



Internet Services Group of Florida, LLC

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FOR IMMEDIATE RELEASE

Fort Myers Marketing Firm Hires Amy Prior to Web Marketing Team

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SUMMARY:

- **Fort Myers Marketing Firm**, Internet Services Group of FL, LLC, Announces the Addition of Amy Prior as PR & Web Copywriter.

FORT MYERS, FLORIDA – December 2, 2009 - Fort Myers Marketing Firm, Internet Services Group of FL, LLC is proud to have added Amy Prior as their newest Web Marketing Team member, acting as PR and Web Copywriter.

Amy has over ten years' experience working and writing in the interactive world, starting out at Organic, Inc. and working for large advertising agencies like Team Detroit and Doner, and companies like Quicken Loans. She has written everything from entire Web sites to banner ads to RSS news feeds, landing pages, paid search ads, company blogs and more. Her past clients include Ford Vehicles, Chrysler, PNC Bank, Bush's Beans and The UPS Store, among others. She remarks, "I may not have super powers, but people refer to me as 'The Copy Ninja' because I've made it my mission to rid the Web of evil, bad copy."

Amy understands well the elements that influence the effectiveness of online copy, including user behavior, site architecture, search engine optimization (SEO), graphic design, and site functionality. She is a strong proponent that, "writing for the Web is a completely different beast from writing for any other medium like TV or print. You can't just throw a print brochure on your Web site because it just doesn't work. It's important to have effective copy that's geared toward the user in order to get their attention because you literally only have a few seconds to keep it. I'm so glad to work for a company like Internet Services Group of Florida that really understands the power of the Internet."

Not only is Amy Prior a "Copy Ninja," but she's also pursuing her other passion by studying to become a licensed massage therapist. She loves snarky humor and in her spare time, she admits to being a Facebook junkie and a TV junkie (but hates reality shows). She also loves playing a game she calls, "Hey! That guy was on Star Trek!" as well as the game's variation, "Hey! That guy was on Law & Order!"

About Charly Caldwell II:

Charly Caldwell II appeared in the November 2008 issue of Success Magazine. Charly founded Internet Services Group of Florida, LLC in Fort Myers, Florida, in 2002, after semi-retiring from selling his first business, Internet Services of Michigan, Inc., in 2000. Charly has worked with Ted Nugent (built and hosted his Handicapped Hunters web site), KISS (hosted their first web site - KISSOnline, and build the enhanced menu of their CD PsychoCircus), and hosts Sebastian Bach (Skid Row) web site to this day.

Charly can be found on Twitter, Facebook and LinkedIn. To read Charly's blog about "Fast Track", visit <http://thebigpicture.isgfl.com/2008/06/12/fast-web-site-design/>

About Internet Services Group of Florida, LLC:

Internet Services Group of Florida, LLC, creators of the national web service WebStarterKit.com, create & market dynamic web sites using a results oriented approach. The company specializes in web design, web marketing, search engine optimization, custom programming, and graphic design. Internet Services Group of Florida, LLC, a **Fort Myers marketing firm**, can be reached toll free at (800) 775-9280, or via their web site at: www.isgfl.com. The company's WebStarterKit is available online at: www.webstarterkit.com.

Access the company's online News Kit at: www.isgfl.com/news-kit/ featuring photos for print and web, company logos and more.