

PITTSBURGH, PA (November 12, 2012) - TowerCare Technologies, creator of DonorPro [fundraising software](#), has partnered with Pittsburgh-based Cloud City, producer of Rank Mechanic, to launch DonorPro Links, a [nonprofit SEO tool](#) for organizations around the world.

DonorPro Links provides nonprofit organizations a free website optimization report that grades their website's search engine ranking. With the report, nonprofits learn about the importance of each factor, how SEO works, and opportunities to improve their website's performance. To improve search engine results, organizations are able to choose from three affordable website optimization packages. An experienced internet marketing team works behind the scenes, using the DonorPro Links report, to improve and strengthen website optimization.

DonorPro Links is a unique service for nonprofits that will provide SEO expertise affordably, strategically, and tailored to each organizations' needs. "By streamlining the SEO evaluation," states co-founder of Cloud City, Phil Laboon, "all team members of a nonprofit can understand the value SEO has for their website. Anyone, regardless of technical expertise, can see the condition and follow the improvements made with their account. Nonprofits are stretched thin and budgets can be extremely tight. Essentially, this tool allows organizations to take advantage of search engine optimization without having to pay steep consultation fees or spend time meeting with an SEO technician."

"Our top priority at TowerCare Technologies is to provide nonprofit organizations around the world with the best tools, services, and products for improving communication, boosting constituent support, and increasing visibility to the donating public," says TowerCare Technologies President, Donna Myers. "DonorPro Links is an exciting addition to our suite of [online fundraising solutions](#)."

DonorPro Links is now available to all nonprofits. Learn more and get your free [nonprofit SEO report](#).

#### About TowerCare Technologies

TowerCare Technologies, Inc. is the company behind DonorPro, an affordable and easy to use CRM and [donor management system](#) with online fundraising tools for all types of nonprofits. Founded in 2002, TowerCare Technologies is a privately-held company headquartered in Pittsburgh, Pennsylvania. DonorPro increases donations, streamlines workflow, increases staff productivity, and enhances personal communications with prospects and donors. Learn more at [www.towercare.com](http://www.towercare.com).

#### About Cloud City

Cloud City is the proud inventor of Rank Mechanic, an internal website analysis tool that offers a free website analysis plus a low-cost solution to Internet marketing consulting services. Clients have the opportunity to discover what factors impact their search engine ranking scores and have the ability to purchase an affordable solution package.

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