

# Advice Local Names Search Engine Optimization Expert Bill Hartzler as Senior VP of Agency Services

*Advice Local continues to position itself as a leader in both local search technologies and digital marketing with the addition of Bill Hartzler to agency services*

MCKINNEY, Texas, May 24, 2016 /PRNewswire-iReach/ – Yesterday, Advice Local announced world-renowned search engine optimization (SEO) expert, Bill Hartzler, will join their corporate team to lead Agency Services. He was formerly Senior Strategist at Globe Runner.

“I’m very excited about joining [Advice Local](#),” Hartzler said. “I get to bring my local and technical SEO experience to this progressive digital marketing agency. I look forward to helping companies, from small businesses to large enterprise organizations, become more visible on the Web and get a better ROI from their online marketing efforts.”



Hartzler is a frequent speaker and expert discussion panel participant at various search engine marketing and Internet marketing conferences. He has more than 20 years of website marketing, SEO and domain name experience; and he has been recognized internationally for his groundbreaking research on marketing using new gTLD names.

Hartzler’s SEO expertise is shared on his blog, [www.BillHartzler.com](http://www.BillHartzler.com) and he is also a regular contributor to industry publication, Search Engine Journal. His thoughts on local can be found in posts on Practical ECommerce magazine, where he serves as the local SEO columnist. Hartzler was also recently named to a list of Top 14 Dallas Marketers by Agency Spotter.

“Bill is one of the most respected leaders in SEO and digital marketing,” Bernadette Coleman, Advice Local CEO, said. “And that’s not just locally or nationally, it’s internationally as well. He is a trusted name and true authority in all things digital. He brings his insight, creativity and proven experience to lead our agency services, benefitting us, our clients and our partners.”

With the walls coming down in digital marketing, having leadership well versed in its multiple facets is key. Advancements in mobile and social media continue to move technology forward rapidly. Advice Local sees this appointment as a way to respond to those advances. As all aspects of SEO, local, technical and traditional, converge, Hartzler’s expertise empowers Agency Services to expand their offerings, providing well-rounded digital marketing solutions, in both creative and technical areas.

Advice Local, three-time Inc. 500-recognized company (2012, 2013 and 2014), is already considered a leader for their proprietary local search technology, which is used by [partners, agencies and small-to-medium-sized businesses](#) to take control of online data.

This acquisition sets the company apart as they continue on their quest to provide the best in local presence management solutions and grow their scalable agency services, to bring about outstanding results for their clients, stakeholders and the community.

For more information about Advice Local, or to find out how to become a partner, contact Bernadette Coleman at 214-310-1356 or [bcoleman@advicelocal.com](mailto:bcoleman@advicelocal.com).

### **About Advice Local**

Founded in 2009, Advice Local offers superior local presence management technologies and services to small-to-medium-sized businesses, channel partners, agencies and national brands. To date, they have helped more than 300,000 business locations reach mobile consumers, across a network of more than 200 directories, search engines, online profiles, applications, mapping solutions and social media partners; these include Google, Apple, Bing, Facebook, Foursquare, and Yelp.

Their local search technologies and agency services have the bandwidth to enable millions of businesses to tap into the power of accurate location data. This, in turn, drives face-to-face and digital interactions, intended to boost customer engagement, build audiences and increase sales, through an all-inclusive, white-labelled, SaaS-based dashboard and marketing platform.

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