

Austin-Lehman Adventures Chooses Boulder Ad Agency, SmartClick Adworks, To Lead SEO Initiatives

Number-one-rated adventure travel company partners with Boulder Advertising Agency on Search Engine Optimization.

Boulder, Colo.- Boulder Advertising Agency, SmartClick AdWorks LLC, has been tapped to manage the SEO efforts for Austin-Lehman Adventures, one of the world's best tour operators. SmartClick offers unique search engine optimization experience in delivering higher search ranking for consumer brand their clients, which span the outdoor retail, women's clothing, restaurant, cosmetics, and adventure travel industries.

SmartClick will work on natural search engine optimization and paid search marketing programs for Austin-Lehman. Search engine optimization programs will not only include link building, and landing page optimization, but also a blog outreach campaign, partnering with past travelers and influential travel bloggers to create increased brand awareness in the online space. Paid search marketing will focus on Google advertising, to supplement ongoing natural search engine optimization efforts.

"We're honored to be working with Austin-Lehman," says Glen Spencer, President of SmartClick AdWorks. "For years, we've admired the strong consumer brand they've built, and our goal now is to make ALA ubiquitous on the web."

About Austin-Lehman Adventures:

Austin-Lehman Adventures, with a 37-year legacy, provides adventure vacations on five continents, has built an international reputation for small group active travel to destinations in North, Central and South America, Europe, the Pacific Rim and Africa. The company specializes in adult and family multi-sport, hiking, biking vacations that emphasize history, culture and nature's charms. Trips are limited to 12 guests (18 on family departures) and feature excellent regional dining, distinctive accommodations and all-inclusive rates and services. In addition to scheduled group departures, ALA offers customized trip planning. ALA offers each traveler a money-back satisfaction guarantee.

About SmartClick AdWorks LLC

SmartClick AdWorks is an online social media and search engine marketing agency based in Boulder, Colorado. They manage clients' online marketing and advertising using cutting-edge technology and out-of-the-box thinking to build their clients' online presences. Through creative approaches to Facebook, Twitter, YouTube, blogs, viral web sites, online PR, search engine optimization, and pay-per-click marketing, clients are finding that hiring SmartClick AdWorks is far less costly than building an in-house marketing department.

Contact

Glen Spencer
President,
SmartClick AdWorks LLC
Boulder, CO
303- 641-7201