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Chris Leone Named Chief Marketing Officer of WebStrategies, Inc.

Richmond, Va. (Sept. 27, 2011) - Chris Leone has been named chief marketing officer of WebStrategies, Inc. Before chief marketing officer, Leone was director of digital marketing for WebStrategies. A certified expert in Google Search Engine Marketing and Google Analytics, Leone led the effort to WebStrategies becoming one of a select group of Google Certified Partners in North America. He joined the firm in 2008.

"Chris has been instrumental in the growth of WebStrategies. The search and analytics sides of our business have tripled in the last three years since he joined the company. He offers our team and our clients important tools and skills in the online marketing spectrum, " said Neal Lappe, president, WebStrategies, Inc.

As chief marketing officer, Leone is responsible for helping clients reach and connect with more customers online and for making the online experience beneficial for WebStrategies' clients and their customers. He is the chief strategist for search engine and social media marketing, a certified expert in Google Search Engine Marketing and Google Analytics, and coordinator of web usability studies among individuals and focus groups.

Prior to joining WebStrategies, Leone successfully managed and ran logistics for a multi-chain retail store in New Jersey. He holds a B.S. in Marketing and Operations with a minor in Economics from the University of Delaware.

WebStrategies, Inc. is a Richmond-based digital/online marketing agency. Founded in 2004, WebStrategies, Inc. provides a variety of web development, search engine optimization and social media marketing services to businesses of all sizes. One of a select group Google Analytics Certified Partners in all of North America, WebStrategies uses web analytics and other business intelligence information as the foundation for their data-driven approach to marketing. For more information, visit <http://www.webstrategiesinc.com/>.

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