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**Replacement Windows & Doors Manufacturer, Soft-Lite
Contracts Web Developer, Pilot Fish SEO,
To Optimize Website for Better Search Engine Visibility**

*Upgraded Website will maximize search engine optimization and take
advantage of advanced marketing and lead generation techniques.*

(Streetsboro, Ohio, September 13, 2010) Soft-Lite L.L.C., a manufacturer of premium [replacement windows](#) and [doors](#), announced its selection of [Pilot Fish SEO](#) to elevate their website to the highest level of performance.

In 2007 Soft-Lite won the Window and Door Crystal Achievement Award for the best mid-size replacement windows company web site. Now, after three intense years of launching a number of new door products, adding manufacturing equipment, expanding their sales force, and initiating a total business management system to support their dealer network, Soft-Lite is turning their sights toward upgrading their website. Pilot Fish SEO, a division of internet pioneer Polysort, LLC, founded in 1995, will optimize the site for better search engine visibility. They will also assist Soft-Lite in improving the site for marketing purposes and dissemination of time-sensitive industry news to Soft-Lite's dealer base and homeowners.

Soft-Lite's website has always hosted a replacement windows and doors dealer locator that included each dealer's company profile and link. However now, through the implementation of more advanced marketing and lead generation techniques, including SEO, the site will more effectively attract interested visitors and direct them to a dealer in their area.

"The technology involved in building replacement windows and doors today is exceedingly complex," said Greg Irving, VP Sales and Marketing at Soft-Lite. "In addition, due to the endless amount of information found on the internet, homeowners are educating themselves before they even talk to a sales person. Our site has always been extremely informative about the features of our replacement windows and doors. Now we're going to move the site to the next level to make it a 'go to source' for homeowners, and a significant resource for helping them locate a dealer in their area who can satisfy their window and door needs."

Soft-Lite is a vinyl replacement windows and door manufacturer headquartered in Streetsboro, Ohio. The company is a five-time winner of the Window and Door Crystal Achievement Award and is also a recipient of the Friedman Corporation Customer Appreciation Award, the Window & Door Top 100 Manufacturers recognition, and the

Door and Window “Companies To Watch” recognition. For more information visit www.soft-lite.com.

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