



Keyword Research, As You Know It, Comes to an End.

Theme Zoom, LLC launches the most advanced, timesaving keyword research tool available to - swallow your market whole - with integrated market research intelligence.

Lake Delton, WI ([PRWEB](#)) July 17, 2007 -- Theme Zoom, LLC launches the most advanced, timesaving keyword research tool available to - swallow your market whole - with integrated market research intelligence.

SEO is not what it used to be. Context, relevancy, and trust building customer relationship development are no longer just the buzzwords of direct response. Vertical [market intelligence](#) is now required to compete for strategic brand presence on the search engines and to run profitable PPC campaigns.

Russell Wright, co-owner and developer of Theme Zoom (www.themezoom.com), explains it this way "When it comes to effective market research and strategy development there are now two agendas: Technical and Direct Response. The technical agenda refers to high rankings and technical SEO. The direct response agenda refers to content and hot button keywords that convert to actual sales. When you build your strategies based on both of these factors, you will be choosing the keywords that are helpful to gain you long term rankings on the search engines while simultaneously choosing the keywords that will attract paying customers."

Traditional tools fall very short in providing the breadth and depth of information required for competitive marketing decisions. After watching companies waste hundreds of thousands of dollars on ineffective PPC campaigns and personally spending grueling hours creating complex search engine optimization reports by hand for Fortune 500 clients, Mr. Wright saw something very interesting.

All searched words fit into eight different types. Each type used strategically, eases personalized content creation while growing companies' market share, online presence, and bottom line.

To make marketing planning effective from research time to deliverable results, Russell Wright joined forces with technical powerhouses, system analyst and co-owner, Sue Bell and expert programmer and co-owner, Conan Mishler. Together, they created an automated and unparalleled technology with expert training that delivers success at every step. As Mr. Wright says, "We are not in the tool business; we are in the client success business."

With the release of Theme Zoom Standard, [keyword research](#) zooms to a higher level -literally - delivering industry insights at the push of a button. "It is the only place SEO experts, web developers, and internet marketers can get a real time, top down look at their market - and all of the searched words in it - automatically sorted by theme and content relevance, architectural intelligence, long tail indexing, and offsite promotion indicators," says co-owner, Ms. Bell. In addition, it includes trade data basics like cost per click, traffic, competing pages, current engine rankings, and more. To top it off, you can instantly publish a silo architecture website directly from the data.

Russell Wright, Co-Owner of Theme Zoom, loves to talk about SEO, market research, and the future of online marketing. Call: 608-432-1387 Or, visit the [Theme Zoom Media Room](#).



For immediate access to Theme Zoom Standards industry changing technology and advanced training, visit us at <http://www.ThemeZoom.com>.

###



Contact Information

Russell Wright

Theme Zoom, LLC

<http://www.ThemeZoom.com>

608-432-1387

Online Web 2.0 Version

You can read the online version of this press release [here](#).