

How Does the Internet Affect My Business?

May 6, 2008

Cindy Martin

President/CEO, al.com



How Does the Internet Affect My Business?

- I. al.com Background
- II. Trends – Internet Usage
- III. Trends – Online Shopping
- IV. Examples of Excellence
- V. What Do I Do *NOW*?



I. al.com Background



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CAMPAIGN 2008



AP Photo

Pennsylvania is must-win for Clinton
Democratic presidential hopeful Sen. Hillary Rodham Clinton, D-N.Y., leaves Boccellas Restaurant with a Philly cheese-steak sandwich after a campaign stop in Conshohocken, Pa. on Tuesday. [» More](#) | [AP video](#)

NASCAR

[Sports Index](#)

No ordinary toolbox
The toolboxes you'll see in a NASCAR pit aren't exactly what your dad had in the garage

- Read the full story
- Talladega a test for COT
- Talladega Notebook
- More motorsports



ENTERTAINMENT

[Entertainment Index](#)



REAL-TIME NEWS

More than 4,000 tickets written by troopers in weekend traffic blitzes

State troopers wrote more than 4,000 tickets in Jefferson and Cullman counties during two separate crackdowns on traffic violations.

- Serial killer Siebert dies of cancer on Death Row 3:38 p.m. CT
 - Van, police motorcycle collide 1:23 p.m. CT
 - Meth labs found in Grant Mountain area 2:50 p.m. CT
 - Riley uses Earth Day to sign recycling bill 2:38 p.m. CT
 - Dead woman found in ditch 3:34 p.m. CT
 - Committee picks Bishop State president semifinalists 3:20 p.m. CT
- More: [Birmingham](#) | [Subscribe](#) RSS
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- The Birmingham News**
- John McCain shakes hands, touches hearts in Alabama's Black Belt, raises funds in Birmingham area
 - Democrats' report on Siegelman prosecution cited as proof of politics in two-year college probe
 - Post-traumatic stress disorder cases on rise in Birmingham VA center
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- Press-Register**
- McCain: Get on with the tanker

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ENTERTAINMENT • Entertainment Index



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- McCain: Get on with the tanker

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Top Site in AL, Birmingham, Mobile and Huntsville
871K unique visitors/mo
51 million page views/mo
35 employees



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FUEL RULES



AP Photo

Government proposes fuel economy rules

As gas prices continue to surge across the nation the government is outlining new rules requiring carmakers to reach 31.6 miles/gallon by 2015. [More](#)

REAL-TIME NEWS

with [The Birmingham News](#)

Serial killer Siebert dies of cancer on Death Row

Serial killer Daniel Siebert has died on Alabama's Death Row.

Siebert, who was convicted of five Alabama murders and had confessed to as many as 13 killings nationwide, had pancreatic cancer.

Department of Corrections spokesman Brian Corbett said the 53-year-old Siebert died at 1:35 p.m. today.

- Van, police motorcycle collide 1:23 p.m. CT
- Tim James plans another run for governor 1:01 p.m. CT
- Plan to lease county land to athletic associations fails 12:45 p.m. CT
- More than 4,000 tickets written by troopers in weekend traffic blitzes 11:47 a.m. CT
- Three teens remain in intensive care after Blount County crash 11:25 a.m. CT
- Birmingham sets parking ticket amnesty for July 1-31 11:10 a.m. CT

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 APRIL 18 - MAY 18
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FUEL RULES



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with **The Birmingham News**

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FUEL RULES

Price per gallon \$ All taxes included

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with **The Birmingham News**

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SABAN WANTS NOTRE DAME
UA coach wants to play rearranged nonSEC foes

★★★★
Alabama's all-time best major leaguers

The Birmingham News
Thursday, April 23, 2015

State to sell land, reclaim inmates

Mercedes' Vance workers build legacy, governor says

Frazier trusts no one in system

The Huntsville Times
Thursday, July 2, 2017

Derby girls are on a roll

2 MINUTE TIMES

Lady Bird dies

Shut down East Clinton?

Saved by D. Bell (and his partner, B. Moore)

Worley felony

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FUEL RULES

Price per gallon \$ 4.139 All taxes included
 Price per gallon \$ 4.039 All taxes included
 Price per gallon \$ 3.919 All taxes included

REAL-TIME NEWS

With **The Birmingham News**
Serial killer Siebert dies of cancer on Death Row
 Serial killer Daniel Siebert has died on Alabama's Death Row.

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SABAN WANTS NOTRE DAME
 UA coach wants to play inaugural non-SEC foe

The Birmingham News
 Thursday, April 17, 2007

State to sell land, reclaim inmates
 Funds from sale being given to state

Mercedes' Vance workers build legacy, governor says

Frazier trusts no one in system
 Head of prison system of Alabama

The Huntsville Times
 Thursday, July 19, 2007

Derby girls are on a roll

2 MINUTE TIMES
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Worley felony

WEATHER
 NOTHING BUT TIME

MOBILE EDITION
PRESS-REGISTER
 SERVING THE ALABAMA GULF COAST SINCE 1813

REGIONS
 Strickland Youth Center officer reinstated

ARMED AND DANGEROUS
 Authorities on the hunt for duo in pair of holdups

Electric rates up sharply
 Alabama Power spokesman attributes most of the increase to steep jump in cost of fuels



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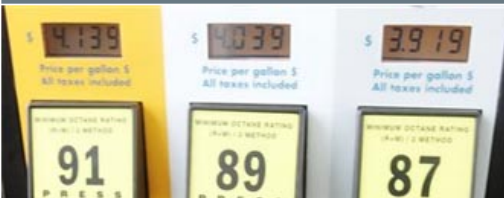
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Everything Alabama

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Site Content

Then

Now

<ul style="list-style-type: none"> •Text based newspaper stories 	<ul style="list-style-type: none"> •Breaking News •Photo/Video galleries •Forums •Blogs •Site Search •Email Alerts <ul style="list-style-type: none"> •Expanded alliances <ul style="list-style-type: none"> >AHSAA >GolfSouth Magazine >The Alabama Baptist >KPI Latino >Lindy's Sports >WVSU 91.1FM



Site Advertising

Then

Now

•Banner ads

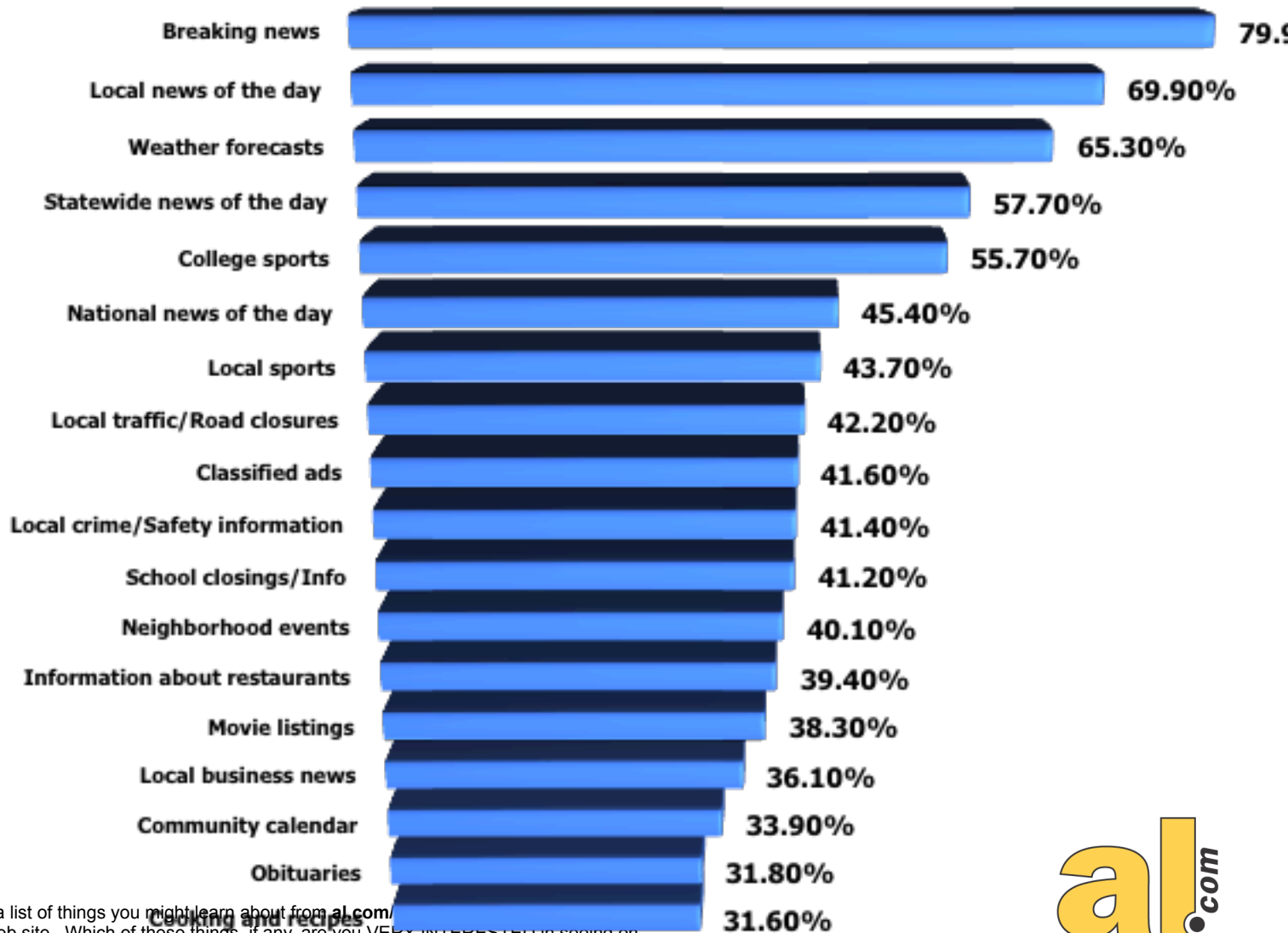
- Full Inventory Solutions
- Rich media ads
 - >Video/Audio
 - >Flash
- Geographic Targeting
- Behavioral Targeting
- Search Engine Key Words
- Enhanced Business Listings

http://videos.al.com/al/2008/03/hillcrest_wins_the_6a_boys_sta.html



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Interest Drivers of al.com Visitors



