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## **PowerChord Recognized by Google**

ST. PETERSBURG, FLA. (November, 10, 2010) - Online brand and retail management firm PowerChord Inc. and the PowerChord eMarketing team have been awarded Google AdWords Certification.

This program is globally recognized for training and certification in the latest AdWords tools and best online advertising practices.

PowerChord has built their reputation on their mastery of outlining intuitive online strategies and executing those strategies effectively. With this new achievement, the PowerChord eMarketing team are now certified experts in Search Engine Marketing techniques for Google, a company which boasts a 65%+ market share of online search engines, making them all the more skilled in capturing targeted traffic for their clients and ultimately delivering more sales through their retail channels.

For an individual to qualify for certification, they must pass both the Google Advertising Fundamentals Exam as well as one of three advanced exams. Google offers intensive courses on its AdWords Marketing tools, including display advertising, search engine marketing, and analytics.

For a company to claim company certification, one member of their staff must be AdWords certified – PowerChord’s entire eMarketing team has achieved this status.

“This is no small achievement,” says PowerChord Director of eMarketing Tim Kaelin. “Without question, Google dominates the search engine market. By mastering Google’s marketing tools and programs, our customers can be confident in our ability to effectively manage their online identity.”

Located out of St. Petersburg, FL, PowerChord specializes in the development of online channel management software that allows organizations to manage their brand and retail sales through an independent sales channel.