



## News Release

### MEDIA CONTACT

Laura E. Richeson, APR  
Richeson Communications  
407-786-7330 office | 407-616-8108 cell  
Media@RoarOnTheWeb.com

### **Aggressive Appliances Turns to ROAR! Internet Marketing to Launch New Consumer Website *Interaction Key to Converting Visitors to Leads and Sales***

ORLANDO, Fla. (October 11, 2010) – With the recent shift in the custom homebuilding industry, so too forced the shift of high-end appliance distributor, Aggressive Appliances. The new custom-designed website, [www.AggressiveAppliances.com](http://www.AggressiveAppliances.com), created by ROAR! Internet Marketing, offers a clean layout and interactive tools specifically designed to reach new audiences including interior designers and kitchen enthusiasts.

ROAR! converts the highest percentage of website visitors into measurable leads and sales using who-based navigation, demonstration of services and products and mechanisms to engage visitors and convert them to sales.

“Our old website was static and dated, simply a builder brochure with no online exposure,” recalls Jerry Jaskot, owner of Orlando-based Aggressive Appliances. “The ROAR! team was recommended to us based on their creativity and sales-focused design. In the first 30 days of the website launch, we now receive more than a quote or request per day from new customers seeking very specific appliances. This is by far our most measurable and successful sales initiative.”

Unique, interactive features of the new website include:

- Social media share tools for clearance deals and deals of the week for visitors to send to friends and families through Facebook and Twitter.
- A concierge service to develop packages of matching appliances for the consumer.
- Interactive, product-specific search and best price quote comparison tools with any appliance featured on the website. Plus, an “Ask Aggressive Appliances” feature to research unpublished rebates from manufacturers.

“From concept and design to launch, effective websites must blend a solid foundation of technology with an engaging sales focus. Online marketing, SEO, and social media integration has taken Aggressive Appliances to a whole new level of sales to achieve their business goals,” notes Matt Weber, president of ROAR!

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## About ROAR! Internet Marketing

ROAR! Internet Marketing specializes in helping businesses use the Internet to increase leads and sales. Using custom website development and direct marketing principles, ROAR! converts the highest percentage of website visitors into measurable leads and sales. Established in 2005, ROAR! offers Internet strategy development, custom website development, search engine optimization, search engine marketing, content creation and management, and website analysis. ROAR! is a member of the Web Analytics Association, Doterati, the Central Florida Internet Marketing Association, Orlando Inc. (Orlando Chamber of Commerce), and the Seminole County Regional Chamber of Commerce. Matt Weber is a sought-after speaker and panelist for growing companies and associations to provide the latest trends and techniques to transform online presence to online sales and revenue growth. Catch Matt's video tips "60 Seconds to a Better Business Website" at [www.RoarOnTheWeb.com](http://www.RoarOnTheWeb.com).



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