

Award-winning Company Expands Its Reach

By Harlan Editorial, Inc.

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With completion of Website content optimization by Harlan Editorial, Inc., two Reno-based moms are poised to take their SIDS prevention invention nationwide.

(Reno NV) Harlan Editorial, Inc. completed Website content optimization for the Guardian Sleeper®, a safety blanket invented by two Reno moms to help prevent Sudden Infant Death Syndrome. The completed site expands the Reno inventors' reach nationwide.

Nicola Pieters and Carol Betz, Guardian Sleeper founders and winners of the Reno Gazette-Journal Entrepreneur of the Year award for small businesses, are building an online presence. With online ordering, information, and resources to help parents keep infants safe, the Guardian Sleeper inventors are harnessing the power of the Web to get their message out to moms everywhere. Content optimization was the final step in the launch of their site.

The Guardian Sleeper site (guardian-sleeper.com), designed and built by Jonathan Denwood of Digital Delirium.net, was content optimized by Judith Harlan of Harlan Editorial.

“The process, often called keyword optimization, is Search Engine Optimization for content. I explain it as simply Website words that work,” says Harlan. “It makes the difference between good placement on the Web’s Google and other search results - and best placement.” The Guardian Sleeper site is now content-ready and poised for continued, active optimization.

SEO is both an art and a skill. It’s the art of connecting a business’s message with people visiting a Website while also speaking to the robots crawling the site; it’s the Web skill of being in tune with current search engine algorithms and up on changes in the SEO marketplace.

Harlan Editorial, Inc. (harlaneditorial.com), a Reno firm, builds Websites and more: it’s a specialist in content SEO.

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