



## C o m p a n y   O v e r v i e w F a c t   S h e e t

### Location

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### Officers

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### Summary

RefreshWeb, a B2B Web marketing agency, serves mid-sized corporations that desire to maximize their search engine rankings, optimize on-line sales processes, and strengthen their Internet marketing presence. RefreshWeb team members are both SEO experts and marketing masters – a rare combination. The RefreshWeb team excels at weaving SEO rules and marketing principles together into one solid Internet marketing strategy.

The team conducts an exhaustive search term and competitor audit, which is used to develop a comprehensive search engine and Internet marketing plan that supports the corporate goals and vision. The comprehensive scope of services includes SEO for organic visibility, pay-per-click, white papers, press releases, optimized PR, social media and Web 2.0 integration.

Clients have access to consulting services with the team of SEO experts who keep clients informed of the direction of the Web strategies. Ongoing monitoring and monthly reporting of the SEO and marketing progress occur in order to continually refine and maximize successes.



## History

In the summer of 2002, John Rasco was completing a big Web site for a subsidiary of a Fortune 100 company, when he was introduced to Tom Parish as someone who might be able to help “optimize” the site for search. Tom had just quit his job running the global Digital DNA sites for Motorola, and he was starting a search engine optimization business.

As a marketer with 25 years of experience, Rasco was pretty confident that his new site would rank at least a high B in Tom's review. He was surprised to hear Tom Parish's verdict: “There aren't any search terms on this site.” It was certainly cool enough, with its Flash animation and strong differentiation for the target market, but it was speaking the wrong language. It was written for prospects, customers who already have an idea of how to solve the problem. To be visible to the broader market, you have to write for suspects, those looking for information about the problem in order to find the solution.

Suspects use problem solving guesses as search terms. Unfortunately, suspects will never find your site unless you speak their language!

Over the next few months, Rasco saw a major opportunity: search could displace a large amount of the money being spent on traditional, building-awareness ad campaigns. Instead, he could use search to get his clients to the top of the list of Google pages where customers researched the problem for answers.

Another bonus was that the money spent on search, whether for natural listings or pay-per-click advertising, would be completely accountable — tied directly to sales.

He realized that most advertising agencies would shy away from complex search marketing and would probably only dabble in paid search that looks like buying ads. Knowing that business-to-business advertisers would migrate on-line rapidly, Rasco saw the need for a new type of agency: a search marketing agency. He decided that this was his niche market and committed to the learning curve.

From that point on Tom Parish, the Web 2.0 guru, Tom Bartling, the ecommerce programmer, and John Rasco, the B2B marketing guy, have been involved in RefreshWeb. They started as a virtual agency, and grew until they now have a healthy mix of full-time employees and freelancers on their team.

The team's expertise in search marketing and sales flow optimization puts them in a position to be able to be true partners with their client-side marketing peers, working as a team to improve the company's web presence.

For more information on RefreshWeb, please visit:  
[www.refreshweb.com](http://www.refreshweb.com)



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