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Client Win, General Broach for AQABA, A Global Web Strategies Company

AQABA proudly announces General Broach as latest client win.

/24-7PressRelease/ - STERLING HEIGHTS, MI, April 06, 2008 - Morenci, Michigan based General Broach Has retained the services of Global Search Engine Marketing and Web Strategies firm AQABA to design and develop its Website www.GeneralBroach.com and as well, provide online marketing services to include Pay Per Click (PPC) Management and Search Engine Optimization (SEO). The new website will feature dynamic flash graphics and video elements to convey the message of General Broach visually to visitors. The website will be utilized as a marketing tool for General Broach, providing lead generation to all five divisions, Broach Machine Division, Broach Tool Division, Production Tool Division, EDM Division, and the Aircraft Broach Division. Aqaba Technologies will develop the website to W3C standards and will also implement behavioral tracking and website analytics to track the websites performance.

About General Broach

General Broach is a Morenci, Michigan based manufacturer specializing in designing and building broaching systems, dedicated to helping industry achieve optimum productivity. These systems include tooling, fixtures, controls and all accessory equipment. General Broach consists of five divisions Broach Machine Division, Broach Tool Division, Production Tool Division, EDM Division, and the Aircraft Broach Division. General Broach is the first perishable tooling manufacturer in the world to earn QS-9000:98 Tooling & Equipment Supplement - ISO-9001 - and AS-9000:97 Certifications.

Visit General Broach @ www.GeneralBroach.com

About AQABA: An industry leader in global web strategy, a certified Google AdWords agency and Yahoo Ambassador whose services provide strategic analysis and insight to give businesses a competitive advantage in the complex and rapidly changing Internet economy. AQABA's Online Search coverage area provides deep analysis, industry facts and actionable advice to achieve business goals using Internet Search. It assists marketers in building quality web sites, portals, business solutions, and optimizing their search marketing tactics within the context of their overall media mix not limited to Organic Search Engine Optimization and Pay Per Click Management services. It also evaluates the economics and evolution of the Web-wide search industry using proprietary consumer data, executive surveys, and industry forecasts.

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For a free evaluation on pay per click management, organic search engine optimization and web services, please visit us @ http://www.aqabatech.com/request_info.php and fill out our free consultation web form.

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