

# Scuba Diving Equipment Now Available for the Landlocked

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United States of America (Press Release) June 30, 2008 “ Scuba diving is one of the most enjoyable recreation sports in the world. And with advancements in technology over the past few years, it is now safer than ever. But where do new scuba divers find equipment, especially when their landlocked?

The Internet has made researching and buying scuba gear easier than ever. There is so much information available with just a few clicks of the mouse. One Midwesterner has made it his goal to make equipment available to even those not close to an ocean.

David Ray discovered scuba diving quite by accident. As the owner of a small web design company, David creates websites for a variety of niches. It was during a researching session when he came across scuba diving.

“I was doing some keyword research for some niche websites I was thinking about creating,” Ray said. “Whenever I think about a commerce-type site, I always think about what stores are available in my local market. I happened to notice that “scuba diving” was a popular search term and realized a hole in the local market.”

Armed with a few search terms and an idea, David started building a new Internet store front to serve the scuba diving enthusiast market. And in late June, his new website was rolled out for business at [www.scuba-diver-store.net](http://www.scuba-diver-store.net).

“It’s been a joy building the site and watching the search engines pick it up for indexing. It has happened much quicker than I expected. But the search engines want quality sites and hopefully, the Scuba Diver Store is just that,” Ray explained.

If you find yourself searching the Internet for that perfect piece of scuba gear at just the right price, you may end up in one of David’s stores.

“I want every shopper to (1) find exactly what they’re looking for, and (2) be pleasantly surprised at the price of the item. In my book, THAT is what a successful shopping experience should be and it shouldn’t matter if you live by the Pacific Ocean or by Pacific Lake,” Ray laughed.

<http://www.scuba-diver-store.net>