

Advanced Website Guestbook with Feedback Form Fosters Testimonials that Support New FTC Guidelines, Now Available

The IdealGuestbook.com web-based software service launched today features a hosted website guestbook solution including browser-hugging button and jump-off-the-page feedback form frog, analytics and email system. The hosted service supports FTC guidelines and is available for a free trial via the IdealGuestbook.com website.

Dallas, Texas (PRWEB) October 12, 2010 – Marketing Department today announced the launch of a new website guestbook service with dynamically generated web pages, feedback mechanism, analytics and email. The hosted guestbook service is the next generation in website guestbooks, supporting the new FTC guidelines.

The guestbook software service combines typical features of a basic online guestbook but also includes a jump-off-the-page feedback form frog for posting to the guestbook web pages. When active, the feedback form displays inline so as not to cause the visitor to leave the user's webpage. The activation button floats on the edge of the browser window, the new standard in feedback button positioning.

The feedback form is the heart of the Ideal Guestbook. It starts the relationship with web visitors and performs double duty for the website. First, guests use the feedback form to post comments to the guestbook and at the same time, respond to brief survey questions. Next, the form data is collected in a way that can be analyzed. The website owner can later interpret the data to decide whether to make changes to their website.

The overarching goal behind this new software service is to help websites publish testimonials and endorsements that meet the new Federal Trade Commission (FTC) guidelines established in December 1, 2009. Those regulations can be found at 16 C.F.R. - 255 or on the web. <http://ftc.gov/opa/2009/10/endortest.shtm>

Comments published by the actual person, made in real time, that are attributed provide proof of authorship. It makes the testimonial that visitors read, more believable. This helps abate the use of invented testimonials, which the FTC wants to spot, stop and prevent. The public can better rely on what other people say about the site when the comment is posted by a real person and not a recreation by a copywriter or web developer.

"When we first looked for a way to publish testimonials for our client websites, it was apparent that there needed to be a way to prove that the comments were real," said Alexandria Marx, Co-Founder of Dan Marx Creative, "With the Ideal Guestbook service, we're excited to shine a light on the immense value of a website guestbook."

The biggest single benefit about IdealGuestbook.com is it's brain. This revolutionary software service features problem-solving metrics, as well as, the ability to start a relationship with visitors, continue that relationship and build a bond with visitors. This new guestbook service

Dan Marx Creative Group Launches Ideal Guestbook

includes a built-in email system. Every post receives an immediate thank you message. Web owners are able to write, send, save, edit, schedule and unschedule additional email messages.

Ideal Guestbook gives every site the opportunity to build a mailing list and engage in a two-way email communication with those who sign their guestbook.

A web business will be able to make informed decisions on how to increase web traffic and sales conversions by having data available to them from visitors and customers.

Organizations, blogs and personal sites will have a brand-new gateway to capture visitor contact information and keep in contact with fans.

This release includes a free 10-day trial. Version 1.0 is currently available in English as it's language. More languages will be available in the next release.

About Ideal Guestbook Company:

Ideal Guestbook company is part of the Dan Marx Creative group, located in North Texas, USA and doing business online since 1995. Dan Marx Creative is a major destination for new business startups. Services include copywriting, graphic design, web design, internet marketing, software and software services.

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DM-Creative.com is a leading provider of creative business services since 1995. Services include copywriting, brochure design, web design, marketing, web hosting, software and software services. Feel free to send this news release to friends who would be interested in this information. Thank you.

www.DM-Creative.com | www.ContactUsHelpDesk.com

- Page 2 of 3 -

Resources

If you're just starting your business, here's a free e-course on the steps to starting a business:
<http://www.dm-creative.com/startups>

Every person who wants to start a business comes to the table with different knowledge and experiences. Everyone expects to make money. Successful sites choose our creative business services, because they have ad agency level copywriting, design and marketing that fits in their small business budget. Browse our online store for pre-priced services:
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For high-end web hosting designed especially for business websites, order one of our excellent web hosting plans. Choose a free domain name, SSL security certificate, rich content, rate point and more from www.vSuperHost.com

Every business website wants a way to provide customer service and support in an organized manner that avoid spam. Order your Ideal Help Desk today at www.IdealHelpDesk.com

One of the most challenging tasks for a business is to collect testimonials. Now, with the Ideal Guest Book, you have an easy way for visitors to provide feedback, for customers to comment with a unique pop-over. www.idealGuestBook.com



It's a monster of a task to build a contact list and then market to your list without getting caught in spam filters... and worse... being reported as a spammer. Imagine how much business you can develop with a contact list over 100,000 names who are eager and willing to receive email promotional information from you. Now, it's easy and free. www.MyIdealFriend.com

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