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PRESS RELEASE

Moosylvania Offers Five Design Pillars for Retail Website Credibility

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ST. LOUIS, Apr 21, 2009 (BUSINESS WIRE) -- First impressions count - whether in person or online. Just as people appraise your looks and behavior from head to toe on first glance, so do they appraise your brand's website. Does it pop, emote, build trust and intrigue? Does it have that certain je ne sais quoi?

"Your website had better be good looking, have a winning personality and be an easy read," said Rodney Mason, CMO of Moosylvania. "Since more than half of all prospective customers visit a product website when considering a purchase, their overall opinion is based primarily on a website's relevance and looks - making it the most influential driver to in-store purchase that a marketer has."

"While it's worth emphasizing that websites are the number one retail marketing tool, almost 70 percent of consumers think that brand websites lack credibility," said Gus Hatrich, Moosylvania's president. "And it's unfortunate, because what that really boils down to is poor web design."

So exactly how do you identify good web design? To find the answers, Moosylvania has conducted its own research and relied on its own award-winning design team to compile the 5 Pillars For Website Credibility. This free white paper offers the fundamentals of how to balance beauty, passion and practicality. You will learn:

- How to dress your website for its debut
- Why emotion trumps bells and whistles
- How to get visitors to share your messages
- How to turn your website into a page-turner
- Which websites should you be looking at now

For a copy of the 5 Pillars For Website Credibility, visit [moosylvania.com](#) and click on "Insights." If you need more insights on Web design to drive retail sales, contact Rodney Mason at 314-644-7987 or rodney@moosylvania.com. You can also friend or Twit him on LinkedIn, Facebook, Digg, MySpace and Twitter.

About Moosylvania

Moosylvania is The Great State of Design, where insights are hatched in a globally-ranked research facility and nurtured by experts in the fields of Digital, Branding and Promotion. Great design is more than the extraordinary composition of creative elements; it is a process of originating and developing a concept from insights and a carefully constructed strategy designed to achieve measurable results. For more information, visit [moosylvania.com](#) or contact Rodney Mason, CMO, at 314-644-7987 or rodney@moosylvania.com.

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