



## **eWater Online Receives MFT's Advanced Search Engine Marketing and eCommerce Solution**

**Boyertown, PA** – (January 08) **Media Fusion Technologies, Inc.** (MFT) recently upgraded **eWaterOnline.Net** to include MFT's advanced and proprietary Online Shopping Cart And Reporting (OSCAR) solution as well their Search Engine Marketing (SEM) package.

eWater Online ([www.ewateronline.net](http://www.ewateronline.net)) Water Systems Group is an online solution water softener and water treatment needs and accessories providing water softeners and conditioners, water filters and ultraviolet sterilization & chemical injection systems for residential, commercial & industrial applications.

In this competitive online market, special advanced features are required to rise above, features that abound in MFT's customized OSCAR and SEM packages.

Through proprietary programming, MFT has developed a cohesive and enhanced SEM system that works both independently and in harmony with their OSCAR product to deliver repeated top placement across all major search engines. This system utilizes the highly developed framework of MiroSoft .NET in conjunction with advanced Search Engine Optimization techniques that have been developed over the past ten years by MFT's experts. Additional information on MFT's SEM programming is not available for general release.

The core of this enhanced site included a customized version of MFT's custom OSCAR solution. According to MFT's Beth Tercha – OSCAR lead developer – the OSCAR shopping module is a full featured, total solution to Ecommerce. OSCAR enables Website owners to fully manage their products / services, details, coupons, quantity discount pricing, club pricing, shipping, etc. in addition to providing customer account profile management, searchable database features and all other important considerations for a complete online shopping solution.

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