



## Internet Services Group of Florida, LLC

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### **FOR IMMEDIATE RELEASE**

#### **Internet Marketing Business Owner, Charly Caldwell, Presenter for NAPLES Business Networking Event**

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#### **SUMMARY:**

- Internet marketing business owner, Charly Caldwell, presented “Create Business Now with New Media” at the NAPLES Business Networking event on February 17th.

**March 8, 2011 – Fort Myers** Internet Marketing business owner, Charly Caldwell, was the Keynote Speaker for the NAPLES Business Networking event on February 17th, held aboard The Naples Princess yacht. The topic of the presentation was “Create Business Now with New Media”.

NAPLES is the Naples Area Professional League of Executive Services, and their complete information can be found on their web site at [www.NaplesGroup.net](http://www.NaplesGroup.net).

“NAPLES provides a fantastic venue for this topic, as the members of their group are eager to learn new and innovative methods for creating business using today’s new media technology,” said Charly Caldwell, Founder and President of Internet Services Group of Florida. “My goal with this presentation was to help business owners in the Naples area understand and deploy strategies for ranking high in Google and other search engines, along with other no cost online techniques for generating business.”

In his presentation, Caldwell covered a range of topics surrounding new media and Internet technologies that help businesses succeed in their efforts to grow and create new leads. He emphasized the importance of testing and measuring absolutely everything, and

provided suggestions for valuable free online tools that are available to effectively measure results of Internet marketing.

Caldwell discussed the fundamentals of online success, including how to reach out to the “Learners”, or those who are searching online for certain keyword phrases that pertain to various businesses.

He also educated the NAPLES group about the “Four Big Secrets of Google” allowing them to better understand how they can make Internet and new media marketing work towards the ultimate goal of creating new business.

Internet Marketing business owner, Charly Caldwell II, is available for speaking engagements nationally, call ISG at (800) 775-9280 or contact Charly Caldwell II at [www.isgfl.com/contact](http://www.isgfl.com/contact).

### **About Internet Services Group of Florida:**

Internet Services Group of FL, LLC, is a national Internet marketing and Web Development Company headquartered in Fort Myers, Florida. ISG specializes in all forms of Web marketing, new media and social media strategy creation and implementation, search engine optimization, search engine marketing, Web site design and development, graphic design and video creation.

Internet Services Group of Florida, LLC can be reached toll free at (800) 775-9280, or via their Web site, [www.isgfl.com](http://www.isgfl.com). The company’s Web Starter Kit service is available online at: [www.webstarterkit.com](http://www.webstarterkit.com).

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