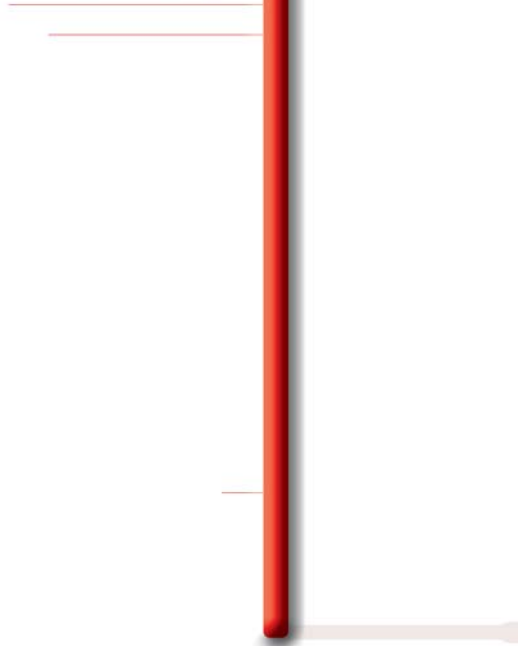
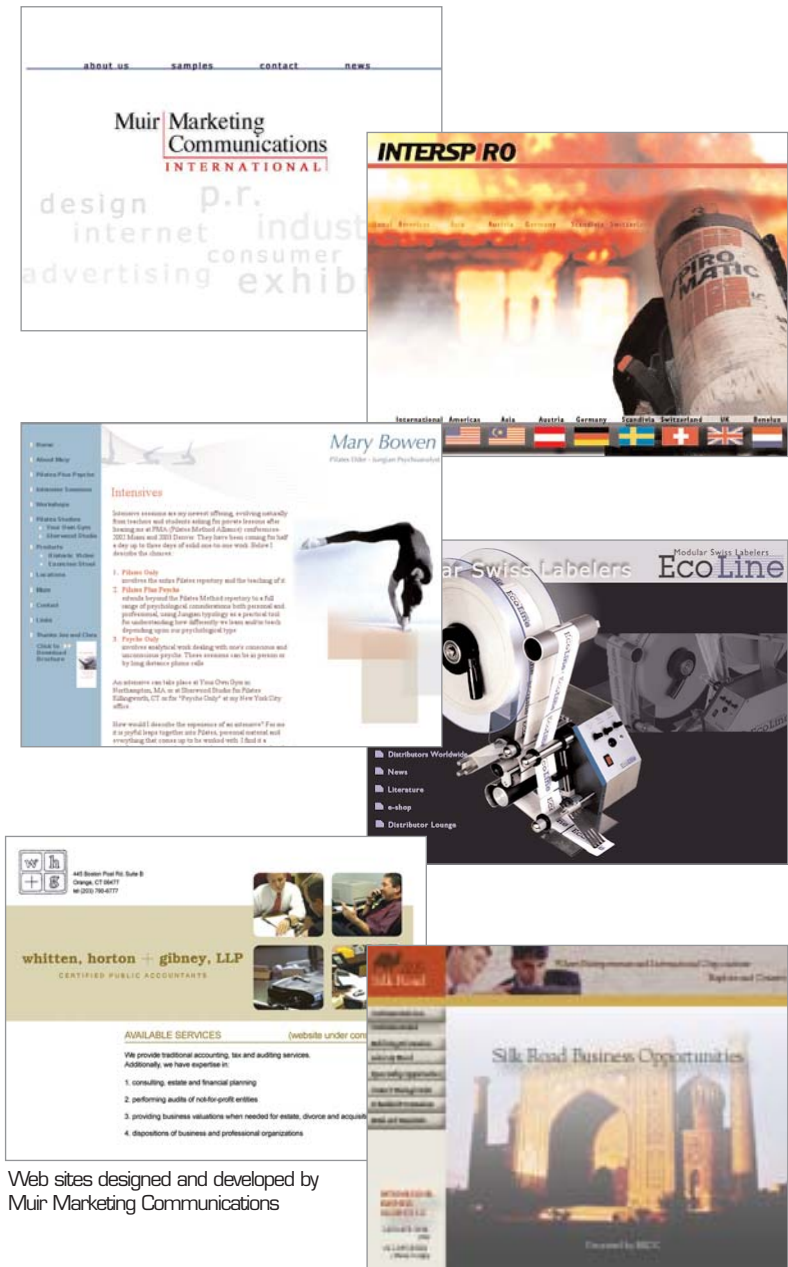


NEED A  
SERIOUS  
WEBSITE ?

