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**SEO Company in South Africa takes Online Business to the Next Level**

*R.O.I Media recently unveiled their new cutting edge website - packed with valuable information about Search Engine Optimisation (SEO), Pay Per Click (PPC) advertising and Online Business Development.*

**/24-7PressRelease/** - CAPE TOWN, SOUTH AFRICA, May 11, 2008 - April 2008 saw the launch of R.O.I Media's new customer-focused [\\_a href=http://www.roimedia.co.za/\\_website\\_/a\\_](http://www.roimedia.co.za/_website_/a_). The new site offers users smooth navigation, impressive visuals through a flash movie and up-to-date information regarding R.O.I's [\\_a href=http://www.roimedia.co.za/search-engine-optimisation/\\_SEO\\_/a\\_](http://www.roimedia.co.za/search-engine-optimisation/_SEO_/a_), PPC and Online Business Development services. A great feature to the new site is their free Website Health Check service.

Since their inception in 2001, R.O.I Media has grown from strength to strength. This online marketing agency focuses on online customer acquisition and has through the years become the market leader in Search Engine Optimisation (SEO) and Pay Per Click (PPC) advertising in South Africa.

R.O.I Media has managed many of its own online ventures and has achieved over three hundred no.1 competitive positions in the Search Engines Results Pages (SERPs), in some cases competing against 37 million sites. While working with both national and international clients across a broad range of products and services, the company has succeeded in delivering excellent results for its clients time and time again.

As stated on the new website, the SEO, PPC and [\\_a href=http://www.roimedia.co.za/online-business-development/\\_Online Business Development\\_/a\\_](http://www.roimedia.co.za/online-business-development/_Online Business Development_/a_) services will help clients' online businesses reach new levels- increased business revenue and bigger profit margins can be expected.

According to R.O.I's Managing Director, Allen Jaffe, the tailor-made SEO and PPC campaigns are the most cost-effective online marketing tools in which to generate higher and higher volumes of targeted traffic to a website. He emphasizes that when a site is converting at adequate levels, higher volumes of traffic means better prospects and increased numbers of buying customers.

With so many companies offering web development and online marketing services, the obvious question is: Why choose R.O.I Media?

R.O.I Media is a full-service business, offering a complete range of ecommerce services from business planning to website development and conversion consulting to SEO and PPC. Their spectrum of services is there to provide new or existing online businesses with real online success in a highly competitive environment.

The team has an excellent track record for taking clients to the top of the major Search Engine Results Pages - and keeping them there. Reasonable service rates, a strong work ethic and cutting-edge strategy building assist clients towards generating a healthy ROI.

R.O.I Media's team of [\\_a href=http://www.roimedia.co.za/\\_online marketing\\_/a\\_](http://www.roimedia.co.za/_online marketing_/a_) specialists focus on building and transforming websites into powerful strategic online business tools, with their main mission being to re-ignite eCommerce in South Africa and assist online businesses in reaching the top of their game.

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