

Softline Local power package helps local businesses raise awareness and attract local customers during tough economic times.

With the recession effecting so many, it is increasingly more difficult for small business owners to raise awareness about what they have to offer their community. Softline Solutions is dedicated to helping local businesses eliminate this problem.

As a response to the current economic situation so many local businesses find themselves in, Softline Solutions founders, Rony and Hutch decided that rather than watching local businesses around them struggle and close, they would create a solution. Rony Mirzaian's comments "In so many cases, the biggest problem for local businesses is a lack of awareness, and today, having an online presence is the best way to reduce that problem." A little less than a year ago, Rooben, owner of American Eagle Auto Body, contacted Softline Solutions looking for help in driving traffic to his website. Rooben signed on to use the Local PowerPackage, which is a program designed to quickly get local businesses found on page 1 of Google, Yahoo! and MSN. Within a month, Rooben began to receive a steady flow of clients, who found him online. Rooben comments, "Thanks to Softline Solutions I have a website and a way for new customers to find my shop online. My monthly revenues have increased by 10k since signing on with Softline."

Softline Solutions offers a complete package to give small businesses an online presence, and includes webinars and direct consulting every month. With the Local PowerPackage, local businesses receive a search engine optimized website and marketing expertise that includes a unique web address and submission to Google, Yahoo!, and MSN as well as over 100 Top Local Search Engines. Also included are online promotions, customer contact forms, and real time statistics. If a business already has an existing website, Softline Solutions offers site analysis and optimization to ensure the best return on investment. Rony Mirzaian, director of marketing notes, "Over 59% of people today search for local services on the internet rather than in the yellow pages."

The Local PowerPackage offered by Softline Solutions has been successfully helping to get small companies online and searchable, while also bringing a steady flow of local business to their doors. The entire process from site design to a page 1 Google ranking can happen within weeks for local businesses. The Local PowerPackage is normally offered at \$149 per month, with no additional fees and no contract, but is currently being offered at a special, promotional price.