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## **BIM appoints new web designer Earle**

**Bermuda Internet Marketing has announced the appointment of web designer and Internet marketing specialist Matt Earle.**

Mr. Earle will be responsible for creating eye-catching, innovative and informative websites which hit their target audience.

He began his career in the web startup hub of Orange County, California, where he was among the first to master and practice search engine optimisation in the Internet industry.

Mr. Earle also has extensive experience in technical website design and project management, display advertising, direct offline marketing, email marketing and PHP/MySQL programming.

He has developed complete digital strategies for local organisations and companies, encompassing everything from building a highly-optimised website to creating company-wide online publishing guidelines.

Most recently, Mr. Earle built an online sales tool for LOM Securities Bermuda Ltd. that resulted in a number of sales leads for the company's brokerage business.

"Search engine marketing is a strategy that optimizes a website's content to attract a large amount of visitors from search engines, then converts these visitors into customers," said co-founder of Bermuda Internet Marketing, Lorraine Silvia.

"With this being TechWeek in Bermuda, we are thrilled to add someone of Matt's experience, ability and understanding of this field to our team.

"And we look forward to assisting companies in Bermuda to use these techniques to expand their business."

Mr. Earle said: "A search-engine friendly website requires an understanding of complex search engine algorithms to build.

"If you don't have a website that effectively markets your product, you're losing business to other companies that do.

"And since many people now search for information online, your website must show up to give you a chance at making a good impression on a potential customer."

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