

**PRESS RELEASE: October 15, 2009**

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## **New Online Profile Pages Added to Five Sparrows' Online Expo Program**

HARTLAND, MICHIGAN, October 15, 2009 — [Michigan web site development firm Five Sparrows, LLC](#) today announced that a new Online Profile Page option is now available in its popular Online Expo Program. Small businesses can now select either a full Online Expo Booth, which is a three-page micro site, or a new Online Profile Page, which is a one-page, condensed web profile featuring everything an online searcher needs all on one highly effective web page. Both options are fully search engine optimized and include social networking capability for Facebook, Twitter, LinkedIn, YouTube, and Blogs.

“The new Online Profile Pages give small businesses an opportunity to showcase their important business information instantly on a condensed, one-page web profile that is fully search engine optimized and comes with social networking capability,” said Lauren Hobson, President of Five Sparrows. “With this new feature, the Online Expo Program gives businesses a choice between a one-page Online Profile or a full 3-page Online Expo Booth, so they can select the option that best fits their unique business needs and budgets.”

Online Profile Pages feature a sleek, streamlined design that contains a business' full contact information, business summary and description paragraphs, company logo, spam-protected email links, web site address links, one-click contact forms and information requests, as well as social networking capability for Facebook, Twitter, LinkedIn, YouTube, and Blogs. Online Profile Pages also come with one year of free quarterly maintenance services to help businesses keep their information updated and well-optimized for the search engines.

“We have seen impressive search engine ranking improvements with the program's Online Expo Booths, and we expect similar results now for businesses using the Online Profile Page option as well,” said Hobson. “The whole idea of the Online Expo Program is to increase online visibility for small businesses and boost their search engine rankings, and the new Profile Page option gives us another affordable way to help small businesses get noticed online.”

The Online Expo Program was initially developed for Michigan Chambers of Commerce, but has recently found popularity with other non-profit and for-profit organizations as well.

“Small businesses today need affordable, tech-savvy opportunities to promote and market effectively on the web. Our continued enhancements to the Online Expo Program are another way we are meeting this need for small businesses,” said Hobson.

Michigan Chambers of Commerce currently participating in the Online Expo Program include the Howell Area Chamber (with its [Livingston County Online Home Show](http://www.livingstoncountyhomeshow.com) at <http://www.livingstoncountyhomeshow.com>), [Huron Valley Chamber of Commerce](http://www.huronvalleybizexpo.com) (<http://www.huronvalleybizexpo.com>), [Livonia Chamber of Commerce](http://www.livoniaexpo.org) (<http://www.livoniaexpo.org>), [Wayne Area Chamber](http://www.wayne.michiganbizsearch.com) (<http://www.wayne.michiganbizsearch.com>), and [Westland Chamber of Commerce](http://www.westlandexpo.com) (<http://www.westlandexpo.com>). Additional Online Expo programs are currently in development for two additional Michigan Chambers, three non-profit organizations in Michigan, and a magazine publication company in Cleveland, Ohio.

### **About Five Sparrows, LLC**

Five Sparrows is a Michigan web site development firm providing [web sites and marketing services](#) to small businesses and non-profit organizations, featuring custom-designed,

purpose-built web sites (no template sites – ever!). Services include web site development, web site redesign, Integrated Social Marketing (ISM)<sup>™</sup> consulting and implementation services, search engine optimization, web marketing and e-newsletters, and custom “always-on” marketing programs that combine web services and online marketing initiatives into one convenient, affordable program. Five Sparrows is located in Hartland, Michigan. For more information, call toll free 877-451-0145 or visit <http://www.fivesparrows.com>.