

Nighthawk Marketing Press Release

FOR IMMEDIATE RELEASE

Nextera Communications Hires Nighthawk Marketing as their SEO Agency

Minneapolis, MN, February 28, 2012 – Nextera Communications, located in Minnetonka, Minnesota hired Nighthawk Marketing as their SEO agency.

Nextera Communications offers a diverse platform of telecommunications products including a variety of IP and traditional phone services and data services as well as being Minnesota's premier Internet provider. Founded in 2005, Nextera Communications continues to respond to the ever-changing business needs by bringing new technology and business solutions quickly and cost-effectively.

Nighthawk Marketing was retained by Nextera Communications to drive more qualified leads by making their website easier to find online for key search terms.

"For this project, we'll provide both strategic direction and tactical implementation to achieve Nextera's objectives," says Andrea Douglas, founder and CEO of Nighthawk Marketing. "Our team will implement SEO best practices to optimize their services pages so they rank on the first page of Google for relevant search phrases. We also redesign the home page to maximize site user experience."

Nextera Communications serves many markets within the Minnesota marketplace. As a Minnesota Internet provider, they provide voice, high-speed Internet and data solutions to businesses in Minneapolis St. Paul, and statewide.

The project is scheduled to start in early March.

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About Nighthawk Marketing

Founded in 2001, Nighthawk Marketing is an innovative Minneapolis web design and digital marketing agency located in downtown Minneapolis, Minnesota. Our services cover web design, web development, search engine optimization, PPC advertising, social media marketing, video production, content development, and graphic design. To learn more about our agency, call 952-322-4794, email info@nighthawkmarketing.com, or visit NighthawkMarketing.com.