

FOR IMMEDIATE RELEASE

Traverse City Virtual Tour Company Helps Local Business Owners with Online Exposure

TRAVERSE CITY, MI – March 25, 2008 - BlueLaVaMedia recently announced the release of their newest [business virtual tours](#) optimization service. Upon the completion of each business and commercial virtual tour, BlueLaVaMedia supplies their clients with a copy of their newest publication, 'Search Engine Optimization Basics', a simplified search engine optimization (SEO) guide for business owners with a website. The SEO guide is intended to help local business owners to gain a basic understanding of Meta tags, keywords, internet positioning, writing web content and the proper use of pay per click advertising. This enables business owners in Northern Michigan to take full advantage of their websites and greatly improves their ability to work with professional search engine optimization firms.

Jason LaVanture said, "Nearly all shopping now begins with an Internet search. Our goal is to not only help Northern Michigan business owners display their storefront and property using our interactive virtual tours; we also want to help them get on the first page when localized internet searches are performed. Our SEO guide takes the 'Unknown' out of SEO and ultimately helps business owners establish themselves on the internet and work more efficiently should they decide to hire a professional SEO team."

The SEO guide is a free publication to BlueLaVaMedia commercial clients and the company has also recently partnered with a local professional SEO firm to offer advanced consulting services, internet positioning advice and help with web content.

About BlueLaVaMedia

BlueLaVaMedia is a locally owned Traverse City, MI [virtual tour company](#) with team members Jason LaVanture and Jim Blue. Jason LaVanture is the founder and Vice President of [realtourvision.com](#), the # 1 ranking [virtual tour company](#) and virtual tour software provider in the World. Jason brings nearly nine years of internet savvy and expertise to the table. With his experience through Real Tour Vision (servicing over sixty thousand real estate agents worldwide and over 1500 virtual tour providers in his network), he knows what services and functionality are needed on a local or national level.

Jim Blue has nearly 35 years of professional photography experience. He has designed and taught independent photo classes in both silver-halide and digital imaging for over 20 years. Jim was the former owner of Blue Photo Co Inc, a retail camera store and photo-finishing lab. Jim was responsible for managing employees, sales strategies, developing ad campaigns, marketing and distributing advertising to many types of media outlets.

Together LaVanture and Blue's talents come together to create the premiere [Northern Michigan virtual tour company](#) and property marketing firm. For more information, visit their website or call (877) 941 – TOUR (8687).

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