



## **Fortune Web Marketing and Trodat Collaborate on Search Friendly eCommerce Stamp Sites**

*Fortune Web Marketing & Trodat, a worldwide leader in stamps, are collaborating to bring search engine friendly eCommerce websites to the U.S. Office Products Industry.*

Piscataway, NJ (October 19, 2010) – Fortune Web Marketing's collaboration with Trodat is designed to create a service offering that will enable U.S Office Products Dealers, or businesses who wish to sell Trodat stamps online, with a robust eCommerce system and the strategic industry knowledge to better market themselves online.

Leveraging Trodat's existing uTypia Page product & uTypia eCommerce online ordering solutions, dealers will now have the option to create a website which is optimized for search engines, thus improving organic rank on search engines and enhancing the overall user experience.

In addition to providing organic search optimization strategies, Fortune Web is also offers marketing consulting services that cover paid search advertising (PPC), social media marketing, email marketing and various other online marketing initiatives.

"This is an exciting move for us," states Jennifer Schulman, President of Fortune Web Marketing. "For several years, we have been trying to work with custom stamp manufacturers to create a more robust eCommerce solution that is capable of deploying and tracking various online marketing campaigns. Trodat's business model and technology fit the bill".

"It's great to work with a marketing agency that understands not only how to go to market online successfully, but also knows the U.S. Office Products Industry", explains Paul DeMartini, President & CEO of Trodat USA LLC. "Dealers may choose to leverage the technology in our systems by using in-house marketing personnel, or an agency of their choice. However, Fortune Web does provide an edge as they have been working in this space for several years now. Either way, it's beneficial for both companies, existing Trodat Dealers and those who wish to conduct business with Trodat in the future".

For more information please contact Paul DeMartini at 732-529-8501 or Jennifer Schulman at 877.813.6390.

### **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](http://FortuneWebMarketing.com).

### **About Trodat**

Trodat, Inc. was founded in Vienna, Austria, in 1912. In 1951, the company moved to Wels, Austria. Today Trodat is the global market leader for self-inking stamps, marking products and laser engraving machines. For many years, Trodat, a privately owned company, has been a trendsetter and a major player in the international marking industry. Additional information can be found at [Trodat.net](http://Trodat.net).