

## Ability Commerce Releases Ability SmartSite™ 7.0

FOR IMMEDIATE RELEASE

Delray Beach, FL, July 7, 2009 – Ability Commerce officially released Ability SmartSite 7.0, which contains productivity-boosting improvements to the Content Management system as well as enhancements to search-engine performance.

Efficient, easy-to-use content management systems are essential to labor cost management for web marketers with thousands of product pages to maintain. Ability SmartSite Content Management now contains several robust user-interface enhancements to improve productivity for content editors. A what-you-see-is-what-you-get (“WYSIWYG”) entry interface, with preview and coding modes, facilitates easy item information updates directly within the browser-based Content Management system. Other improvements to content management include streamlined bulk image upload and update functionality.

“We know how important it is in today’s economy for web marketers to keep labor costs down while maintaining a high level of accurate, fresh site content,” said Terry Jukes, Ability Commerce President. “We constantly find ways to make marketing tasks easier and faster for our clients to perform.”

A new, searchable online help system makes Ability SmartSite web sites even easier for web marketers to change and control as their business needs evolve.

Site metatag functionality has been enhanced, and automated processes added which reduce duplicate site content and inaccurate redirects. These types of changes are ongoing with each release, and ensure continued optimal search engine performance for sites running on the Ability SmartSite web platform, even as algorithms change and search-engine market share fluctuates.

New features for marketers include enhanced methods for presenting prominent branded keyword phrases right within the site’s navigation—all manageable without site coding changes—and date-sensitive banner areas. Users can upload multiple advertising campaigns and present them on a randomly rotating basis, or upload several months’ worth of campaigns at once which change automatically on a preset date.

Popular social network “sharing” buttons with embedded tracking code can now be added to item pages on the fly, so clients can quickly test the effectiveness of various social networks like Facebook and Digg for their unique customer base, and change button displays as needed.

### About Ability Commerce

Ability Commerce ([www.abilitycommerce.com](http://www.abilitycommerce.com)) designs ecommerce software and solutions to meet the specific needs of catalogers and direct marketers. Together with their parent company, Marketing Concepts, they employ more than 120 staff members with offices in Delray Beach, Florida and Spicer, Minnesota.

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