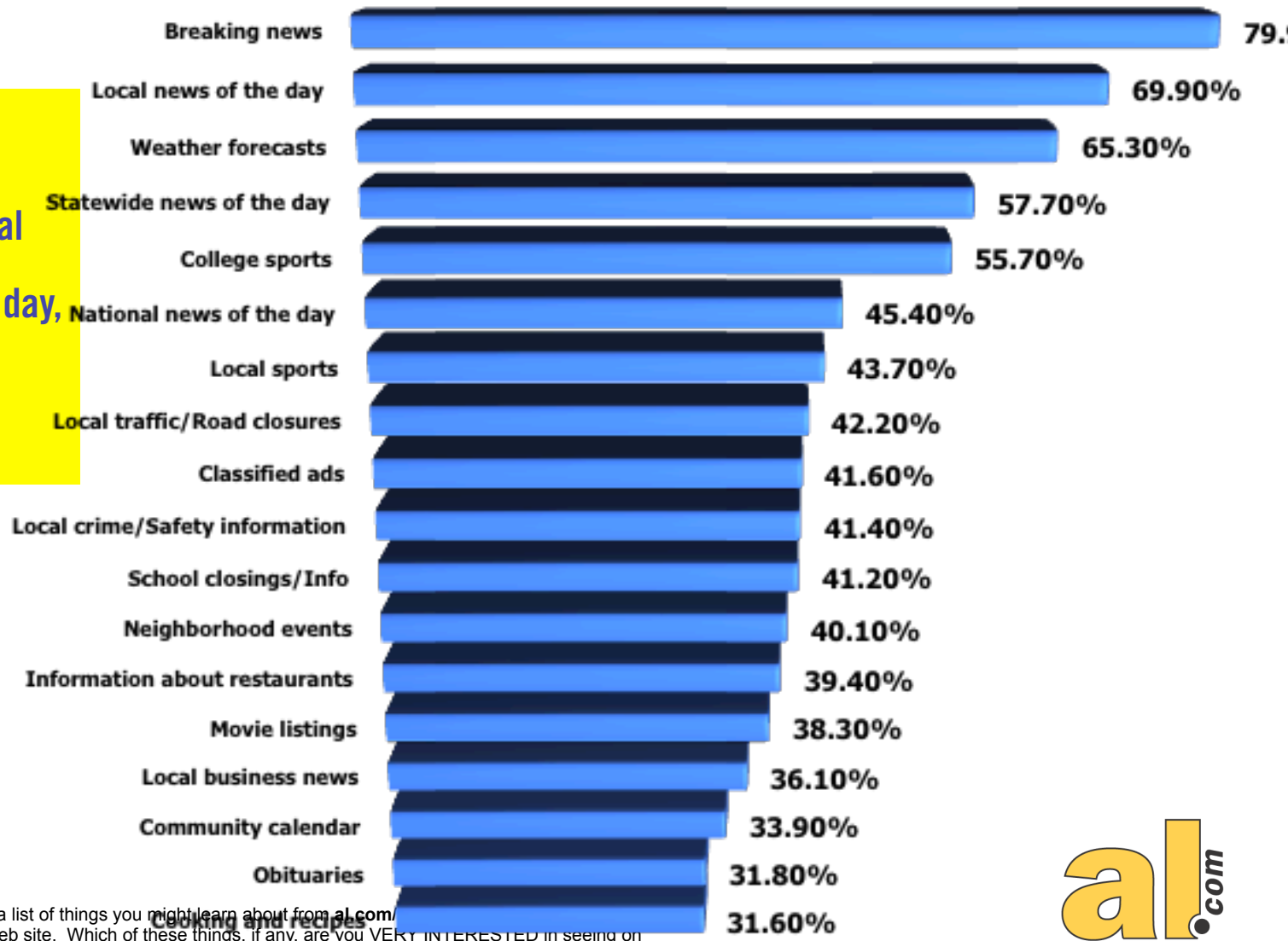
Question: Here is a list of things you might learn about from al.com and information Web site. Which of these things, if any, are you VERY INTERESTED in seeing on al.com/Birmingham or another local news and information Web site? [CHECK ALL THAT APPLY.]



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Interest Drivers of al.com Visitors

Breaking news, local news, & weather drive use day after day, month after month

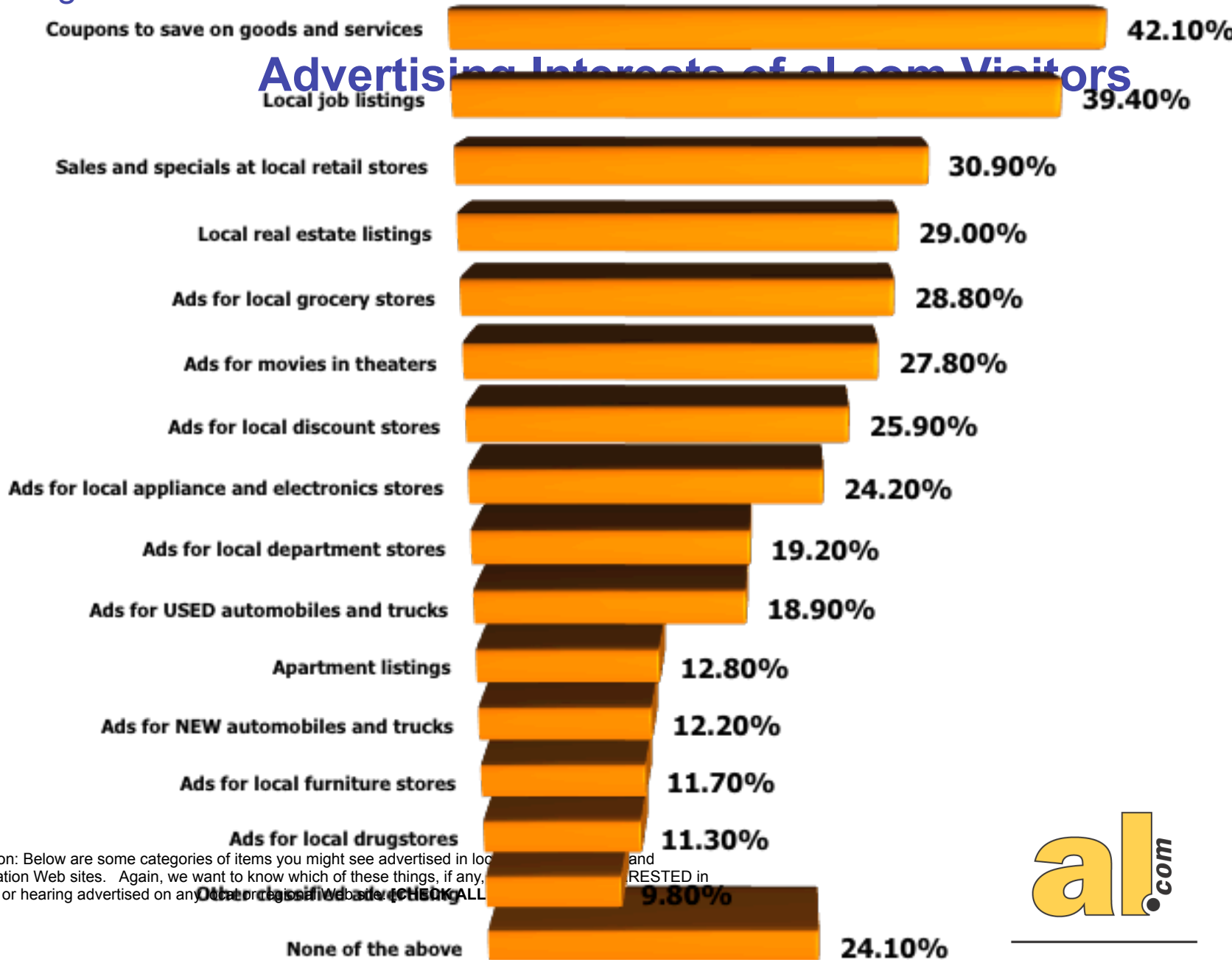


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Advertising Interests of al.com Visitors



Question: Below are some categories of items you might see advertised in local information Web sites. Again, we want to know which of these things, if any, you are most INTERESTED in seeing or hearing advertised on any of our regional Web sites. (CHECK ALL THAT APPLY)



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al.com Visitor Profile

	al.com*	AL Census**
Gender	54% Men 46% Women	49.9 % Men 50.1% Women
Ages 18-44	59% 18-44 years old	
Median Age	42 Years	37.2 Years
Median Income	\$70,300	\$38,473
Education	58% College Graduate or More	21.1%
Residence	83% Alabama Residents	



Source: *Visitor Survey al.com/Birmingham 2006 Belden Associates

**U.S. Bureau of the Census, 2006

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 Year to Year
 Choose A Make
 Choose A Model
 Choose A Location
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Build your car and receive quotes from local dealers near you through our four step process

Step One:

Choose Your Year

SELL YOUR CAR

Reach local shoppers online and in print

FIND OTHER VEHICLES

Motorcycles RV's
 Classic Cars Hemmings
 In partnership with

CHOOSE YOUR LIFESTYLE

Not sure what kind of car you want to buy? Find a Vehicle that fits your needs:

- Family
- Outdoors
- Luxury
- Performance

KEYWORD SEARCH

Search by Web ID, VIN#, Car Features

Example: 2003 Civic, Leather, ABS

NEW CAR RESEARCH

- Main Research Page
- New for 2008
- Make/Model:
- View All New Models For 2008

New Cars By Type

- Vans
- Passenger Cars
- Luxury Cars
- Cargo Vans
- Wagons
- Coupes
- Minivans
- SUVs
- Sports Cars
- Hybrid
- Trucks
- Convertibles

NEWSPAPER ADS *The Birmingham News*

- Adamson Ford
- Courtesy Pontiac Buick GMC
- Drive Nissan
- Driver's Way
- Edwards Chevrolet Downtown
- Jim Burke Buick Pontiac GMC
- Jim Burke Chevrolet
- Jim Burke Hyundai
- Jim Burke Subaru
- Jim Burke Pre-Owned Cars
- Jim Burke Nissan
- Jim Burke Dodge Chrysler Jeep

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Drivers Way
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[Click Here For Details](#)

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Stock#: 42530
\$15,590
Birmingham Suzuki
800-736-8009
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2003 Chevrolet Corvette
Stock#: B11001



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KEYWORD SEARCH

Search by Web ID, VIN, CI
Example: 2003 Civic, Lease

NEW CAR RESEARCH

Main Research Page
New for 2008
Make/Model: [Aston Martin C](#)
View All New Models For:
New Cars By Type
Vans, Cargo Vans, Minivans, Hybrid, Passes, Wagons, SUVs, Trucks

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FIND A HOME TO BUY

Region: [Ala.com](#)

Area: Choose A Region

Hold down Ctrl key (PC) or Command key (Mac) to select multiple areas.

Search by Keyword / Web ID / City / Zip Code:

Price Range: \$0 to No Maximum

Bedrooms: Any Bathrooms: Any

Restrict Your Search to:
 Open House - New Today! (Birmingham and Mobile only)
 Just Listed (Mobile Area Only)
 See New Construction Listings

Property Types:
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Condo
Townhouse
Apartment
Adult Community

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UPDATED: 10:50 a.m. CT, April 29, 2008
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Year: to Year
BUY
Choose A Make:
Choose A Model:
Choose A Location:
SEARCH > [Advanced](#)

KEYWORD SEARCH
Search by Web ID, VIN, CI
Example: 2003 Civic, Lease
SEARCH >

NEW CAR RESEARCH
• Main Research Page
New for 2008
Make/Model:
• View All New Models For:
New Cars By Type
• Vans • Passes
• Cargo Vans • Wagons
• Minivans • SUVs
• Hybrid • Trucks
Restrict Your Search:
 Open House - New To Birmingham and Hoover
 Just Listed Models Available
 See New Construction
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Enter Password:
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Enter Keywords: Enter City (optional):
example: sales, Excel, nursing
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Infirmiry Health System
NOLAND HEALTH SERVICES
alacare HOME HEALTH & HOSPICE™
Looking for a Career Opportunity? Click Here.
• Long Term Hospital Now Hiring RN's

VIDEOS AT WORK
Medical West Hospital
Talent Train
East Coast Migrant Head Start Project
Medical West Hospital
East Coast Migrant Head Start Project
TURN SOUND ON Regal Nissan

RECENTLY POSTED JOBS
BIRMINGHAM, AL - Adatech
MENTAL HEALTH WORKERS
BIRMINGHAM, AL - JEFFERSON, BLOUNT, ST CLAIR
DENTAL ASSISTANT
BIRMINGHAM, AL - BLIND AD
RN
MOBILE, AL - Infirmiry Health System
OPTICIAN EXPERIENCED

BULLETIN BOARD
• The Birmingham News Career Fair
• The Huntsville Times Career Expo

RESOURCES
• Top Jobs
• Tips from Career Columnists
• Schools, Instructors, Training, and More
• Search Real Estate To Find Your New Home

EMPLOYMENT BLOG
• Building designers draw up plans for promising careers
• Administrative professionals: Tackling diverse responsibilities in the office

*Data is for February 2008. Internal stats.



