



News Release

MEDIA CONTACT

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

ROAR! Internet Marketing Plays “Match Maker” with HuntsWanted.com *Interactive Database for Hunters and Outfitters Worldwide*

ORLANDO, Fla. (November 1, 2010) – ROAR! Internet Marketing launched HuntsWanted.com, the only interactive website providing a comprehensive database of hunting destinations worldwide, allowing visitors to design their optimal hunt based on multiple search criteria including region, species and price.

Owner John Ogden of Geneva, Florida, created the HuntsWanted.com concept from a passion for hunting and a frustration for finding hunting destinations after hours of dead-end, online and offline research. He envisioned a one-stop, online directory resource to provide current information and reviews with specific search criteria. After seven years and two ineffective attempts to create a results-driven website on their own, John and his wife, Michelle, followed their dreams and devoted their energy to launch this new venture.

What began as a chance meeting during an area business networking event, Michelle met Pam Weber, vice president of strategic initiatives at ROAR! They began discussing their professional services and within moments, Michelle knew that ROAR! was the full-service web partner they were looking for to build the HuntsWanted.com site to its full potential.

“The ROAR! team has the advanced skill set, technology and integrated marketing mindset needed to launch HuntsWanted.com,” commented Michelle Ogden.

Site development included overall branding, the creation of an extensive backend database, and integrated Search Engine Optimization tools. HuntsWanted.com launched on October 4, 2010 with a robust database of 6,000 outfitters including 600 confirmed listings, managed and maintained directly by outfitters.

-more-

The Ogdens are on pace to exceed 10,000 searchable outfitters, 1,000 confirmed, by the end of the year. All HuntsWanted.com listings are available at no cost to hunters and outfitters, a commitment and guiding principle of the HuntsWanted.com business strategy.

“As a former construction project manager by trade, I understood ROAR!’s logical approach right from the beginning with a detailed blueprint of my new site. Each element, function and graphic design feature was carefully planned and executed according to the plan; on time and on budget,” remarked John Ogden.

“HuntsWanted.com is the perfect example of creating a website far beyond an online informational brochure. It is an integral part of your business and sales strategy,” noted Matt Weber, president of ROAR!.

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.

###

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.