



FOR IMMEDIATE RELEASE

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The Karcher Group Welcomes New SEO Specialist

(North Canton, Ohio – July 8, 2010) The Karcher Group (TKG) is happy to announce Sara Heddleston has joined the company as a full-time Search Engine Optimization (SEO) Specialist.

Heddleston is responsible for various aspects of Web Marketing as it relates to TKG's clients, including keyword research and link development, tracking industry trends, and implementing strategies to increase online visibility.

Heddleston graduated *summa cum laude* from Kent State University in 2009, where she earned a bachelor's degree in marketing. While completing her degree, Heddleston worked for Edge Interactive, LLC, where her responsibilities included search engine optimization, web design, graphic design, and web development.

"We were attracted to Sara because she can hit the ground running and bring creative SEO strategies to our team," said Jennifer Geh, Web Marketing Manager. "Plus, she understands web design and development, making her exceptionally well-rounded."

The Karcher Group provides web design services programming and ecommerce solutions, as well as advanced search engine marketing strategies to website owners. Located in North Canton, Ohio, The Karcher Group combines design, talent and technology with extraordinary customer service. For more information, please call 1-800-310-0317 or visit www.tkg.com.

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