



BlueLens Franchise Group Launches Article Placement Service

The opportunity to own one's own business in the fast-growing emarketing arena is now enhanced by BlueLens Franchise Group's new article placement service, expanding its current SEO offering.

Southport, Conn. ([PRWeb](#)) April 21, 2008 -- BlueLens Franchise Group, a division of eWayDirect, Inc., a Connecticut-based leader in the email marketing and search marketing fields, today announced an expansion of its SEO (search engine optimization) services to include article placement.

Articles pertaining to client companies' businesses are provided either by the client companies or by the BlueLens copywriting staff, and are then placed on various authority sites in the internet. The quality links thus created provide an invaluable search engine optimization boost, and enhance the ability of BlueLens franchisees to compete for the search engine marketing dollars in their various geographic areas.

"This makes the franchise offering even more attractive for those select individuals who meet our criteria," says Neil Rosen, president and CEO of eWayDirect and BlueLens. "Now franchisees have an edge in the SEO marketplace, can offer a whole spectrum of products and services."

Other services offered under the BlueLens Franchise Group umbrella include PPC, email marketing, and a branded desktop application, Priority1email, which assures 100% deliverability 100% of the time.

The article services can be contracted as part of an overall search marketing campaign comprising both SEO and PPC (pay-per-click) campaigns, or can be done separately. Interested parties can visit the BlueLens Franchise Group's website at www.BlueLensFranchiseGroup.com or contact Marty Donner at marty@bluelensfranchisegroup.com.

About BlueLens Franchise Group: eWayDirect's clients' successes have translated into a repeatable business model, and BlueLens Franchise Group provides an opportunity for individual business leaders to capitalize on the eWayDirect business model to attain successes of their own.

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