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ROAR! Internet Marketing Launches StonewoodGrill.com ***Multi-platform Tools for Increased Guest Interaction***

ORLANDO, Fla. (February 2, 2011) – Stonewood Grill and Tavern’s new website, www.StonewoodGrill.com, allows guests to purchase gift cards, download the restaurant’s newly-revamped menu, and view signature recipes. Additionally, ROAR! Internet Marketing created several user-friendly features for the site to increase guest interaction and drive traffic to each store location.

New Site Features Include:

- Individual Store Location Pages with Maps, Messages from the General Manager, and Specials
- Guest Feedback Area
- Drink and Entrée Recipes
- Downloadable Dine-In, To-Go and Wine Menus
- Online Gift Card Purchase
- Text Message Opt-In (Gainesville, Fla. location only)

Stonewood Holdings CEO and President Geoffrey D.K. Stiles said, “Our new website allows guests to engage with their neighborhood restaurant location, preview the new menu, and provide us with valuable feedback on how we’re doing.”



The new, proprietary Guest Feedback feature allows comments to be immediately routed to designated members of the executive management team based on the nature of the feedback. This ensures the most appropriate individual receives the comment to carefully review and respond accordingly to provide the highest levels of guest experience.

In addition to the interactive website features, guests will be able to opt-in to receive text message offers from the Gainesville, Fla. location, utilizing cutting-edge solutions in the mobile marketing space provided by Winter Springs-based imediaReach™. This unique feature is slated to launch in late February.

“Using integrated analytics, we carefully monitor site traffic and direct sales impact,” notes Matt Weber, president of ROAR! Internet Marketing. “The new online gift card purchase feature resulted in more than \$50,000 in sales with more than 500 transactions in the one month launch period over the holiday season. Plus, 99.1% of those sales originated from the website; now, those are trackable results.”

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.

About Stonewood Grill & Tavern

Founded in 1999, Stonewood Grill & Tavern offers a comfortable and inviting dining experience to its guests. With a stacked stone and mahogany décor, Stonewood Grill offers a variety of hand-cut steaks and market-fresh seafood cooked over an oak-burning grill. The restaurant features a diverse wine selection, including 27 brands available by the glass and 58 brands available by the bottle. Stonewood Grill has 16 locations in Florida and one in Cary, N.C. For more information, visit www.stonewoodgrill.com.

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Editor’s Note: The executive team at ROAR! is available as a media resource for interviews and insight on the latest trends and techniques to transform online presence to online sales and revenue growth. Visit the online media room for images, fact sheets and news updates at www.RoarWebDesign.com/media-room.