



Web Ad.vantage Company Profile

Web Ad.vantage is a fourteen-year-old online marketing & advertising agency. Its core services include [search engine optimization](#), [pay per click management services](#), [online media buying and planning](#), [social media optimization](#) and [internet marketing consulting](#). Web Ad.vantage is particularly focused on internet-based strategies in five key areas: Awareness, Optimization, Conversion, Acquisition, and Retention. Clients turn to Web Ad.vantage to:

- Increase Web visibility
- Improve qualified Web site traffic
- Enhance web site visitor conversion rates
- Develop and grow in-house email databases
- Generate sales leads via the Internet

Web Ad.vantage serves clients from many market sectors including corporations, non-profit groups and associations. In addition, Web Ad.vantage specializes in the following verticals: Health & Wellness, Technology & Security, Working Women/Moms and 50+ (Boomers and beyond). Among its clients are, Endo Pharmaceuticals, Baltimore Convention & Visitors Association, Cosmeticsurg.net, Long Home andConnections Academy. As an agency 100% focused on the Internet as a marketing channel, Web Ad.vantage works closely with clients' traditional marketing teams and web developers to ensure that emarketing initiatives dovetail with clients' off-line efforts.

The company's track record speaks for itself: Web Ad.vantage and its founder and president, Hollis Thomases, continue to receive client and industry accolades. The Maryland-based agency was selected by [TopSEOs.com](#) as one of 2008's "Best 10 Social Media Optimization Companies". An award-winning entrepreneur and bi-weekly columnist for ClickZ.com, Hollis Thomases was honored by the Small Business Administration as [Maryland's Small Business Person of the Year in 2007](#) and most recently won the 2008 "Enterprising Woman of the Year Award" in the "more than \$1 million and up to \$5 million" category.

Company web site: <http://www.webadvantage.net>

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