(one that  
increases  
business)



It is pretty well accepted that every company needs to have a web site - something that unfailingly pops up on the computer for existing clients or prospects to visit and be comforted. Wouldn't it be nice if this web site also attracted new customers on a consistent basis?



Web sites designed and developed by Muir Marketing Communications

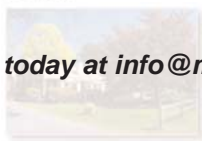
Back in ancient times (nine years ago), many web sites were electronic curiosities created by technical minds without much design or marketing sense.

A few years later, experienced graphic artists started adapting to "new media" and produced wildly creative web designs... some with mind boggling, but slow loading, special effects.

Just three or four years ago, someone pointed out that a complex, beautiful, morphing web site has little value if customers don't visit - and so the art of web site marketing (search engine popularity, pay per click, navigation patterns etc.) became more refined.

As advertising/marketing professionals with over twenty years experience, Muir Marketing Communications has monitored the development of Internet marketing carefully. We can now report that the Internet has turned out to be in some ways like the advertising media that came before: if any single aspect is weak (e.g. function, design, popularity), the medium will not draw the desired response, and money has been largely wasted.

Contact us today at [info@muirad.com](mailto:info@muirad.com)



20 Hamilton Drive, Madison  
\$810,000  
Available



148 Middle Beach Road, Madison  
\$1,750,000  
Available



14 Jefferson  
\$619,000  
Under Contract



350 Vineyard Pt.Rd., Guilford  
\$810,000  
Under Contract



26 Woodlawn Avenue, Madison  
\$739,000  
Available

We also know there are additional considerations: consistency and positioning.

Just like your business card, print ad and brochures, a web site is an "impression".

If it is not consistent with the sales theme and branding of your company's other advertising, a strategic aspect has been lost.

The screenshot shows a Yahoo! search results page for the query "american russian marketing". The search results list several items:

- Sponsored Results:**
  - [Russian Search Engine Marketing Services](#) Russian Search Engine Optimization (SEO) services. Russian website localization and marketing. Russian email enquiry processing. Russian PPC campaign development service [www.a2ztranslate.com](http://www.a2ztranslate.com)
- Search Results:** Results 1 - 10 of about 3,170,000 for **american russi**
- 1. [Russian American Services](#)**
  - ... Dear **Russian/American** Entrepreneur, Welcome to our company web site. attract investment or strategic partners. Muir **Marketing** Communications has specialized for fifteen years in the ... [www.muirad.com/pages/russian.html](http://www.muirad.com/pages/russian.html) - 20k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
- 2. [Russian American Market & Russian B2B Programs](#)**
  - ... is a nationwide leader in **Russian-American** direct response **marketing**. We provide you with targeted ... We make **marketing** to **Russian-American** owned small businesses easy, economical and ... [multiculturalledge.com/russian-market.htm](http://multiculturalledge.com/russian-market.htm) - 29k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
- 3. [General Information](#)**
  - ... In October 2004 **Russian Marketing** Information System (RMS) was ... and organizations (**American marketing** association, Japan **marketing** associatio Finnish **Marketing** Federation ... [eng.ram.ru](http://eng.ram.ru) - 18k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
- 4. [Ethnic Marketing](#)**
  - ... ethnic **marketing** company ... **Russian** and others Eastern European language speaking communities of our great **American** society and **American** business providing business, cultural, and **marketing** ... [www.marketingtorussians.com](http://www.marketingtorussians.com) - 14k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)

We know no better example of popularity marketing than our own site, [www.muirad.com](http://www.muirad.com) After three or four years diligently cultivating our content we rank high in several niche search categories. For example, as you can read above we recently were #1 out of 3 million search results for "american russian marketing" on international giant Yahoo.

So we suggest your web site:

- FUNCTION FLUIDLY AND BE EASILY NAVIGABLE
- BE VISUALLY APPEALING
- HAS OPTIMUM SEARCH ENGINE POPULARITY TO MAXIMIZE VISITOR TRAFFIC
- IS BRANDED CONSISTENT WITH YOUR COMPANY'S OTHER PROMOTIONAL IMPRESSIONS.

Your firm has probably met people who can provide one, or some, of the features mentioned above. Unfortunately, all elements must be on - target, or your site simply won't be effective.

Like an insurance policy, Muir Marketing Communications provides everything required in successful web development. We take pride in our work and charge fairly for our services.

If your company feels it is finally time to get serious about the Internet's sales potential, we would enjoy meeting and learning more about you.



We are a customized full service marketing communications firm that assists both American and International firms seeking to expand globally. We carefully localize our work for the target market (including this billboard for the largest utility in the former Soviet Republic of Georgia).

Modular Swiss Labelers EcoLine

**Contact us today at [info@muirad.com](mailto:info@muirad.com)**

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