

Eden Platform is the First Website Content Management System to Automate Search Engine Optimization

Small business owners, entrepreneurs, and marketers use Eden Platform to acquire more online leads and sales by doing search engine optimization on their websites by themselves.

Durham, NC April 15, 2009 -- Today Preation announced Eden Platform, the first website content management system to do search engine optimization for you. Eden Platform empowers small business owners, entrepreneurs, and marketers to generate more leads and sales from their websites with no technical or web marketing experience required.

For years search engine optimization services have been provided by high-priced consultants pushing long term contracts. Because of this SEO has remained out of reach for small businesses and entrepreneurs, those who need to acquire new leads at a low cost the most. Eden Platform is changing all of this.

"We created Eden Platform because we believe that small businesses deserve more results from their websites," said Aaron Houghton, CEO of Preation. "For years search engine optimization services have been provided by high-priced consultants pushing long term contracts. Because of this SEO has remained out of reach for small businesses and entrepreneurs, those who need to acquire new leads at a low cost the most. Eden Platform is changing all of this."

Eden Platform is a website content management system (CMS) and a search engine optimization (SEO) analysis engine together in one solution. The CMS allows businesses to manage their website's content and structure and a variety of popular enhancements including calendars, news lists, and forms from any computer connected to the Internet. The real benefit of Eden Platform comes from the combination of CMS and SEO functionality which together automate both the expertise and implementation required to optimize a website so that it appears more prominently in the search engines.

Although other online marketing methods like email marketing are extremely effective for conversion and retention marketing, many small businesses struggle more with acquisition marketing that is, building a fresh list of email addresses, prospects, and warm leads. Search engine optimization has long been recognized as an effective way to identify new opportunities by reaching targeted segments of searchers among large search engine audiences.

The traditional model of purchasing website maintenance and search engine optimization services from consultants under a contract is too costly for most small businesses and entrepreneurs. Eden Platform uses proprietary technology to automate content management and search engine optimization within a single software service that is easy to use and that is priced within reach at just \$75.00/month. Similar to iContact, the email marketing service also invented by Preation, Eden Platform is offered under the Software as a Service business model with no setup fees and no term contracts or commitments.

Eden Platform takes the high cost, guesswork, and risk out of search engine optimization by empowering small business owners, entrepreneurs, and marketers to get more results from their websites.

Preation is currently offering a free 10 minute website analysis and demo of Eden Platform.

About Eden Platform by Preation:

Preation's Eden Platform solution is the only website content management system that does search engine optimization for you. Eden Platform allows businesses and organizations to easily optimize their websites for more search engine traffic with no technical or web marketing expertise required. Preation was founded in 1997 by entrepreneur Aaron Houghton and is located in Durham, North Carolina. In 2003 Preation invented email marketing industry leader iContact and brought it to market. More information about Preation and Eden Platform can be found online at preation.com.

For media inquiries, including free software reviews, contact Aaron Houghton, CEO, (919) 459-1391, preation.com.