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**AQABA, A Global Web Strategies Company Launches new website for Transtar International**

*AQABA proudly announces the launch of the new website [www.TranstarTek.com](http://www.TranstarTek.com) for Transtar International*

/24-7PressRelease/ - STERLING HEIGHTS, MI, April 14, 2008 - Sterling Heights, Michigan based Transtar International, An International Translations Company, launched its new web site with the help of Global Search Engine Marketing and Web Strategies firm AQABA. The new website was developed to W3C standards along with Search Engine Optimization (SEO) of very relevant industry associated keywords accompanied by a supplemental sponsored ad campaign in both Google and Yahoo targeting secondary keywords that drive qualified traffic both organically and paid placement. Web analytics were implemented to track the performance of each initiative, sponsored and organic. The new website will be used as a lead generation tool for Transtar International providing potential clients with a list of Transtar Internationals unique services.

**About Transtar International:**

Transtar International is a full service language provider since 1989. We are located in Sterling Heights, Michigan where we have served hundreds of clients nationally and internationally in a vast number of industries. Our services include Written Translations, Spoken Interpretations, Desktop Publishing, Web Localization and Voice over Script. Industries served includes Manufacturing, Legal, Advertising and Marketing, Medical, and International Business.

Visit Transtar International @ [www.TranstarTek.com](http://www.TranstarTek.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.

Visit AQABA @ [www.AQABATECH.com](http://www.AQABATECH.com) a Global Web Strategies Company (888)356-3975

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