



## **Interweave Announces 85 Employees are Now Certified Professionals in Online Marketing, SEO, and SMO**

**Nearly half the company successfully passes comprehensive training on optimizing online content for search engines and social media**

Loveland, Colo., January 26, 2011 – Interweave, the country’s leading how-to content company for artists and crafters, announced today that it has made a considerable investment in the future of the company’s online business by investing in online marketing training for its talented employees. In making the announcement, Interweave’s CEO Clay B. Hall said, “Eight-five Interweave employees have successfully passed Mequoda Pro’s Content Marketing Certification Program that focuses on teaching professional-level search engine optimization (“SEO”) and social media optimization (“SMO”) skills. That’s nearly half of the company’s employees who are now highly-skilled SEO and SMO professionals. This is something that probably no other content company in the world can say.”

Bob Kaslik, Interweave’s Sr. Vice-President in charge of the company’s online consumer marketing efforts added, “Employees at Interweave were given access to Mequoda Group’s archive of 32 webinars and their 45 plus hours of training library white papers. They also attended seminars and received one-on-one coaching to prepare for their certification testing.”

“Interweave is committed to building and deepening our expertise in search-engine optimization, blogging, e-mail newsletter and website strategies, and social media marketing in this new media environment,” said Hall. “We have woven it into every part of our culture here at Interweave.”

Interweave has been a Mequoda Group member organization for several years and has sent employees as speakers and participants to Mequoda seminars around the country, but the two-day in-house training represents the largest company-wide investment the company has made in helping the staff to successfully transition into the digital age.

Don Nicholas, Mequoda Group’s Executive Director said, “The Mequoda Pro certification program teaches professional level skills for social media, email marketing, web analytics, search engine optimization, keyword research, blogging, website design, subscription marketing, online advertising and much more.”

Nicholas added that “Many media companies use Mequoda Pro to train online newsletter editors and audience development staff but I was very impressed that Interweave views SEO and SMO as enterprise-wide competencies and also invested in training for executives, event planners, magazine and book editors, and product marketers.”

“We’re no longer creating and marketing content to our loyal print subscribers and newsstand buyers only. We’re also creating content across multiple platforms—from print to eMags, eBooks, mobile apps, television programming, video, and online communities—attracting new audiences through blogs and social networks. As a result, it’s imperative that we master the art and science of writing for the subjects for which our audiences are searching,” added John Bolton, Sr. Vice-President in charge of the company’s magazines, instructional videos, and television.

SOURCE: INTERWEAVE

### **Websites**

<http://www.Interweave.com>

<http://www.Aspire-Media.com>

<http://www.Mequoda.com>

## **About Interweave**

Interweave is the world's largest online and offline resource for artists and crafters with businesses in magazine and book publishing, digital content and social media, television and instructional videos, directories, eCommerce, events and workshops. Interweave publishes more than 40 consumer art and craft magazines, delivered to consumers when, where, and how they want: in traditional print format, on newsstands, in CD collections and digital downloads, and most recently in new interactive content products such as eMags™ that bring together articles, patterns and projects, photos, and videos into one immersive experience.

In addition to magazines, Interweave has more than 350 books in print while publishing more than 40 books annually. Interweave produces eight consumer events, sponsors and hosts three craft television series on U.S. public television, and operates 30 websites and nine online communities with e-mail newsletters. Interweave also licenses its magazine, book, and video content to media companies internationally.

Founded in 1975 by Linda Ligon, Interweave was acquired by Aspire Media in 2005. Ligon remains with the company as VP and Founder and is a member of Interweave's board of advisors. The company is headquartered in Loveland, Colorado, and has other offices in Pennsylvania, Massachusetts, and New York. For more information about Interweave call (970) 613-4616, 800-272-2193 or [www.interweave.com](http://www.interweave.com).

## **About Mequoda Group**

Mequoda Group is the global users group for content marketers who use some variation of the Mequoda Content Marketing System (Mequoda System). Our members include more than 31,000 individual marketers, editors, writers, copywriters, graphic designers, web masters, information architects, software developers, project managers, usability engineers, media producers and publishers, plus 24 Gold Member organizations. Mequoda Group Members create and monetize content on hundreds of special-interest topics ranging from investing to human resources, cooking to healthcare, and archery to zoology. Our members serve audiences, users and customers who are both consumers and professionals with content, communities and commerce that improve the quality of their lives. For more information about Mequoda Group visit: <http://www.mequoda.com/about-mequoda>

## **Media Contact**

Jaime Guthals  
Director of Public Relations  
(502) 243-6834; cell (502) 387-2383  
[JaimeG@interweave.com](mailto:JaimeG@interweave.com)  
Twitter @InterweaveNews