



Website Pros Introduces Search Engine Optimization Services

JACKSONVILLE, FL - July 1, 2004 - Website Pros, Inc., the leading internet solutions provider for small businesses, today announced the addition of Search Engine Optimization enhancement services for Visibility Online customers.

The new Search Engine Optimization services, provide a personal website analysis with a customized report offering key evaluations and suggestions for increasing traffic to the website. The report details how websites can be modified so that all content is geared to succeed in the crawler-based listings of search engines. And, with Visibility Online, customers get up to 30 minutes a month of free consultation with a Website Pros Search Engine Optimization expert.

"We are constantly working to enhance the level of services and products that we provide to our consumers. Search Engine Optimization can dramatically improve a website's positioning in search engine listings," said David Brown, president and CEO of Website Pros. "We want to ensure that our customers' websites have every opportunity to appear high in search engine rankings."

Visibility Online is the most comprehensive Web-marketing bundle on the internet and includes services that enhance a business's Web traffic on a local and national basis.

Features of Visibility Online include:

Local Online Advertising

- A Sponsored Business Listing in Yahoo! Yellow Pages
- A Promotional Listing in AOL® Yellow Pages
- An Enhanced Business Listing on Citysearch.com

National Online Advertising

- Guaranteed Placement in Yahoo! and 50 Other Major Search Engines
- Ongoing Submission to More Than 100 Search Engines

Online Marketing

- Do-It-Yourself E-Mail Marketing
- Search Engine Optimization

Because of the purchasing power of Website Pros, the company is able to provide these services valued at more than \$113 per month, as part of the offer for only \$49.95 per month. Businesses can purchase Visibility Online by calling 1-800-GET-SITE.

About Website Pros, Inc.

Website Pros, Inc. is a leading provider of website building tools, services, and internet solutions. The company offers a comprehensive suite of website design, customer support, and technology platforms tailored to the needs of small and medium-sized businesses. Additionally, Website Pros partners with enterprise companies to help them build stronger, more profitable relationships with their business customers. Based in Jacksonville, Florida, Website Pros, Inc. is privately held and is funded by Insight Venture Partners, Norwest Venture Partners, and Crosspoint Venture Partners. Website Pros can be reached by calling 1-800-GET-SITE. More information is available at www.websitepros.com.

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