

12:12p Amazon sinks as Morgan Stanley cites Apple threat
 12:11p Coca-Cola hikes quarterly dividend
 12:09p Best and worst funds: Small-cap blend
 12:04p Greece will take years to repair: U.S. official



KEVIN MARDER
The bull market is starting to stray
 Stalling action in the Nasdaq, combined with Wednesday's distribution in a number of the speculative glamors, signal dampness for now.

DOW	+99.90	NASDAQ	+26.56	S&P 500	+10.47
12,880.85	+0.78%	2,942.39	+0.91%	1,353.70	+0.78%

New York	London	Tokyo
Open	Closed	Closed

PRESS RELEASE

Feb. 16, 2012, 11:52 a.m. EST

Directory Plus Teams Up with SonicSEO.com to Provide Complete Inbound Marketing Services to Local Businesses

Web Design, Search Engine Optimization, Social Media Marketing and Other Internet Marketing Services Now Offered to Local Yellow Pages Advertisers



DURANGO, Colo., Feb 16, 2012 (BUSINESS WIRE) -- Directory Plus, a regional directory publisher serving Southern Colorado and New Mexico, announced a new

venture with SonicSEO.com today to offer complete Internet marketing services to its business directory advertisers. Through SonicSEO.com, Directory Plus will provide its clients with the opportunity to not only have a strong presence to target consumers in local business directories, but a strong presence to target consumers online.

As the Internet continues to permeate the fabric of day-to-day living, local businesses need to adapt their marketing strategy to target this highly engaged, tech-savvy audience. By adding Internet marketing solutions such as Web design, search engine optimization and social media marketing to its suite of effective inbound marketing services, Directory Plus believes that its clients will reap the benefit of an even stronger ROI.

"We saw a need to expand the marketing solutions we offered in the communities we serve," said Ric Romero, director of sales at Directory Plus. "While local directories provide a great opportunity for businesses to reach out to the community, there is an increasing segment of the population that relies on the Internet for this information. Businesses need to adapt their marketing to reach as broad a segment of their target audience as possible. We believe that the combined force of local directory advertising and Internet marketing powered by SonicSEO.com is the strong solution businesses need to stay competitive in today's culture."

SonicSEO.com has been providing Internet marketing solutions since 1998. Its services include search engine optimization (SEO), social media marketing, Web design, ecommerce solutions and more.

According to Arvind Raichur, president and founder of SonicSEO.com, "We are very excited about this opportunity to be the sole provider of Internet marketing solutions for Directory Plus. We believe the most effective marketing is getting in front of people who are already looking for a product or service: people are looking in directories and they're looking online. This is a great opportunity, and we are thrilled to help the communities served by Directory Plus expand their marketing efforts with targeted online solutions."

About Directory Plus

Since 1983 Directory Plus has published regional directories and local phone books in Southwestern Colorado and throughout the state of New Mexico. These products provide the most complete, accurate and up-to-date resource for the community they serve.

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About SonicSEO.com

SonicSEO.com is a 14-year-old Internet marketing company located in Albuquerque, N.M. Their services include search engine optimization (SEO), social media marketing, Web design, ecommerce solutions and more. SonicSEO.com has provided Internet marketing services to over 4,000 clients throughout the United States and Canada, helping businesses with sites as small as 10 pages to as large as 1,000,000 pages effectively market themselves online. For the past two years, SonicSEO.com has been voted one of the Best Places to Work in New Mexico and is proud to be ranked the Top Web Design Firm in New Mexico by the New Mexico Business Weekly.

SOURCE: SonicSEO.com

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