I. Background – al.com

The screenshot shows the al.com homepage with the following elements:

- Header:** "al.com Everything Alabama" logo and a banner for "We Get You The Approval You Want".
- Navigation:** NEWS, SPORTS, FORUMS, BLOGS, CITIES, ENTERTAINMENT, TRAVEL, LIFE & HOME, JOBS, AUTOS, REAL ESTATE, CLASSIFIEDS.
- Main Content:**
 - BEST LOCAL JOBS:** Section for finding jobs in Alabama. Includes filters for "MY TOOLS", "SEARCH JOBS", "RESUMES", "MY JOBS", and "RESOURCES".
 - Job Seekers Start Here:** Search for 3324 jobs in Alabama. Includes fields for "Enter Keywords" and "Enter City (optional)".
 - Job of the Week:** Public Relations at American Exhibition Services L.L.C.
 - Videos at Work:** A video player showing a woman at work.
 - Recently Posted Jobs:** BIRMINGHAM, AL - Adatech; MENTAL HEALTH WORKERS; DENTAL ASSISTANT; RN; OPTICIAN EXPERIENCED.
- Left Sidebar:** "FIND YOUR CAR" section with filters for "New", "Certified", "Used", "Year", "Make", "Model", and "Location".
- Right Sidebar:** "AFFILIATED ADVERTISERS" including "Advice for Your Career CAREER WISE" and "Ask About Our Agency Car Program".

al.com/jobs*

Job Searches/mo:
1,451,297

Registered Candidates:
203,053

Resumes: 53,671



*Data is for February 2008. Internal stats.

II. Trends – Internet Usage





II. Trends - Shifts in Media Usage

Fragmentation of Local Media!

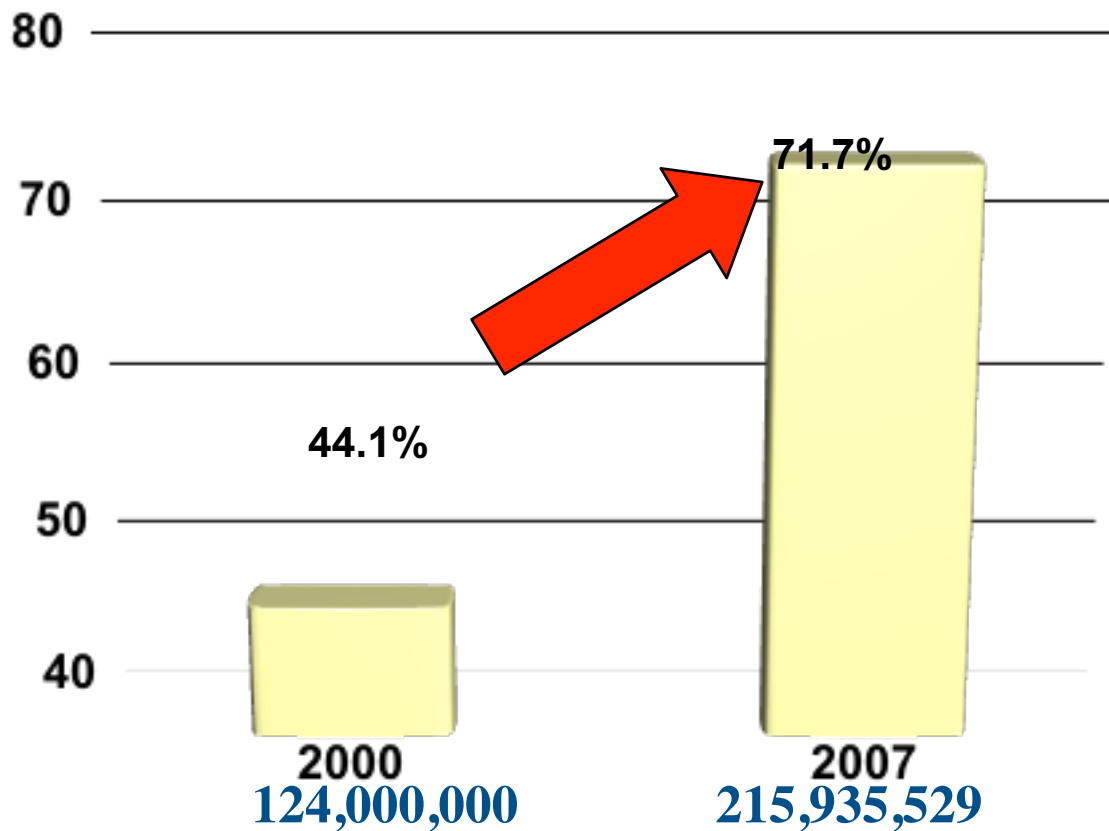


Fragmentation of "Old" media has made it difficult to reach local consumers.

- **Over 200 channels to choose from**
- **TIVO/DVR's Ability to Fast Forward Through Commercials**
- **Video IPODs**
- **Commercial Free Satellite Radio**

II. Trends – Internet Usage

Percentage of adult Americans who are Internet users*

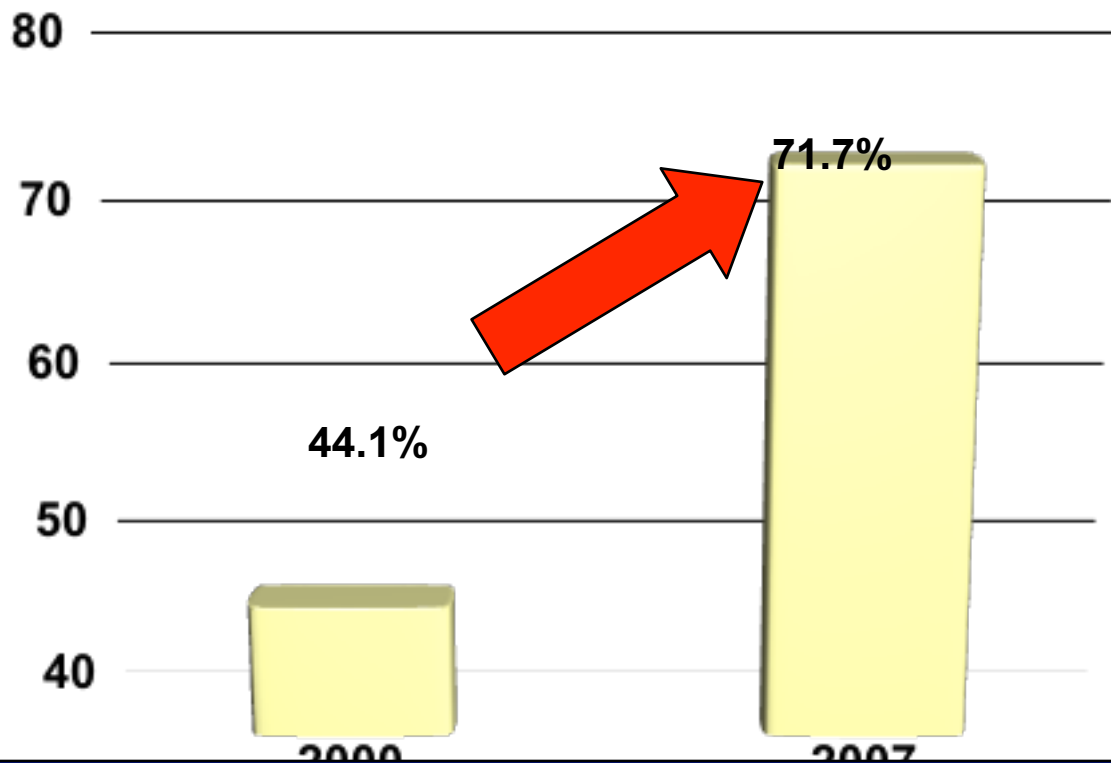


*Source: Internet World Stats, Dec.2007

**Source: Internet World Stats, December 2007 and NCTA, Sept.2007

II. Trends – Internet Usage

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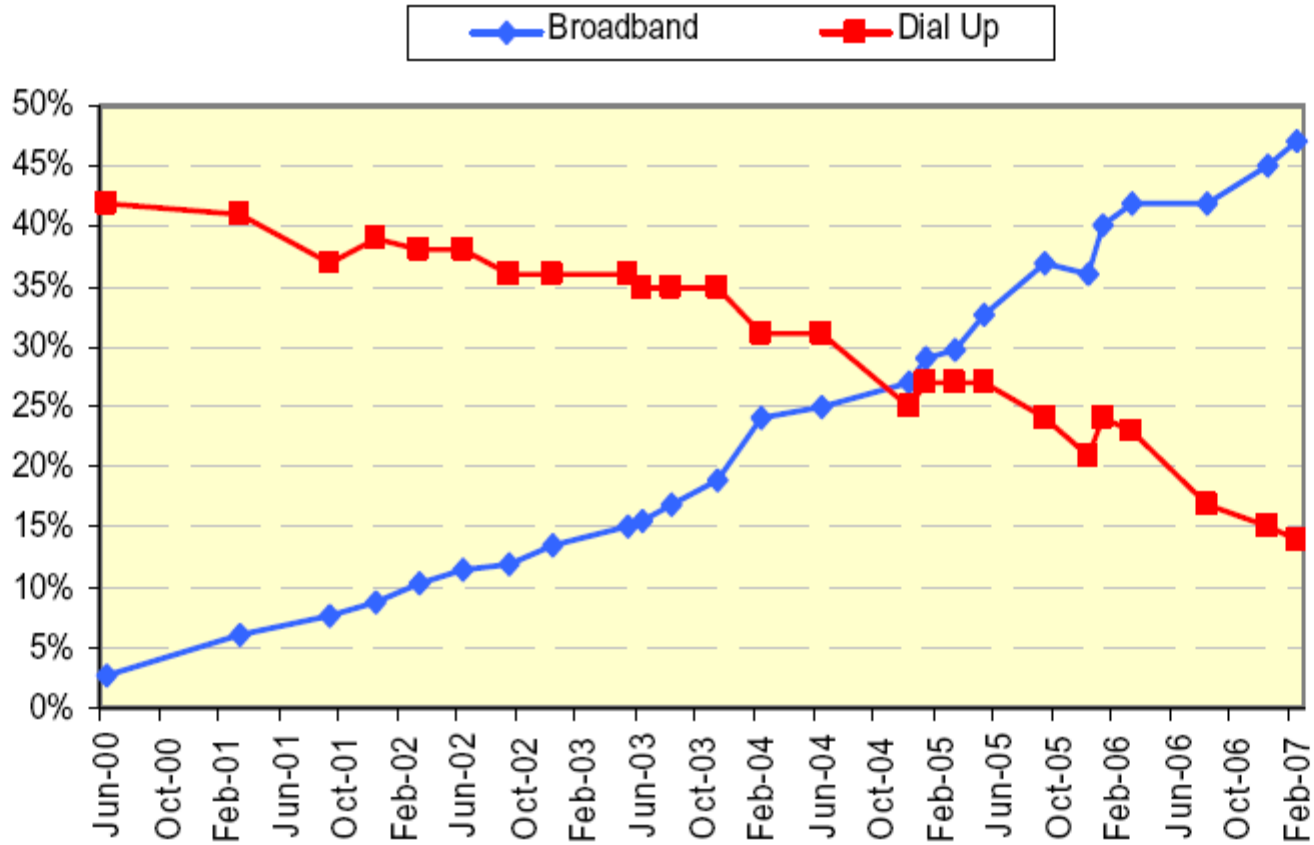
More Americans Have Internet Access (71.7%) Than Cable TV (58%)**

