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FOR IMMEDIATE RELEASE

Industry Veterans Unveil DIYSEO, the Industry's First Low Cost, All-Inclusive Search Engine Optimization Service for Small Businesses

Co-founders Patrick Gavin and Andy Hagans appoint Dan Olson CEO

CHICAGO, April 6, 2010 – [DIYSEO](http://www.DIYSEO.com) (www.DIYSEO.com), a provider of search engine optimization (SEO) services for small businesses, today announced the conclusion of the DIYSEO private beta program and immediate availability of the company's new do-it-yourself solution, as well as a free trial for new subscribers. Dan Olson, former [Performics](#) VP takes the reigns as CEO.

"DIYSEO's high value, low cost solution empowers small businesses to take advantage of opportunities available in SEO, for the first time in many cases," said DIYSEO co-founder Patrick Gavin. "We're filling a huge void in the marketplace, and we have a proven industry veteran in place as CEO to take this much needed solution to market."

The DIYSEO solution, offered at \$49 a month, is a robust program that provides small businesses with access to advanced SEO consultation and campaigns in a simple and cost effective way. It transforms the discipline of SEO, considered complicated and overwhelming by many marketers, into a more manageable, step-by-step endeavor that provides education and guidance. DIYSEO customers leverage SEO to build their businesses by working with an easy to use action plan and a community of experts to ensure their sites perform increasingly well in top search engines.

DIYSEO offered select small businesses and bloggers access to its three-month private beta program in Q1 2010, and initial feedback has been positive.

"After spending some time with DIYSEO, I am astounded and filled with joy as to the program's simplicity and uber-convenience, especially as a busy executive running a business," said John TenBrink, Owner of [Family Grounds Café](#) and one of the beta participants already using DIYSEO. "In one location, I am able to immediately dive into an expansive, comprehensive and robust SEO platform and build a solid SEO foundation. The progress indicators are a huge bonus, allowing me to track time against projects."

CEO Dan Olson leads the strategic direction and manages all day-to-day activities at DIYSEO. Previously, he helped create Performics' paid search business in 2003, overseeing client services and day-to-day operations as the agency scaled its paid search business. Performics was acquired by [DoubleClick](#) in 2004, and then by [Google](#) in early 2009 who subsequently sold the search business to the [Publicis Groupe](#) in August 2009.

"DIYSEO considers the industry, existing search efforts, physical location, marketing goals and other attributes of a small business to provide customized and actionable SEO recommendations," said Olson. "We've taken the insights of some of the industry's top SEO pioneers and packaged them into an effective solution small businesses can easily afford, and this type of offering has never before been available to them."

Interested small businesses and bloggers can sign up for a free seven-day trial at DIYSEO.com.



About DIYSEO:

DIYSEO makes the complex world of search engine optimization (SEO) simpler and more attainable (\$49/month) than ever for small businesses. The web-based service helps small business marketers break down a previously complex undertaking into easy, bite-sized tasks, while step-by-step tutorials and expert guidance help turn novices into SEO experts. For more information, visit www.DIYSEO.com.

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