

### **3/21/06: Newsletter - Smart Ads Call for Smart Web Sites**

The world is awash with advertising clutter. Big advances in advertising technology once favored traditional giants like Procter & Gamble that could afford to market its message. Now new web techniques make targeted advertising affordable to smaller companies, too.

It is becoming increasingly possible to target smart ads specifically to people that want them. And best of all, you can do this for a fraction of the price of mass-market advertising. The online ads will drive people to your web site. Will the sale stop there or can your site get visitors to do the right thing?

One of our clients, Advanced Home Technology, LLC (AHT), redesigned Web Site works smarter with visual and hidden stuff that delights both visitors and the search engines. Their Web presence has been revamped with a new look and better organization for SELLING to visitors. See [www.advancedhometechnology.com](http://www.advancedhometechnology.com)

Our team worked with AHT to take a perfectly nice site and make it into a killer sales vehicle. The site home page gives a large company impression while visually showing what they do and enticing visitors with Sales info. Visitor comfort with doing business with AHT is reinforced by a display of reputable organizations that they are members of. Since the average visitor will click away from a site in seconds, this home page quickly delivers a lot of positive information.

Next, a single click gets visitors to free offers, price comparisons, testimonials, and warranties while capturing their information. The rest of the site affirms the business visually, displaying products and services and even allowing visitors to buy online.

Businesses may drool over the prospect of smart ads but they are only worthwhile when they are backed up by a smart web presence. We can help: call for a free web marketing check up.

Best Regards,

Robert P. Davidson, Ph.D.  
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