*Source: Internet World Stats, Dec.2007

**Source: Internet World Stats, December 2007 and NCTA, Sept.2007

II. Trends – Internet Usage

Home Broadband & Dial-Up Penetration (% of adult Americans)



In 2007, 47% of US Households had broadband access



II. Trends – Internet Usage

Daily Activities of Internet Users*

Use the Internet	72%	
Send or read e-mail		60
Use search engine	41	
Get news	37	
Surf for fun	28	
Check weather	22	
Do any banking	21	
Look for info on product/service	20	
Watch videos	15	
Get Sports scores and info	15	
Get map or driving directions		10
Get travel info	8	

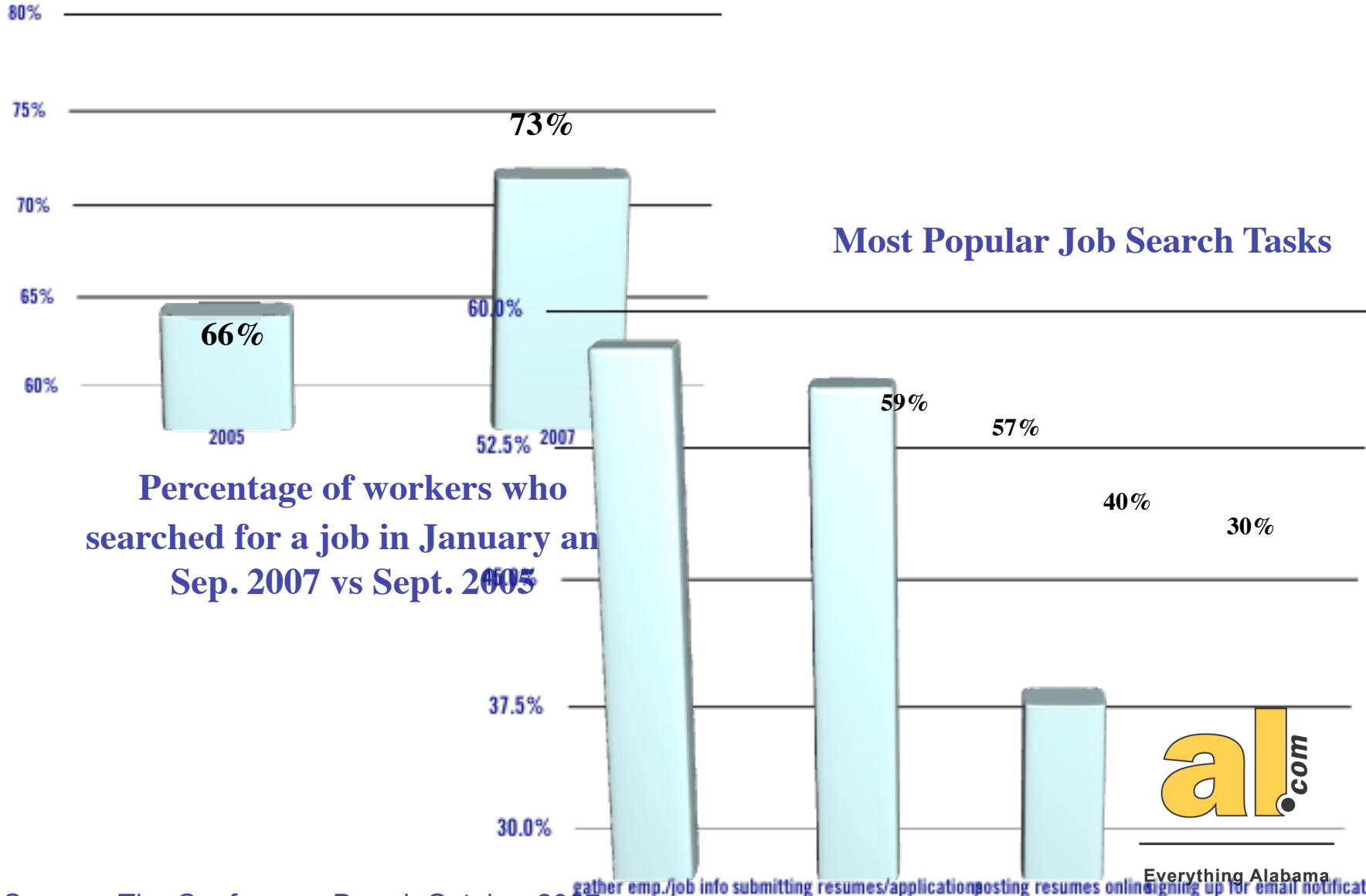
*Pew Internet surveys 2007



Everything Alabama

II. Trends – Internet Usage, Job Search

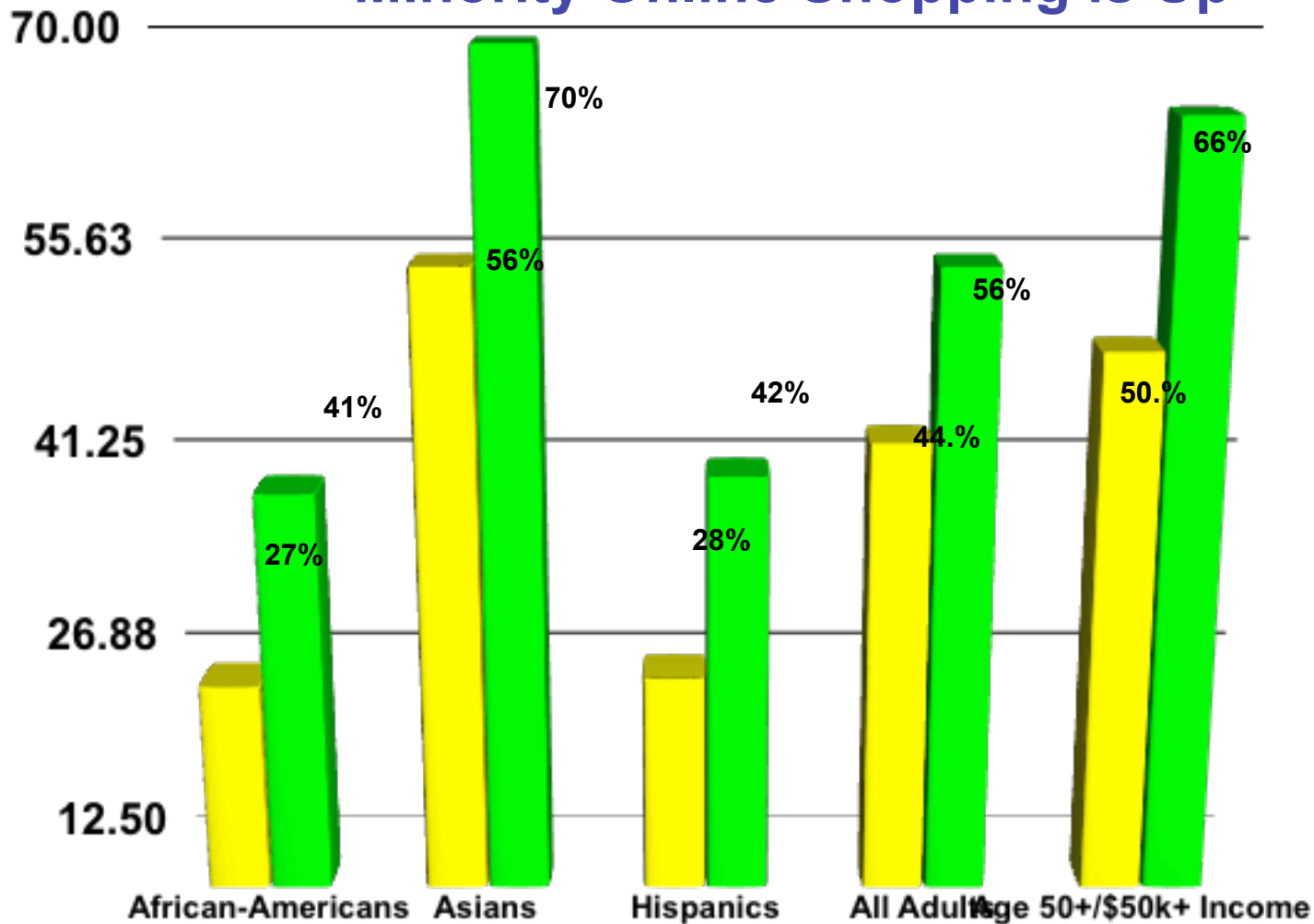
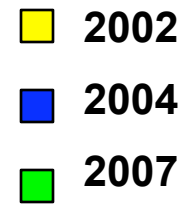
The Internet has become the most popular method of job searching



Source: The Conference Board, October 2007

II. Trends - Online Shopping

Minority Online Shopping is Up



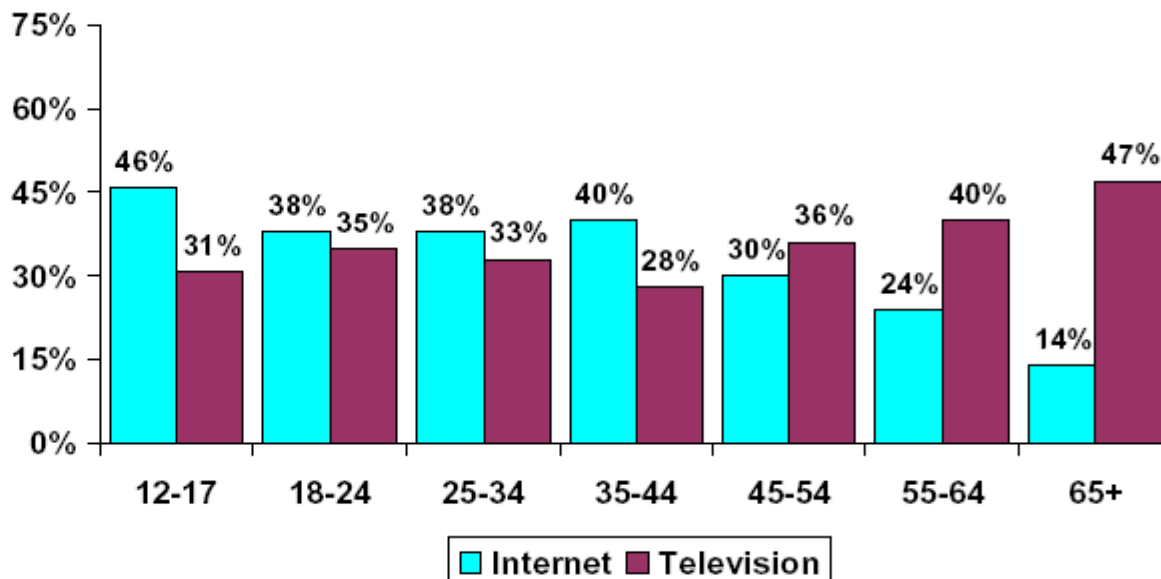
In the 88 markets surveyed for this study, the adult minority population in 2007 was 58 million



