

ISSUE 4 VOLUME 2

# WEBWISE™

SMS WebWise™ is a bi-monthly newsletter dedicated to keeping SMS clients and prospects advised of new web site techniques and opportunities in the fast changing Internet marketplace.

Want to receive more marketing tips, news, and info? Sign up for our e-jottings by sending an e-mail to [anita@smsmktg.com](mailto:anita@smsmktg.com) with NEWS as the subject line.

## Case Study: from **Catalog** **to Web Site** **Bridging the Gap**

Suppose your company wants to develop an online catalog on its web site to showcase your company's products. Sounds like a straightforward idea, right? Well, now suppose your company sells hundreds of diverse products, each of which often go by several different names within various industries, and each product needs to be easily accessed while also disseminating a substantial amount of information about each product? What then? It's a lot easier than you may think.

A leading manufacturer of wire protection products, brought this complex situation to SMS. We implemented several innovative levels of organization to help visitors find the product they were looking for, including:

1. A breakdown of products into well-known categories.
2. Horizontal scroll bars with bold pictures of each product to help people quickly identify what they need in each category.
3. Product names appear above each product picture, for easy identification.
4. Product number searches for easy one-step access in finding a regularly used product.

5. Three sections for each product, broken down into Features, Specifications, and Print Data Sheet to further help inform customers about each item.

While these specific solutions may or may not be right for converting your company's catalog to a web site, this example shows that there are numerous ways of making this important transition. The flexibility of web sites allows for the transition to go smoothly and your customers will certainly appreciate it if you make their search for your products a lot easier. In the end, a little creativity will pay off with big rewards.

For more information on converting your company's product catalog to a web site, please contact Kevin at **856-697-2341** or [kpyles@smsmktg.com](mailto:kpyles@smsmktg.com).



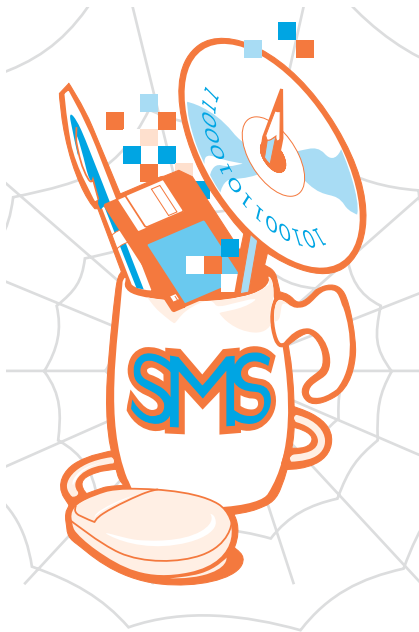
## Want a **FREE**, Objective Analysis of your Web Site?

Simply e-mail [anita@smsmktg.com](mailto:anita@smsmktg.com) and request an analysis of your site. You will receive a complete review of your site with no obligation whatsoever.

**We know many of you have burning web site questions to ask us. Let the SMS WebWise Newsletter quench the fire! Send your questions about web site marketing to [anita@smsmktg.com](mailto:anita@smsmktg.com) or call Anita at 856-697-1257. Your answer might appear in the next WebWise issue.**

## Future Topics of WebWise

- ☛ Search Engine Optimization (SEO) Fact and Fiction
- ☛ To Blog or Not to Blog
- ☛ Considering an E-newsletter?
- ☛ Adding Animation to Content
- ☛ Writing for Web Sites
- ☛ ...and more. Don't miss an issue.



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Is Your Catalog TOO  
BIG for Your Web site?  
Maybe Not...



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SMS  
scientific  
marketing  
services

## 7 Factors for More Effective Banner Ads



Banner ads are a good way of creating awareness and directing prospects back to your site. Here are some things to consider when putting up a banner ad:

- 1. Placement:** Utilize sites with high traffic and content relevant to your product/service. Trade journals, vertical search engines, and industry organization sites also should be researched.
- 2. Landing Page:** Clicking on your banner ad should lead visitors to an appropriate landing page that elaborates on the topic of your banner ad.
- 3. Good Design:** Good banner ads quickly create curiosity and awareness, fit your company's branded image, and support your overall marketing campaign. Incorporate "Click here". Simple things often make a big difference.
- 4. Offer:** Generate leads with a tempting offer, such as a "Free White Paper" offer, or "Free Trial Membership".
- 5. Testing:** At pre-planned intervals, make alterations to compare how well one ad performs versus another to find what works best.
- 6. Timeliness:** Alter the message to reflect topics in your industry at specific times of the year.

7. Work with SMS to create effective banner ads. For more information, contact Kevin at **856-697-2341** or [kpyles@smsmktg.com](mailto:kpyles@smsmktg.com). To see a sampling of banner ads done by SMS, please visit [www.smsmktg.com/banners](http://www.smsmktg.com/banners)