

Check it out ...

- midlandmeadows.com
This new site is for a senior care facility near Huntington, WV.
- schrocksofwalnutcreek.com
This site has been updated to allow customers to pick and choose options for their custom cabinetry and furniture. It also makes a great tool for Schrocks' dealers.

Web Zips

Why you should NOT have music on your website.

- It's obtrusive. Many people use their computers as media stations to play music and video. Having music come blaring through their speakers when they click on your site will cause a frantic scramble to turn the volume down or off, or they may exit your site.
- The music cuts off when you click on the site.
- Not all browsers support multimedia content and the music may cause their browser to crash.
- Having music playing slows down the site.
- It was cool in the 90's, but it is now considered dated and unprofessional.
- Even though you may love it, not everyone will like your choice of music.

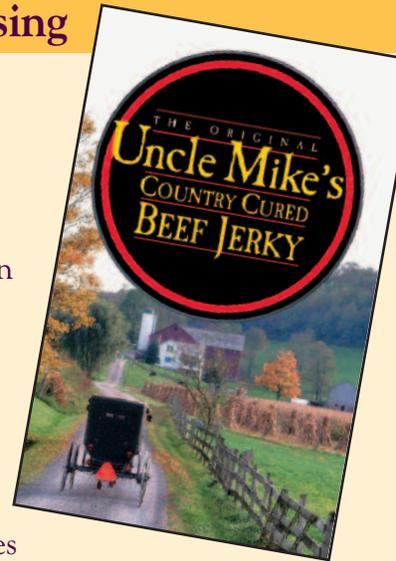
Cool Pics

This photo shows the beauty of Ohio's Amish Country in the autumn. It made a great visual for this Amish Oak, etc. billboard. For more cool pics, check out moreheadmarketing.com.



Worst Mistakes for Outdoor Advertising

When people hear the term "Outdoor" advertising they are quick to assume you mean billboards. This category also includes posters, signs, benches, and transit advertising (such as sides of trucks, buses, subways and taxicabs). One great advantage of outdoor advertising is that you can not throw it out (like print media), nor can you turn it off, (like radio or TV). The more times you pass a certain location, like to and from work, the more times the message will reach you, increasing the frequency and the chances of you remembering the message. There are also some pitfalls.



Worst Mistakes for Outdoor Advertising

- **Wrong location:** Location is everything when it comes to outdoor advertising. Some people think that since the super highway has the most traffic, it is the best location for a billboard. Not always. If you are a vacation destination or your businesses is located just off the highway, it may be a good choice. Otherwise, it is often much smarter, and less expensive, to post the message nearer your business, so that it draws in local traffic. Billboards are especially effective in rural areas where there is one main road that everyone uses.
- **Too many words:** On average, people have 2-3 seconds to see your message. Keep it simple and limit yourself to 8-10 words. Save longer copy for brochures, websites and ads.
- **Not including your logo:** Capitalize on the recognition you have already built with your logo.
- **Boring:** Be creative. Make it very visual with bold colors and simple backgrounds. This truck for Walnut Creek Furniture, featuring a sleigh bed in a snowy field, is a great attention getter.