II. Trends - Shifts in Media Usage

Age 12-44, more report Internet than television as 'most essential' medium

"Among Internet, Newspapers, Radio and Television, which one... is most essential to your life?" (2007)



Base: Total Population 12+



© 2007 Arbitron Inc./Edison Media Research



II. Trends - Shifts in Media Usage

Reach More People Online

Average Time per Week that US Internet Users Spend
With Select Media: September-October 2007 (Hours)*

Source: International Data Corporation (IDC), "U.S. Consumer Online Behavior Survey Results 2007"



II. Trends - Shifts in Media Usage

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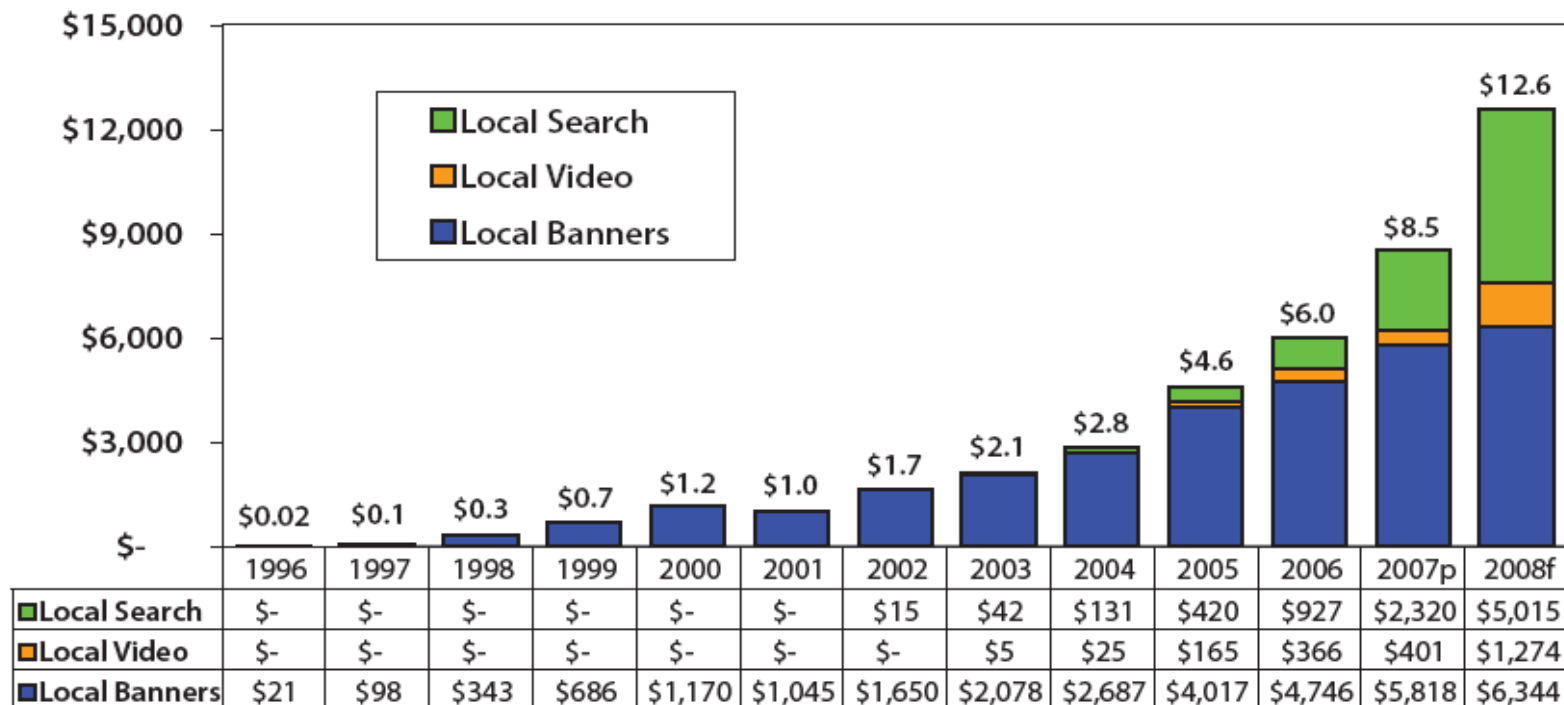


Source: International Data Corporation (IDC), "U.S. Consumer Online Behavior Survey Results 2007"



II. Trends-Shift in online advertising expenditures

Spending continues to increase for all types of online advertising



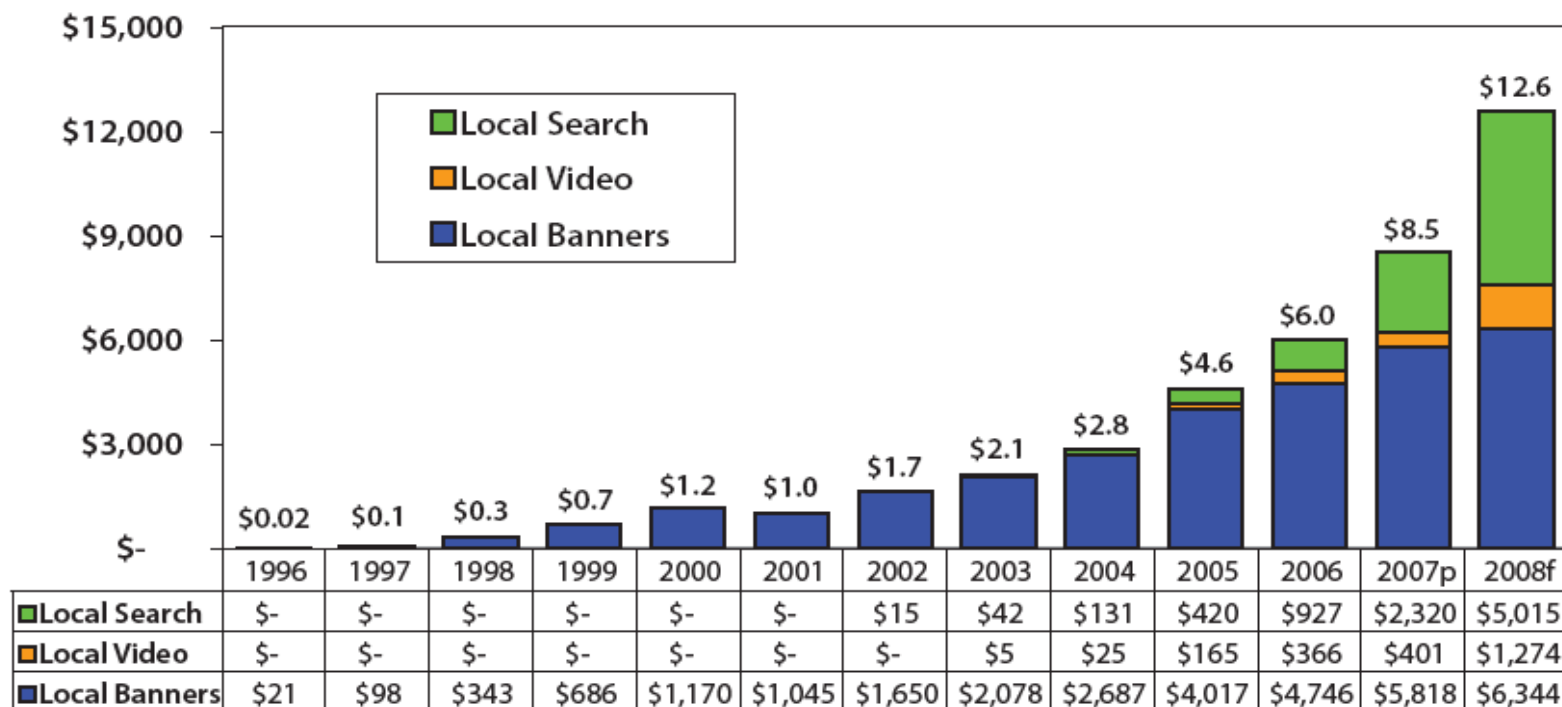
Source: Borrell Associates Inc., as per Q3 2007



*Reuters 4/9/08 Quote from IAB CEO Guy Phillipson

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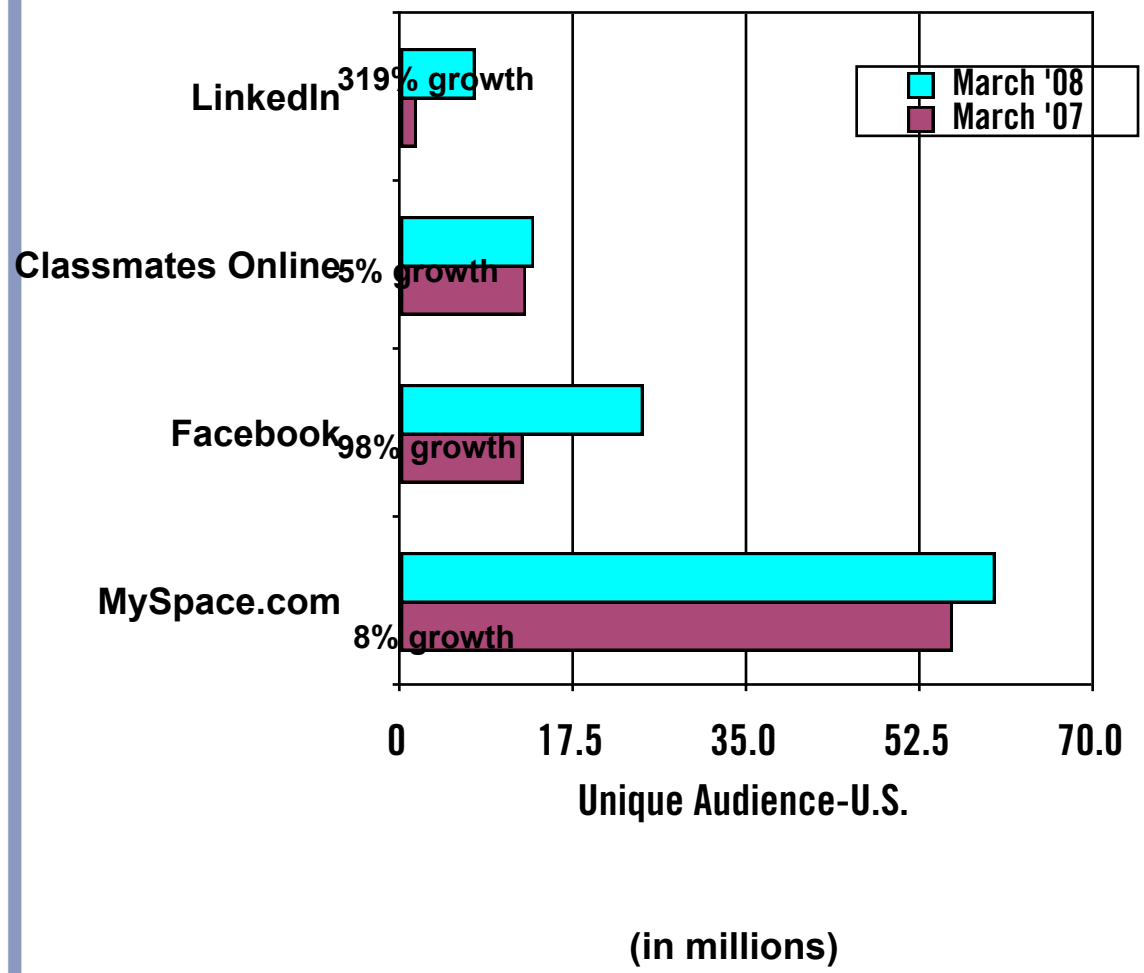
The Internet will usurp television as the biggest advertising medium in Britain by the end of 2009*



