



News Release

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ROAR! Internet Marketing Launches Website for TLC Engineering for Architecture

Market-Based Navigation, Cross-Promotion Capabilities, and Dynamic Features Build Prospects

ORLANDO, Fla. (March 28, 2011) – With more than 55 years of experience, 10 offices, a commitment to sustainable design, and an enthusiastic embrace of leading-edge technology, TLC Engineering for Architecture turned to ROAR! Internet Marketing to take its online presence to the next level with the launch of the www.tlc-engineers.com website.

“Architects rely on TLC to be creative problem solvers and it is essential for our website to reflect our problem-solving skills and our purpose to be the indispensable and trusted design partner delivering creative engineering,” commented John Benz, principal and chairman of TLC. The Orlando-based firm is one of the largest multi-discipline engineering firms in the nation.

Building on the fundamentals of market segmentation, ROAR! designed the website so prospects can easily search and explore TLC’s vast experience by major markets and cross reference by service.

“ROAR! clearly identified our need to cater our message to our target audiences and implemented unique features to convey our creativity and allow our visitors to quickly and easily find the information specifically relevant to their diverse needs,” continued Benz.

Additional features of the custom-designed website include:

- Searchable project pages by market, service or keyword for a detailed review of TLC’s portfolio
- Embedded ‘tags’ to allow project pages to populate throughout the website for targeted cross-promotion opportunities
- Smart tracking tools to monitor views on the service pages and automatically recommend other content based how other users chose their content
- A real-time counter of the number of LEED certified projects completed by TLC; 92 and counting
- Dynamic images and quotes from TLC team members to unite personality and technology
- Sharing tools such as download PDF, send TLC location information via text, and news posts

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“We emulated TLC’s business model and sales plan to develop and launch a site indicative of their leading-edge technical capabilities and creativity,” said Matt Weber, president of ROAR! Internet Marketing. “Today’s websites must serve as an active member of your sales force. We parlayed our development strategy on TLC’s guiding values of sustainable and trusted relationships, extreme service, and profit.”

“Within the first week alone, the newly launched site generated six qualified prospects, exceeding our expectations for sales-oriented, trackable results,” commented Benz.

About TLC Engineering for Architecture

TLC Engineering for Architecture is a dynamic engineering firm with a diversity of talent, expertise and skill to deliver design projects that span the major markets and around the world. TLC’s multiple-office structure allows the firm to offer clients the advantages of collaboration within a large, national firm, as well as hands-on service from local professionals who understand the market. It also creates a diverse corporate culture with a multitude of languages and ethnic backgrounds and an abundance of ideas, talent and expertise.

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.