

WordPressDirect® Endorses Advertising Software Solution

WordPress Direct, a blog publishing service with more than 25,000 members, is now endorsing Magic Bullet, new software for managing Internet advertising campaigns. Together, these two services enable users to drive both organic traffic and paid traffic to their business sites.

(FV Newswire) March 10, 2010 -- Blinking Dot Software today announced that its premier membership site WordPressDirect® endorses Digispace LLC's Magic Bullet software, a newly available affiliate marketing software solution for managing Internet advertising campaigns. A video example using the software can be viewed at <http://www.wpdirect.com/ad-software-supported/>.

[WordPress Direct \(http://www.wpdirect.com\)](http://www.wpdirect.com) is the market-leading solution for search optimized blog publishing. The combination of WordPress Direct and Magic Bullet enables users to drive both organic search traffic to their business sites and paid traffic through optimized ad campaigns.

"WordPress Direct users already know how to drive organic search traffic to their business using WPDirect.com. This is part of the Thirty Day Challenge training most of our new users go through," said Marty Rozmanith, founder of Blinking Dot Software and creator of WordPress Direct. "The next step for increasing their business has been adding in paid advertising campaigns, in particular for those users with affiliate marketing businesses.

"For most of our 25,000 WordPress Direct users, the hardest part of running ad campaigns effectively has been the mysterious process of reducing bids and eliminating unprofitable keywords. The Magic Bullet software has the potential to save our customers huge headaches and eliminate wasted money."

WordPress Direct enables users to capture search driven traffic from the three major engines: Google, Yahoo!, and Microsoft MSN/Bing. Digispace LLC's Magic Bullet software supports campaign optimization across the same three major search advertising providers, including Google Adwords, Yahoo Publisher Network and Microsoft AdCenter.

About Blinking Dot Software

Based in Somerville, MA, Blinking Dot Software is the creator of WordPressDirect. Blinking Dot Software is a venture of Harvard Avenue Ventures LLC.

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