ (July 28, 2008) – Fortune Web Marketing's partnership with AOS Ware will bring Search Engine Friendly eCommerce systems to Independent Office Supply Dealers. Through AOS Ware's OP Commander eCommerce system, dealers will now have the option to purchase a package that will make their site search engine friendly, improving organic rank on search engines and enhancing the user experience.

"This is an exciting move for both companies," states Jennifer Stine, President of Fortune Web Marketing. "We have been talking about doing this for almost a year, and as I spoke with more and more Independent dealers they continually expressed the need to have a greater internet presence – especially on search engines. So, the time was right to launch this option within OP Commander".

The Search Engine Optimization package will include custom designed, search engine friendly informational pages about the Dealer's company and the entire product catalog will display URL's that include keywords. "For example, when you are purchasing something from an eCommerce system, you usually see a URL with tons of meaningless characters in it. This package will convert those URL's to something along the lines of "toner-ink-cartridges-HP". This is a crucial first step in ranking organically in engines for key search terms like 'toner, ink or HP'. It also promotes a clean user experience", explains Stine.

In addition, AOS Ware has also launched custom graphics packages for their customers. "We don't believe that every Independent Dealer's eCommerce website should look the same. We feel that branding a site and offering different navigational schemas, rotating graphical promotions and high-end graphics, will give Dealer's an edge and really keep user's coming back to their site," states Dave Stewart, Senior Developer for AOS Ware.

Both the Search Friendly eCommerce Systems and Custom Graphics Packages for OP Commander will debut at the S.P. Richards ABC Expo in San Diego.

About Fortune Web Marketing

Fortune Web Marketing is a full service Internet Marketing Agency, offering consulting and managed services for Search Engine Marketing Strategies, Website Design & Usability, E-mail Marketing and deployment of Web 2.0 technologies. Fortune's primary vertical market is the Office Products industry. Additional information can be found at FortuneWebMarketing.com.

About AOS Ware

AOS Ware has been providing technology solutions to the Office Product Industry since 2001. Its product brands include: OP Commander (eCommerce Websites), Dealer Commander (Business Management Software) and Quote Commander (Online Proposal Generation Tool). Additional information can be found at AOSWare.com.

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