



News Release

MEDIA CONTACT

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

ROAR! Internet Marketing Launches Two Websites with Focus on Audience Segmentation and Sales Lead Generation

ORLANDO, Fla. (March 15, 2011) – From professional service companies to consumer retail outlets, leading organizations from Central Florida and beyond are turning to ROAR! Internet Marketing to reinvent and elevate their online presence with robust websites that focuses on reaching target audiences and driving revenues.

GetPiranha.com



The mission for this website development project was to cross-sell products and services beyond Piranha’s primary service line, communicate directly to each of the stakeholders that purchase Piranha’s services, increase the number of Internet leads, and increase natural search engine rankings based on keywords used in the technology sector.

Piranha Technologies is a leading provider of technology design and installation services for commercial building contractors, and owners and tenants throughout the state of Florida. Piranha acts as a single point of contact for retail, commercial, industrial and wholesale businesses on almost every low voltage system in existence, including data transport, security, A/V, telephony and a wide array of systems integration.

“The new website centers on ‘who-based’ navigation that allows Piranha to communicate directly with segmented audiences such as architects, general contractors and electrical engineers with appropriate levels of technical material,” said Matt Weber, president of ROAR! Internet Marketing.

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Additionally, the website utilizes ROAR!'s proprietary dynamic glossary. When a visitor rolls their mouse over keywords, highlighted definitions appear to simplify technical terminology and acronyms for a deeper understanding of the Piranha's services.

FloorsDirectFL.com

Family owned and operated, Floors Direct has been meeting Central Florida's hardwood flooring, stone and tile, carpet or laminate flooring needs for more than five decades.



When the company was ready to enhance their online presence, Vice President of Operations Celeste Carr turned to ROAR! to develop a product specific search feature and to implement timely offers to capture and convert sales leads.

The new website enables the Floors Direct FL team to directly input specific flooring products from specific manufacturers to stay current and competitive through organic searches by dedicated prospects during their purchase cycle. Visitors can request an immediate price quote based on their search; closing the gap between shopping and selling.

This site also features ROAR!'s auto-expiring Internet coupon that allows Floors Direct FL to test various offers that automatically display a new expiration date each day. This feature is a cost and time-effective pathway to promote Internet-only specials for limited inventory that cannot be effectively sold through multiple physical locations.

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.

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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.