*Reuters 4/9/08 Quote from IAB CEO Guy Phillipson

II. Trends – Social Networking

Growth in the four leading social networking sites*

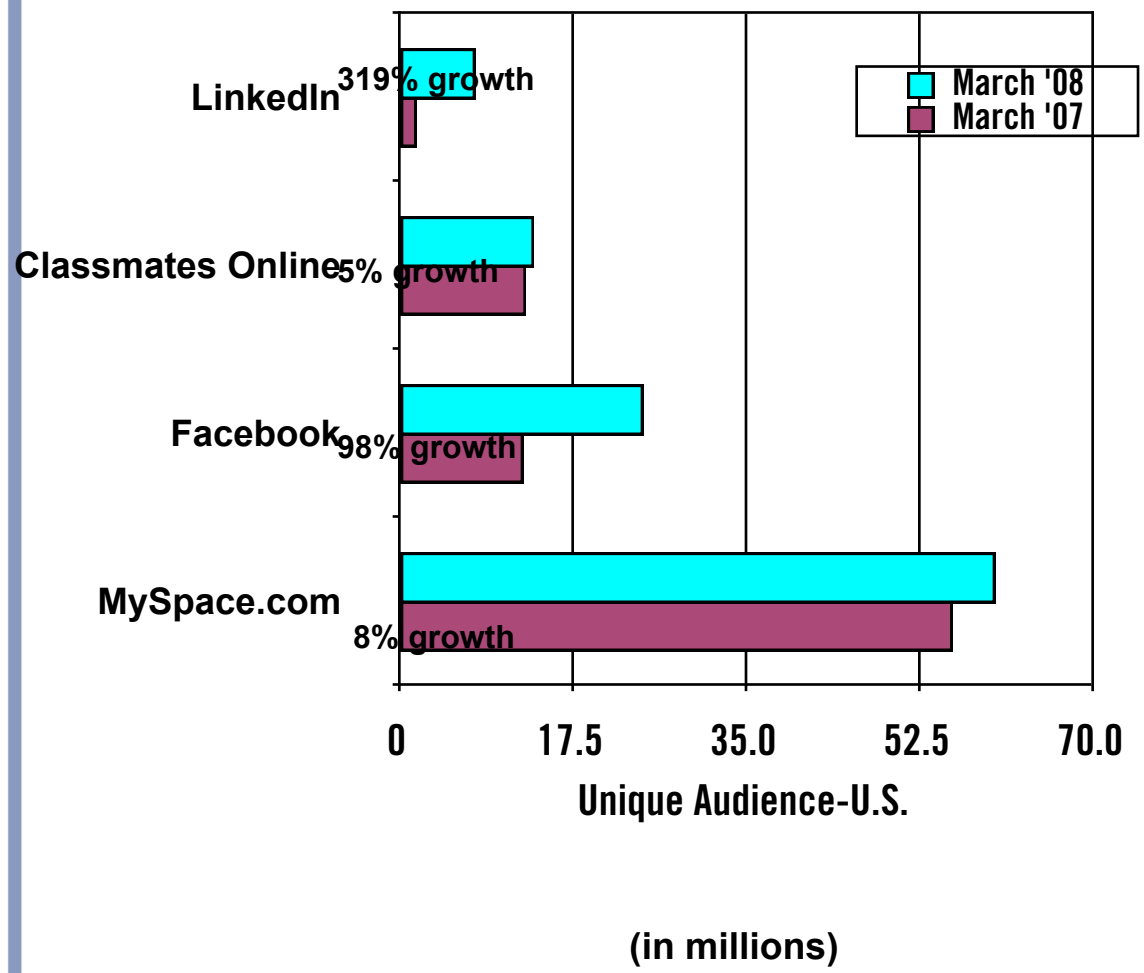


*Source: Nielsen Online, March 2008

**Source: Pew Internet & American Life Project, January 2008

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Growth in the four leading social networking sites*



48% of Internet users had visited video-sharing sites like YouTube at least once during 2007**

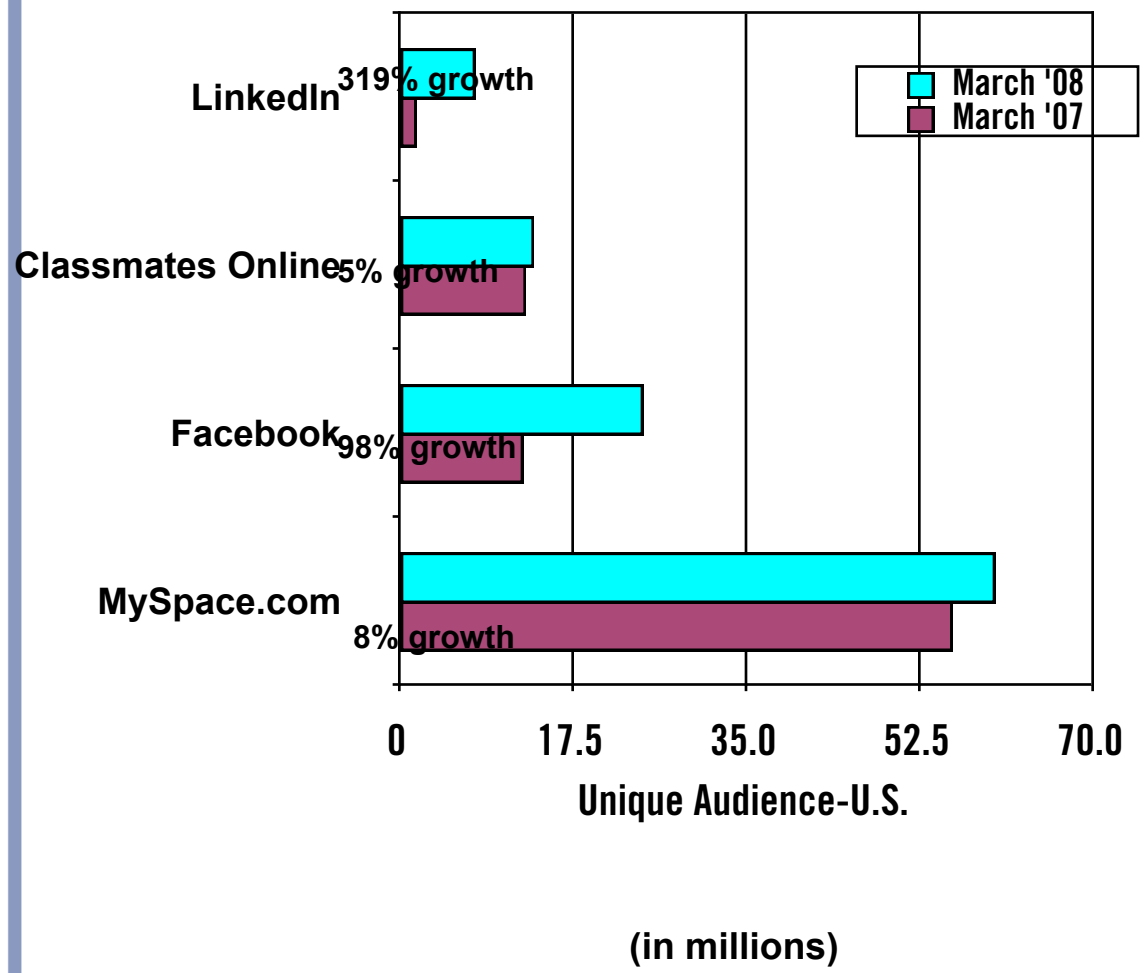
*Source: Nielsen Online, March 2008

**Source: Pew Internet & American Life Project, January 2008



II. Trends – Social Networking

Growth in the four leading social networking sites*



eMarketer predicts that 44% of US consumers will use social networking at least once per month in 2008

48% of Internet users had visited video-sharing sites like YouTube at least once during 2007**

*Source: Nielsen Online, March 2008

**Source: Pew Internet & American Life Project, January 2008



II. Trends-Shifts in Media Usage

Mobile Access-On the Go use

- There are 233 million mobile phone users in the US (that is 80% of the US population!)
- Over 18.5 billion text messages are sent in the US every month
- 75% of 18-24 year old text messaging users use SMS DAILY.



II. Trends-Shifts in Media Usage



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III. Trends - Online Shopping



III. Trends - Online Shopping

Internet Represents an Increasing Percentage of Retail Sales

- **Talbots:** web represents 10% of revenue, **but 68% of sales growth in 2007**
- **Staples:** web sales represent 29% of revenue, **but 58% of sales growth in 2007**
- **Circuit City:** While in-store sales were down over 12% in 2007, **online sales grew by 40%.**



III. Trends - Online Shopping

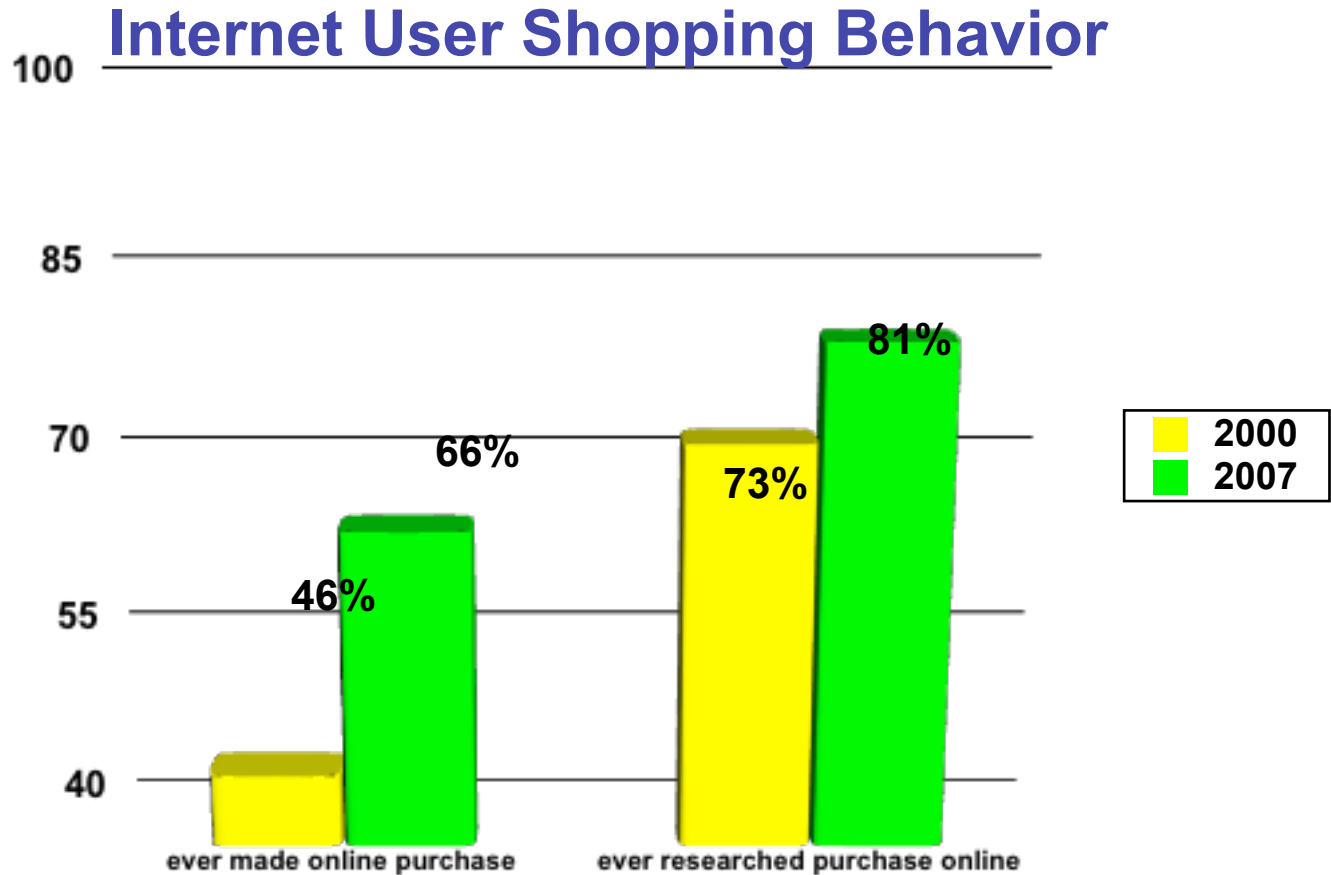
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According to Nielsen Online reports, unique visitors to the mass merchandise category of online retailers grew by almost 5 million in Febr. 2008 vs Febr. 2007



