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Smartads Re-Launches Smartads.info With New Web 2.0 Features!

Smartads re-launches Smartads.info with an upgraded design, visitor interaction, and many intergraded web 2.0 elements to accommodate for the use of social networking, and viral marketing to better help authors with promoting their articles online.

/24-7PressRelease/ - HAMILTON, ON, CANADA, May 14, 2008 - Martin Lemieux is the owner of Smartads, an online ePublishing network including <http://www.Smartads.info> which has been upgraded to accommodate the increasingly growing social networking world. "Writers have a vast opportunity to be heard these days thanks to ePublishing networks that help to promote their work," Martin said.

With the ever growing popularity of article marketing amongst website owners worldwide, it is imperative that article directories use different promotional techniques to promote their authors content articles for publication within other websites, networks, rss feeds, news syndications, search engines, and social bookmarking sites.

"Lately, article directories are threatened by the lack of originality, content duplication, and search engine blocking. It is my goal to increase the value of www.Smartads.info so that authors don't view our business content directory as simply one of 100's of spammy websites with no marketing value," Martin Lemieux said.

"With the boom and popularity of article marketing, webmasters are utilizing free software's to create their own directory related website's where authors can submit their content for ePublication. Many of these webmasters are even buying their own content directories including 50,000 articles, and 10,000 registered authors already in place. It is my expert opinion that no article directory should be bought with success attached to it, it should be earned," Martin explains

"Smartads has well over 90,000 author submitted articles which are all reviewed by a live editor for quality assurance before posting them online for visitors to read. Each article offers tips for people with everyday issues they may come across in life including, but not limited to topics on; business, health, money, parenting, technology, and many other topics." Mr Lemieux explains.

Social bookmarking has become vastly popular all over, and article directories like Smartads.info help to fuel the content that is shared, bookmarked, syndicated, and used by millions of internet users, Martin believes.

"People are information hungry, content directories help to provide internet users with fresh articles that are shared worldwide, no matter what the subject is. Web 2.0 features like comment posting, rss feed syndication, bookmarking, and blog sharing allows authors to gain exposure never utilized up until recently. This gives website owners the chance to market their business on multiple levels online." Mr Lemieux concludes.

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