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## Halloween USA launches new E-Commerce Website

By Dwight Zahringer, Tell Vision Networks

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### Networks

Shelby Twp., Michigan --- October 3, 2004 It's that time of year again - Halloween is just around the corner. As thousands of people head out in search of the perfect costume for '04, the pros at Livonia, MI-based Halloween USA (Gags & Games, Inc.) are stocked and ready to go for what will surely be a hectic month of October.

As in past years, more than 85 stores of the Gags & Games, Inc. family and temporary locations throughout the Midwest will be transformed into "Halloween USA" outlets, where arrays of costumes, accessories, makeup, masks and decorations await. Shoppers will be happy to know that they can also browse and purchase from Halloween USA's massive inventory from the comfort and convenience of their own homes with the redesign of the company's website, [www.HalloweenUSA.com](http://www.HalloweenUSA.com).

Revamped and redesigned by Tell Vision Networks of Shelby Township, the site now offers consumers the ultimate online Halloween shopping experience with a completely redesigned e-cart system. Tell Vision has created the site in a search engine-friendly environment, meaning that the site is now highly ranked in organic searches on the net's major engines like Google, Yahoo and MSN.

Tell Vision Marketing Consultant, Dwight Zahringer states "Tell Vision has also launched an aggressive online marketing campaign for the Livonia-based retailer that has focused on proven marketing and sales techniques such as Pay per Click, Affiliate Advertising and Link Exchanging. Together with the search engine optimization of [www.HalloweenUSA.com](http://www.HalloweenUSA.com), this has led to an exponential boost in traffic for the website and translated into a dramatic increase in the ease-of-shopping for online customers,

resulting in explosive sales."

Made aware of the site's existence by Tell Vision's sister company Seo Vision's successful campaign, these shoppers can easily find what they are looking for and get their orders placed in plenty of time for the trick-or-treat season.

Whether they're looking for a last minute costume, a decoration to make their yard the scariest on the block, or the accessories necessary for polishing off the perfect Halloween look, web surfers can find it all on HalloweenUSA.com. They can browse a virtually endless selection, learn about important sizing information and purchase with the confidence of a secure and easy to use server.

And when all is said and done, 2004 will be a Halloween to remember. With the help of Tell Vision Networks, Halloween USA, a retailer whose name is synonymous with Halloween, has risen to the rank of powerhouse in the online Halloween shopping market. In turn, HalloweenUSA.com will help shoppers throughout Michigan and the Midwest prepare for one of the greatest holidays of the year.

For more information about Halloween USA and to begin the shopping experience visit [www.halloweenusa.com](http://www.halloweenusa.com). Store locations may be found at the Halloween USA Website or by calling 1-888-SCARE-US. More information about Tell Vision Networks can be found by visiting

[www.tellvision.com](http://www.tellvision.com) or contact Dwight Zahringer, 586-864-0111, [pr@tellvision.com](mailto:pr@tellvision.com).

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## **Fun & Healthy Halloween Treats**

**By Sherri Allen**

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It's almost time for Halloween. Little ghosts and goblins will be running through neighborhoods across the country, going door-to-door, calling out the same three words, "trick or treat!" Of course, they'll be hoping for and expecting treats. This year, instead of handing out the usual candy treats, consider trying an alternative. Here are some Halloween treats the children will enjoy that won't leave them bouncing off the walls:

\* Small bags of pretzels or chips

\* Mini-bags of microwave popcorn

\* Fruit-Roll Ups

- \* Fruit juice snacks
- \* Small packages of nuts or sunflower seeds
- \* Individually wrapped beef jerky or Slim Jims
- \* Snack-size graham crackers, animal crackers or Goldfish crackers

You could even consider non-food items. Here are a few:

- \* Stickers --- kids love stickers
- \* Halloween (or other cool, colorful) pencils
- \* Plastic whistles
- \* Spider rings
- \* Brightly-colored toothbrushes or flavored dental floss

Be creative and help the children in your neighborhood have a healthier Halloween!

Sherri Allen is the editor of SherriAllen.com, an online publication devoted to topics such as family, food, garden, house & home, and money. For great articles, information, tips, recipes, reviews and coloring pages, visit

[www.sherriallen.com](http://www.sherriallen.com)

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