III. Trends – Online Shopping



Source: Pew Internet & American Life Project Survey, September 2007

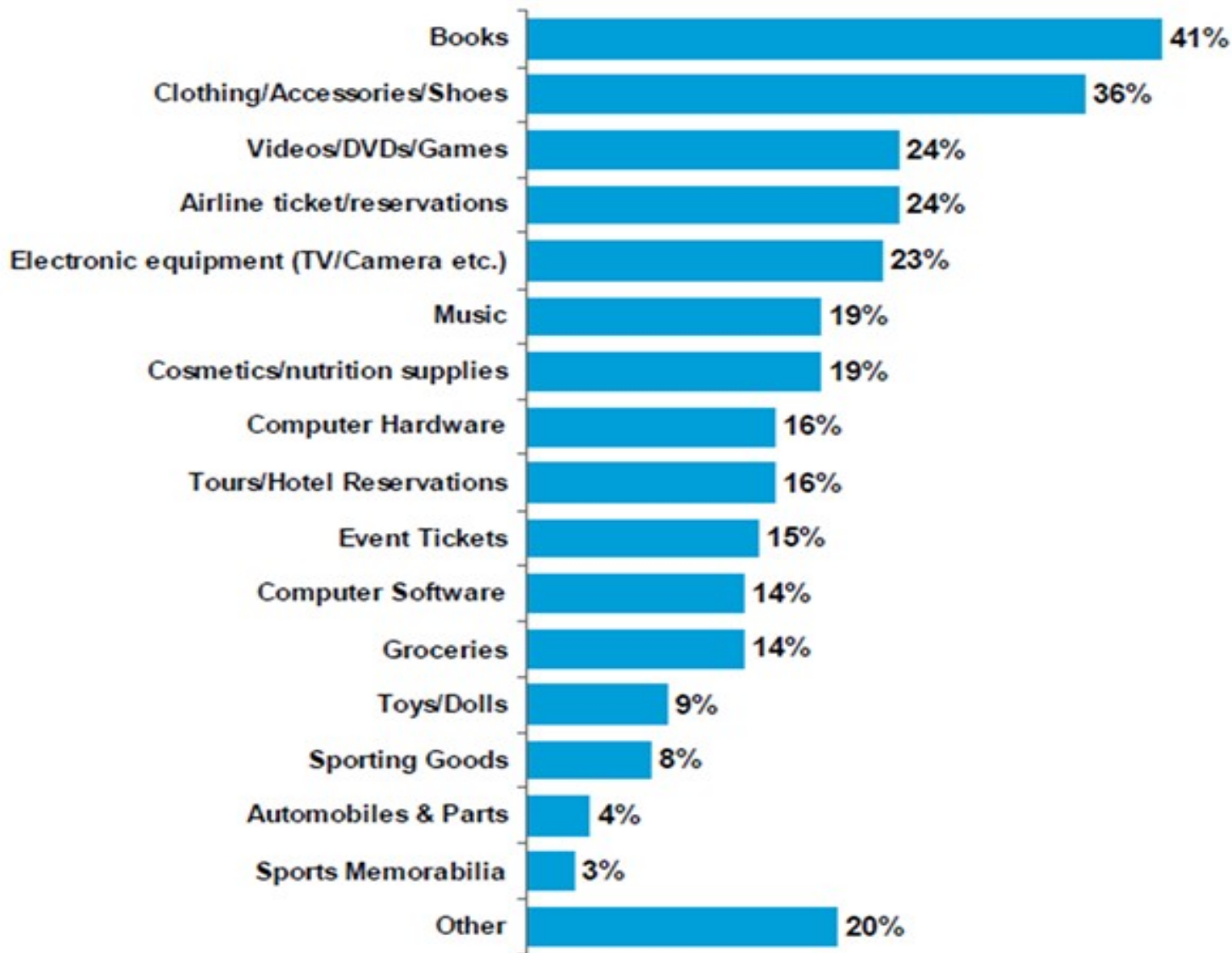
78% of consumers use the Internet to research products and services and then purchase offline at a local business.

*Nielson netRatings Survey, November 2007



III. Trends – Online Shopping

In the past 3 months what items have you purchased on the Internet?
Global average



Base: Respondents who have made a purchase online in the past 3 months

Confidential & Proprietary

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Everything Alabama

IV. Examples of Excellence



IV. Examples of Excellence – SOHO Square



Transform your home into a sea-inspired sanctuary with one stop at Beach Dwelling at SOHO Square. Beach Dwelling stands out from many shopping venues. We want it to evoke a feeling... minimal and breezy, chic and urban, modern and vintage. Visit Beach Dwelling today.

Beach Dwelling
 beachdwelling.com
 Hours:
 Tues-Sat 10-6
 Phone Number:
 205-802-7165



- | | | | | | | | |
|-------------|--|--|------------|--|---|--------------|------------|
| shop | Hasbahce
Laney's Place
Merle Norman
Doree | Beach Dwelling
Jennifer Harwell Art | eat | Grey House Grille
Zoes Kitchen
Soho Sweets
Jinsei Sushi | Tria Market
Jackson's Bar & Bistro
Salsarita's Fresh Cantina
Starbucks | relax | Fusion Spa |
|-------------|--|--|------------|--|---|--------------|------------|

Events and Promotions

**Cinco de Mayo!
 Drink Specials
 Now
 Memorial Day
 weekend
 activities here.**



**Jackson's Bar & Bistro -
 SUNDAY SPECIALS**
 click here

Get the SOHO Newsletter!

SHOP SOHO TODAY!



You are logged in. [Log Out](#)
 2006 SOHO Square

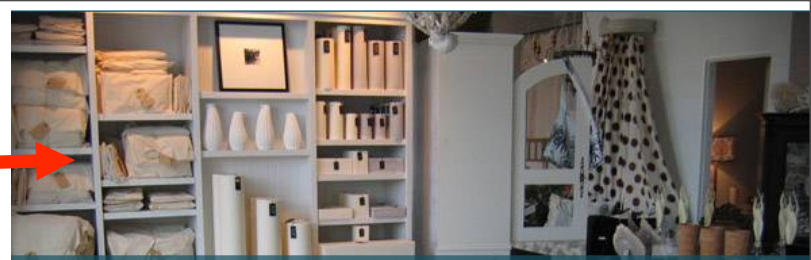
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 al.com and
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- 1 Links to SOHO tenants**
- 2 Updates on special events and promotions**
- 3 Featured specials**
- 4 Sign up for email newsletter**
- 5 Each image expands with more detail**

shop | eat | relax

What's at SOHO Square? Just about anything you can imagine. Designer jeans. Hand-crafted home furnishings from around the world. Dinner for two. The perfect cocktail dress. The simple pleasures of gourmet coffee and chocolate. From the every day to the once-in-a-lifetime, you can find it at SOHO.

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shop	Hasbahce	Beach Dwelling	eat	Grey House Grille	Tria Market	relax	Fusion Spa
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	Merle Norman		Soho Sweets	Salsarita's Fresh Cantina	Starbucks		
	Doree		Jinsei Sushi				



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SOHO SQUARE

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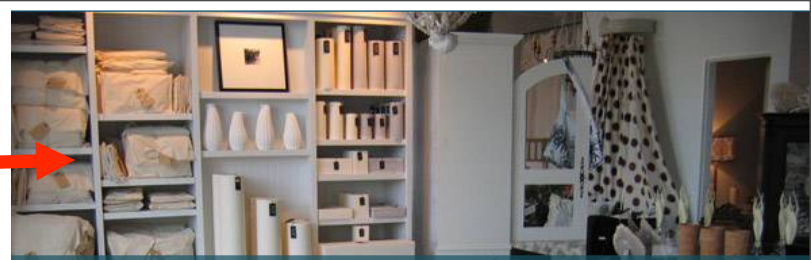
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Events and Promotions

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shop | eat | relax

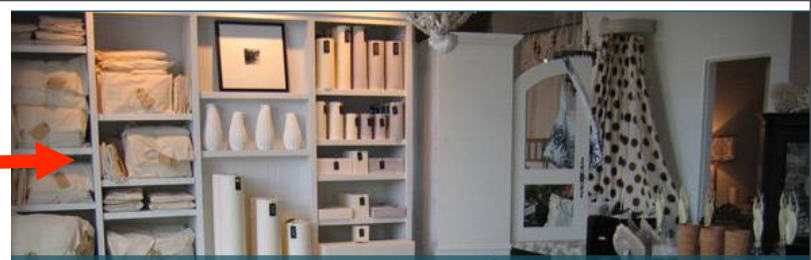
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SOHO SQUARE

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3 Jackson's Bar & Bistro - SUNDAY SPECIALS click here	4 Get the SOHO Newsletter! <input type="text" value="enter your email"/> <input type="button" value="go"/>	5 SHOP SOHO TODAY! You are logged in. Log Out 2006 SOHO Square
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IV. Examples of Excellence – SOHO Square



IV. Examples of Excellence – SOHO Square

Sweepstakes advertising
Opt-in e-mail:



IV. Examples of Excellence – SOHO Square

Sweepstakes advertising
Opt-in e-mail:



SHOP
EAT
RELAX

Click to Register
to **WIN!**

Grey House Grille advertising



**GREY HOUSE
GRILLE**

CLICK HERE TO FIND
OUT MORE

205.414.1755
DOWNTOWN HOMEWOOD

**SOHO
SQUARE**



IV. Examples of Excellence – SOHO Square

Sweepstakes advertising Opt-in e-mail:



SHOP
EAT
RELAX

Click to Register
to **WIN!**

Grey House Grille advertising

Oktoberfest e-mail newsletter and event advertising:



"Harvest Brew"

"An Oktoberfest Celebration"

Presented by Grey House Grille and Jackson's Bistro
offering tastings of the newest imports and microbrews available in
Alabama

FRIDAY OCTOBER 27th, 5-8 pm
SOHO SQUARE - Downtown Homewood

Tickets \$10 on sale the day of the event
A portion of the proceeds will benefit the
Birmingham Food Bank / United Way
2 Bands - DJ COCO and Glen & Libba

Presented by:






"Harvest Brew"
An Oktoberfest Celebration
Benefiting
UNITED WAY
COMMUNITY FOOD BANK, INC.

