



Media Release
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Photo Direct launches new website.

As part of its ongoing commitment to help grow its customers' business success Photo Direct has recently launched a new website at www.photodirect.com.au.

Following an extensive review of user needs Photo Direct has created a site aimed to inform, support and inspire photo channel retailers as well as consumers who have an interest in digital photography and image printing. Steuart Meers reports that the site is already enjoying heavy traffic. "Early indicators show our new concept has everything photo channel retailers want in the way of product, technical and business development information. And with a consumer section designed to drive traffic to retailers who support Photo Direct, we're confident this new strategy will facilitate a win/win solution for everyone."

"Content is regularly updated so visitors will always be sure to find new information," says Steuart. "We'll have various writers delivering a fresh flow of consumer content and retailers can be assured there'll always be something relevant on offer in the way of product, equipment and services from Photo Direct."

The site was designed by Integrale Marketing and incorporates a range of features including Google's latest 'AdSense' technology which ensures that promotional messages match a user's site behavior. There's also a fun-side to the site which can be enjoyed when visitors click on the Pirate icon.

"We're absolutely committed to helping grow our customer's business success and the new website is a very important part of our strategy to achieve this goal," concluded Steuart. "To have consumers representing over 50% of our initial traffic, with 70% of these visiting our retail listings page is exactly the kind of start we wanted."

For more information on this article please contact Susan Smith at Photo Direct on (03)98941644. Photo Direct is a major supplier to the photo imaging industry across Australia and New Zealand, offering its customers total business support in order to create more sales, faster and more profitably.