CLICK HERE

**GREY HOUSE
GRILLE**



**CLICK HERE TO FIND
OUT MORE**

205.414.1755
DOWNTOWN HOMEWOOD




GREY
HOUSE
GRILLE



UNITED WAY
COMMUNITY FOOD BANK, INC.



IV. Examples of Excellence - Alacare

Alacare jobs on al.com

alacare
HOME HEALTH & HOSPICE™

Search Site CALL 1.888.ALACARE

HOME HEALTH | HOSPICE | HOME MEDICAL EQUIPMENT | CHARITABLE DONATIONS | FAQ | CONTACT

- ABOUT ALACARE ▾
- LOCATIONS ▾
- CAREER OPPORTUNITIES ▾
- DISEASE MANAGEMENT PROGRAMS ▾
- INFO FOR HEALTH CARE PROFESSIONALS ▾
- MAKE A REFERRAL ONLINE ▾



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Alacare Home Health & Hospice is dedicated to providing patients with the highest level of care available in the most cost-effective environment--the patient's own home. Founded in 1970 by Charles D. Beard, Jr., the agency is still owned and operated by the Beard family today. Headquartered in Birmingham, Alabama, and with 27 branch offices covering almost every county in the state, Alacare is Alabama's oldest and largest privately owned, Medicare-certified home health agency.

Your Home. Your Care. Your Way.™
CALL 1.888.ALACARE

Learn How Alacare Can Help You Success Stories Message From The President

Named Top 10 Best Places to Work Two Years in a Row!

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alacare
HOME HEALTH & HOSPICE™
Alacare is an equal opportunity employer

FEATURED VIDEOS

View a short video about Alacare's hospice program.

Alacare's in-home therapy makes a difference, see how...

[>> more videos](#)

NEWS & UPDATES

[March is National Colorectal Cancer Awareness Month.](#)

[Jefferson County Office of Senior Citizens Services April 2008 CALENDAR OF EVENTS](#)

[Alacare Founders Day to Raise Money for Needy Patients](#)

[>> more](#)

Search Results		View: Brief Expanded	
1 - 20 of 120		Page 1 of 6	Page: 1
Job Title	Location	Updated	Company Name
Chaplain	Gadsden, AL	4/16/2008	Alacare Home Health & Hospice
Registered Nurse	Cullman, AL	4/16/2008	Alacare Home Health & Hospice
Registered Nurse	Decatur, AL	4/16/2008	Alacare Home Health & Hospice
Program Liaison	Birmingham, AL	4/16/2008	Alacare Home Health & Hospice
Program Liaison	Birmingham, AL	4/16/2008	Alacare Home Health & Hospice
Registered Nurse	Jasper, AL	4/16/2008	Alacare Home Health & Hospice
Physical Therapist	Birmingham, AL	4/16/2008	Alacare Home Health & Hospice
Program Liaison	Huntsville, AL	4/16/2008	Alacare Home Health & Hospice
Occupational Therapist	Auburn, AL	4/16/2008	Alacare Home Health & Hospice
Clinical Manager	Heflin, AL	4/16/2008	Alacare Home Health & Hospice
Occupational Therapist	Mobile, AL	4/16/2008	Alacare Home Health & Hospice
Physical Therapist	Birmingham, AL	4/16/2008	Alacare Home Health & Hospice
Clinical Manager	Montgomery, AL	4/16/2008	Alacare Home Health & Hospice
Physical Therapist	Montgomery, AL	4/16/2008	Alacare Home Health & Hospice

- 1 Promote open jobs
- 2 Feature services
- 3 Updates of interest to site visitors



IV. Examples of Excellence - Alacare

Alacare jobs on al.com

alacare
HOME HEALTH & HOSPICE™

Search Site CALL 1.888.ALACARE

HOME HEALTH | HOSPICE | HOME MEDICAL EQUIPMENT | CHARITABLE DONATIONS | FAQ | CONTACT

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- DISEASE MANAGEMENT PROGRAMS ▾
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- MAKE A REFERRAL ONLINE ▾



WELCOME TO ALACARE.

Alacare Home Health & Hospice is dedicated to providing patients with the highest level of care available in the most cost-effective environment--the patient's own home. Founded in 1970 by Charles D. Beard, Jr., the agency is still owned and operated by the Beard family today. Headquartered in Birmingham, Alabama, and with 27 branch offices covering almost every county in the state, Alacare is Alabama's oldest and largest privately owned, Medicare-certified home health agency.

Your Home. Your Care. Your Way.™
CALL 1.888.ALACARE

Learn How Alacare Can Help You Success Stories Message From The President

Named Top 10 Best Places to Work Two Years in a Row!

For more information www.alacare.com 1.888.alacare

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HOME HEALTH & HOSPICE™
Alacare is an equal opportunity employer

FEATURED VIDEOS

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NEWS & UPDATES

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Search Results View: Brief | Expanded

1 - 20 of 120 Page 1 of 6 Page **1**

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Registered Nurse	Cullman, AL	4/16/2008	Alacare Home Health & Hospice
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Program Liaison	Birmingham, AL	4/16/2008	Alacare Home Health & Hospice
Program Liaison	Birmingham, AL	4/16/2008	Alacare Home Health & Hospice
Registered Nurse	Jasper, AL	4/16/2008	Alacare Home Health & Hospice
Physical Therapist	Birmingham, AL	4/16/2008	Alacare Home Health & Hospice
Program Liaison	Huntsville, AL	4/16/2008	Alacare Home Health & Hospice
Occupational Therapist	Auburn, AL	4/16/2008	Alacare Home Health & Hospice
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- 1 Promote open jobs**
- 2 Feature services**
- 3 Updates of interest to site visitors**



IV. Examples of Excellence - Alacare

Alacare jobs on al.com

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- LOCATIONS ▾
- 1** CAREER OPPORTUNITIES ▾
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IV. Examples of Excellence – Driver's Way

ABOUT US BUYING & SELLING WARRANTIES FINANCING SERVICE CONTACT US HOME

Hours & Directions
Contacts

DRIVER'S WAY
THE PRE-OWNED VEHICLE SUPERSTORE

THE WAY TO A BETTER VEHICLE.




FREEDOM. CHOICE. HONESTY. CONFIDENCE.

INVENTORY SEARCH

Location to Search:

- Franklin, TN
 Pelham, AL
 Hwy. 280, AL

Make:

Model:

Type:

Price Range: to

Search

Reset

Driver's Way is passionate about earning your trust and delivering vehicles you'll love to drive.

Driver's Way is a pre-owned vehicle superstore offering hundreds of late-model, premium, inspected vehicles. We employ a no-pressure sales force and low, fixed pricing on every one of our used cars, trucks, vans and SUVs. No more hassles, headaches or haggling! At Driver's Way, the vehicle price is clearly marked and **YOU, the customer, are in total control.**



Driver's Way offers the highest quality pre-owned vehicles in the Southeast region. Our inventories change daily, so please contact us regarding specific needs for a used car. We have facilitated shipping cars across the country and even overseas. Visit us today at one of our two locations in Birmingham (Pelham, Hwy 280), Alabama, or our newest location in Cool Springs (Franklin) just south of Nashville, Tennessee!

Driver's Way: The Way to a Better Vehicle.

- [One Fixed Price: Low, Concrete/No-Haggle Pricing](#)
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- 3 Directions and Hours



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IV. Examples of Excellence – Driver’s Way



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Advertising directing to website:

http://www.aladsites.net/ae_stacey/drivers_way/leaderboard/leaderboard.html



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Newspaper ad online:

DRIVER'S WAY
THE PRE-OWNED VEHICLE SUPERSTORE **.com**

THE WAY TO A BETTER VEHICLE.

HUGE SELECTION

SAVE THOUSANDS ON HUNDREDS OF CARS, TRUCKS & SUVs
HUNDREDS OF VEHICLES REDUCED!!!

- One Low, No-Hassle Price On Over 700 Cars And Suv's
- 3 Day Return, 30-Day Exchange Policy
- Certified, Value And Clearance Vehicles For Any Budget
- 240-Point Inspection And 90 Day/3,000 Mile Warranty On Certified Vehicles
- The Most Extensive Reconditioning Process In The Industry
- Extended Service Plans Available Up To 100,000 Miles
- Open Seven Days A Week
- Over 20 Sources Of Financing
- We Will Buy Your Car, Free Appraisals
- Over 700 Pre-owned Vehicles Available From \$7,590.00 To \$39,990.00

WE WILL BUY YOUR CAR!
Fast And With No Hassles, Of Course!

205-982-1998
Monday - Friday 10am - 8pm
Saturday 10am - 7pm
Sunday 1pm - 6pm

1445 Oak Min Exit
100 Driver's Way, Pellham, AL 35124

5478 Hwy 380
Bham, AL 35242

al.com

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Inventory Listings on al.com:

BEST LOCAL AUTOS FIND A DEALER

DEALER INFO USED INVENTORY CERTIFIED INVENTORY

386 listings match, 1-10 shown Page 1 of 39 GO Next>

Sort Listings By: 10

Photo	Year	Description	Price	Mileage	Ad Source
	2008	Chevrolet TrailBlazer VIDEO	\$21,990	12,124	DRIVER'S WAY Get A Quote
	2008	Chevrolet TrailBlazer VIDEO	\$24,590	8,328	DRIVER'S WAY Get A Quote
	2008	Chevrolet TrailBlazer VIDEO	\$23,990	12,429	DRIVER'S WAY Get A Quote
	2008	Dodge Avenger VIDEO	\$14,990	16,269	DRIVER'S WAY Get A Quote
	2008	Chevrolet Uplander VIDEO	\$22,590	4,959	DRIVER'S WAY Get A Quote



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Video ad: http://dmc.al.com/auto_ad.php?ad_num=9604



V. What Do I Do NOW?



V. What do I do Now?

I. Define Objectives for Your Web Site

- 1) Treat your web site as an extension of your business
- 2) Selling goods
- 3) Getting customers to your store
- 4) Employee recruiting
- 5) Customer service
- 6) Branding



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II. Develop Advertising Plan

- 1) Include web address in all advertising
- 2) Local media sites (guaranteed impressions, creative marketing)
- 3) Search Engines (guaranteed clicks)
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III. Keep it Fresh!



V. What do I do Now?

Important “Door” to your Business

You want to send people to your **website**, make your **telephone** ring and ultimately, walk through your **front door!**



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Important “Door” to your Business



You want to send people to your **website**, make your **telephone** ring and ultimately, walk through your **front door**!



What's *Next?*



What's Next?

- Consumers become more **EDUCATED**
- Online advertising continues to become **SMARTER**
- Advertising becomes more like **CONTENT**
- Cell phones and GPSs will become **AD VEHICLES**
- The **BLUR** between media will continue

